ABOUT US
We are an international non-governmental organization uniquely focused on improving the lives of rural Africans through the world’s most accessible communications tools: radio and mobile phones. We work with governments, civil society organizations and private sector sponsors to ensure the sustainability of radio programs that benefit millions of rural Africans.

RADIO PROJECTS
We implement targeted development projects that get results, improving the lives of tens of millions of people through the power of radio.

RADIO INNOVATIONS
We pioneer digital solutions using mobile phone technology and develop new radio approaches to make radio more entertaining, effective and interactive than ever before.

RADIO NETWORK
We provide resources, training and learning opportunities to help our network of rural radio broadcasters create programs that better serve their listeners.

Our work in TANZANIA
Tanzania is home to some of Farm Radio International’s most far-reaching and diverse programs. Many of the Tanzanian stations we work with cover vast areas, allowing our programs to reach every corner of the country. Our project work in Tanzania has addressed a wide range of topics, ranging from legume production and weather advisory services to mental health and political participation.

2007 COUNTRY OFFICE OPENED
2.6+ MILLION POTENTIAL LISTENERS
33 PROJECTS (CURRENT AND COMPLETED)
86 BROADCASTING PARTNERS

YEARNLY MOBILE INTERACTIONS
63,524
80+ LISTENING GROUPS
OUR PARTNERSHIPS

Farm Radio Ethiopia fosters partnerships with key partners in the public, private and non-profit sector, offering unprecedented means to reach farmers across the country.

OUR RESULTS

Interactive Radio for Livestock Health in Northern Tanzania (RALH): 2018-19

Farm Radio International collaborated with Elanco Animal Health on a project designed to provide small-scale livestock farmers in northern Tanzania with information on livestock health and relevant animal health care products, and contribute to improved livestock care through a short series of interactive radio programs. FRI worked with two radio stations—Radio Sauti ya Injili and Loliondo FM in Arusha and Kilimanjaro regions—to develop and broadcast 13-week programs.

- **LISTENERS**: 223,700
- **EPISODES**: 26
- **INTERACTIONS OVER MOBILE PHONES**: 2800
- **LISTENERS WHO WOULD ENCOURAGE OTHER FARMERS TO USE ELANCO PRODUCTS**: 68.3%

In January 2019, FRI did a household survey in Kilimanjaro and Arusha regions, asking 580 respondents a series of questions about knowledge, attitudes and practices related to livestock health and Elanco products. Awareness of Elanco products was higher among listeners than non-listeners. In addition, a higher percentage of listeners said that Elanco products had met their most important animal health needs (65.6% compared to 54.7% for non-listeners).

CONTACT US

**Zelalem Nega**: Senior Country Representative (Ethiopia, Kenya, Uganda & Tanzania)
znegafarmradio.org
tanzania@farmradio.org
PO Box 16604
Njiri, Arusha, Tanzania
Tel/Fax: +255 755 013 030

@farmradio  farmradio.org  info@farmradio.org