HIGHLIGHTS OF OUR BIGGEST YEAR YET

10/2015
*Mental Health on Air*
CBC’s Omar Dabagh-Pacheco showcased our work on youth mental health through this three-part documentary film.

10/2015
We ran our third annual Thank a Farmer campaign.

11/2015
We held our 7th annual Africa Rocks! curling bonspiel fundraiser.

11/2015
We released Farm Radio Resource Pack 102 on raising guinea fowl.

12/2015
We sent the first Making Waves e-newsletter to project partners.

12/2015
Radio4Change
We launched a new website sharing personal stories that demonstrate the power of radio to seed change.

Order of Canada
Doug Ward, chair of our board of directors, was appointed to the Order of Canada for his life’s work in public service radio.

04/2015
We were featured in Together, a traveling exhibition on global development.

05/2015
WSIS Project Prize
Our value chain project was recognized with the World Summit on the Information Society Project Prize.

02/2016
Boom Box
Our first-ever World Radio Day webcast explored the changing world of radio and how radio can change the world.

01/2016
The second season of the My Children radio drama got underway.

03/2016
We posted our first Huffington Post blog on International Women’s Day.

03/2016
We released Farm Radio Resource Pack 103 on growing cowpeas.

02/2016
Broadcasters across Africa shared videos about radio for change on World Radio Day.
A MESSAGE
FROM THE EXECUTIVE DIRECTOR AND
THE CHAIR OF THE BOARD OF DIRECTORS

Since 1979, we have been providing radio broadcasters with practical information about farming practices, nutrition, and health to share with small-scale farmers. Over the years, we have learned a lot about radio and the needs of people in rural communities.

We discovered that radio is most powerful when it features the voices of listeners themselves. Today, we put more focus on broadcaster training that builds the skills needed for participatory, farmer-centred radio. We are also creating new types of services and resources for our 640+ broadcasting partners across sub-Saharan Africa. And we are working directly with partner stations to design high-quality farm radio programs with measurable results.

We have also learned what radio can do when combined with the other most powerful communication tool in Africa: the mobile phone. Our team at The Hangar, our radio and ICT innovation lab in Tanzania, is always finding new ways to make radio more accessible, dynamic, and interactive than ever before.

This report shares stories that illustrate the power of interactive radio to create real and meaningful change in rural communities by helping listeners to:

• Maintain or increase food production despite an unstable climate.
• Survive extreme weather events like drought.
• Grow more nutritious crops to keep their children healthy.
• Overcome stereotypes and stigmas that get in the way of good health.
• Challenge traditional gender roles and help women and men work together.
• Give voice to those who are heard from the least.

To celebrate the power of radio for change, we did a couple of special things this past year. We launched a new website, Radio4Change, to share the stories of people whose lives have been touched by radio. And we ran our first-ever World Radio Day webcast, Boom Box, to explore the changing world, and how radio is changing the world.

We thank all of those who contributed to our work this past year. Together, we are advancing our vision of a world where the work of African farm families results in prosperity and food security for themselves, their communities, and their countries.

Let’s keep creating positive change together.
Hiwot Tirfneh regrets that she ever wasted water. She lives and farms in the Tigray Region of Ethiopia where drought is frequent and water precious. But while she never wasted water on purpose, she only recently learned to harvest rainwater to irrigate her crops. This knowledge — gained from a farmer program on local radio station, Dimtsi Weyane Tigray — helped her produce a good harvest during a difficult growing season.

The staff at Dimtsi Weyane received training and support for their farmer program from Farm Radio. They covered a variety of topics that local farmers had identified as important to them, including soil and water conservation, seed selection, and pest management.

However, when the rains first failed in 2015, journalists working on the program began to question the relevance of these topics. The radio station communicated the issue to Farm Radio and the focus of the program quickly shifted to topics that would help farm families survive the drought, like water harvesting to collect any rain that did fall.

Hiwot followed the detailed instructions broadcast on how to dig shallow wells to irrigate crops. She said, “I have learned that we have to save every drop we get from the rain. I am applying the techniques and I got good results. You can see a difference even between the crops where water harvesting has been practiced and not.”

By making it possible to have a two-way conversation with the farmers we serve, interactive radio can address issues that farmers identify as being most important to them and better meet their evolving needs for information and support.

Despite SEVERE DROUGHT this farmer increased her harvest from 200 to 500 kg!
When Voice of the River, Farm Radio’s broadcasting partner in Tillabery, Niger, began airing a program called How a woman in pregnancy should take care, Hamsatou Kano had a clear message to share:

“Many women have lost their children. Others have lost their lives. That’s why we need a nurse in our village.”

Hamsatou is president of a women’s radio listening group in Kokomani, a community of more than 500 residents where, until recently, health services were almost non-existent, contributing to high rates of infant mortality and childhood illnesses. Recognizing this, the women of the community formed a listening group, with help from Farm Radio, to share input on the content of a new radio program designed to help them.

Because we train broadcasters that the voice of the audience is vital to the content of programs, women from the Kokomani listening group were encouraged to share their opinions by calling into their radio station.

Not long after Hamsatou’s on-air plea for a nurse was broadcast, her village got exactly that. Her message was heard in the corridors of power and a nurse was assigned to the village for the first time.

Participatory radio programs are at the foundation of Farm Radio’s work. Hearing the opinions and experiences of listeners helps to ensure that we meet their information needs. Broadcasting their opinions and experiences can help them be heard by the wider community, including policy makers.

Farmers who join community listening groups are not only more likely to tune into agricultural radio programs regularly, but are also much more likely to adopt the farming practices discussed on the air.

RECENT INNOVATION
THE LISTENING POST
One of our most recent innovations makes it possible to raise farmers voices on a large scale. Combining specialized radio programs with Uliza, our mobile polling tool, the Listening Post collects listener responses and voice messages to provide direct feedback with development partners.
RADIO FOR NUTRITION
HELPING FAMILIES PUT HEALTHIER FOOD ON THE TABLE

Before they began growing quality protein maize (QPM), many parents in Nyabugando, in the Western Region of Uganda, saw their children develop swollen, bloated bellies, and their hair grow red. These are signs of something called “wet malnutrition,” which occurs when a person is receiving sufficient calories but not enough protein.

But when the community began cultivating this new maize variety — one that was developed through conventional plant breeding to address this type of malnutrition — they saw their children’s health improve.

Mugisa Damaseni is a farmer in the area who saw changes in his children. “Before we started growing QPM, the children were looking not healthy, but now the children can eat and be satisfied,” he said. Mugisa even noticed an improvement in his children’s education.

Farm Radio worked with local broadcasters in Uganda and Ethiopia to produce radio programs explaining why and how family farmers should grow and eat QPM.

Our work promoting nutritious crops empowers farmers to improve their children’s health, providing long-term solutions to nutritional deficiencies across large populations.

RADIO FOR EQUALITY
BREAKING DOWN GENDER ROLES AND IMPROVING FOOD SECURITY

Pili Athumani and her husband live in Mnung’una village in central Tanzania, where men have traditionally ploughed the fields with oxen, while women have done the other farming work.

But this gendered approach is changing because of a program produced by Radio Maria, one of Farm Radio’s broadcasting partners. It shares practical agricultural advice and runs on-air discussions about the value of farm labour and the importance of men and women sharing the work.

Pili’s husband, along with other men in the village, soon started tuning in and taking part in discussions. Through this interaction, they gained a greater appreciation for the farming work carried out by women.

Many men in the village now share in farming tasks such as weeding, utilizing tips from the radio program to help ensure a good harvest.

Farm Radio is committed to promoting gender equality in all of our work. With greater gender equality and better cooperation in the fields, women and men farmers are applying new farming practices and growing more food.

Pili and her husband now have a new slogan: 50/50

▲ Mugisa Damaseni, a Ugandan farmer whose children are benefiting from quality protein maize.
We would like to make special mention of the following contributors to our work, as well as the newest members of our Circle of Producers.

- ACDI/VOCA
- Africa Rice Center
- Alliance for a Green Revolution in Africa
- Anne Burnett
- Beatrice Enid Patterson Fund at the Foundation of Greater Montreal
- Beth Haddon and Tim Draimin
- Burgetz Family Foundation held at the Mennonite Foundation of Canada
- CABI
- Canadian Commission for UNESCO
- Canadian Feed the Children
- Catholic Relief Services
- CGIAR
- CIMMYT
- Commonwealth of Learning
- David Frere
- Digital Green
- D. Keith MacDonald Foundation
- Farm Radio Trust
- Bill and Melinda Gates Foundation
- GIZ
- Global Affairs Canada
- Grameen Foundation
- Grand Challenges Canada
- HarvestPlus
- The Hope Social Justice fund held at the Victoria Foundation
- Hughraine Fund at the Kitchener and Waterloo Community Foundation
- International Development Research Centre
- IITA
- International Fertilizer Development Center
- International Food Policy Research Institute
- International Fund for Agricultural Development
- International Potato Center
- International Union for Conservation of Nature
- Institute of Development Studies
- Irish Aid
- James and Philippa Kerr Fund at the Strategic Charitable Giving Foundation
- Janet and Herb Tanzer Charitable Fund at the Toronto Community Foundation
- Laura Tiberti Foundation
- Marilyn and Wally King
- Maurice Walsh
- The McCain Foundation
- The McLean Foundation
- McMillan
- Meda
- Nathan Associates London Ltd.
- NCBA CLUSA
- Oscroft Limited
- Robert I. and Margaret J. Clague Memorial Fund endowed with The Winnipeg Foundation
- Save the Children USA
- SICAREX
- Sisters of Charity of the Immaculate Conception
- Sisters of St. Joseph of Canada
- S.M. Blair Family Foundation
- Les Soeurs de la Congrégation de Notre-Dame
- UK Aid
- Unifor Social Justice Fund
- Unintera
- University of Saskatchewan
- USAID
- World Association of Christian Communication
- World Food Programme
- World Vision International in Ghana
- WUSC (World University Service of Canada)
TREASURER’S REPORT
By Nancy Brown Andison
Treasurer and Chair of the Finance Audit and Risk Committee

We are determined to ensure the maximum amount of every dollar received from our donors is used directly to deliver programs. In the 2015–16 fiscal year, we spent less than five per cent of our budget on fundraising and public engagement and less than ten per cent on administration costs.

Our organization continues to grow at a manageable rate that ensures tight oversight and control of our operations. This year, we achieved eight per cent growth over the previous year, allowing us to expand our services programmatically and geographically for greater impact.

As I reported last year, we have adopted a policy to establish a reasonable financial reserve to allow us to be prepared for urgent or unexpected situations that could otherwise destabilize the organization. We are now well on track with this goal and this year’s small surplus (about 1.5 per cent of our total revenue) will contribute to the buildup of that reserve.

It is an honour to serve as Farm Radio’s treasurer and I assure you of my continued diligence in providing oversight to the most prudent use of funds to improve the lives of small-scale farmers across sub-Saharan Africa.

FINANCIALS
An audit of our year-end financial statements was conducted by Deloitte LLP in Ottawa, in accordance with Canadian standards. The following is a snapshot of the financial statements, not the approved statements. The full audited financial statements can be found online at annualreport.farmradio.org.

Year ended March 31, 2016, with comparative information for 2015.
GOVERNANCE REPORT

by Doug Ward

Chair, Board of Directors

Farm Radio International is governed by a board of directors elected for three-year terms. On an annual basis we:

- Ensure that our strategic direction and organizational policies advance our vision, mission, and values.
- Approve the year’s operating plan and budget.
- Review the performance of our executive director.
- Hire and receive the report of the external auditor.

All directors participate in the work of one or two board-level committees. Some directors also volunteer their skills for specific tasks under the direction of our executive director.

Over the 2015–16 year, the board took on the following additional initiatives:

- Implemented a plan to gather third-party feedback about Farm Radio’s performance in Africa.
- Established a procedure for assessing risk in prospective projects.
- Established a delegation-of-authority procedure for approving projects.
- Approved plans for a strategic study of our Resources for Broadcasters work.
- Established a policy for a contingency reserve.
- Re­vised our competencies/skills matrix for consideration in recruiting new directors.
- Thanked retiring board members David Okidi and Bill Stunt, and welcomed new board members Jean Christie and Rick Gallop.

BOARD OF DIRECTORS

Doug Ward (Chair)
Retired radio producer, station manager and vice-president, Canadian Broadcasting Corporation (CBC)

Charles Marful (Vice-chair)
Director, Human Resources Assurance Practice, Ernst & Young LLP

Nancy Brown Andison (Treasurer)
Former partner and current consultant with PricewaterhouseCoopers LLP

Sarah Andrewes
Vice-president, Hill+Knowlton Strategies

Heather E. Hudson
Professor of communications policy, Institute of Social and Economic Research, University of Alaska Anchorage

Liz Hughes
Retired CBC journalist and broadcaster

John Morriss
Associate publisher and editorial director, Farm Business Communications

David Okidi
Journalist and former station manager of Uganda’s Mega FM, manager of the Business for Peace project with International Alert, and director and proprietor of ABS FM

Bernard Pelletier
Lecturer and research associate, McGill University

Glenn B. Powell
Freelance writer and communications consultant, and retired CBC farm broadcaster

Caitlynn Reesor
Journalist and broadcaster

Bill Stunt
Director, Production Systems Implementation, Media Operations and Technology, CBC

Jacqueline Toupin
Consultant in communications, health and development, and former broadcaster with CBC and the United Nations

John van Mossel
Independent climate change consultant, and expert consultant at ICF International
We are the only international non-profit organization dedicated exclusively to serving African farming families and rural communities through radio.

We serve hundreds of radio partners across 39 sub-Saharan African countries, and have offices and major projects in Burkina Faso, Ethiopia, Ghana, Kenya, Malawi, Mali, Niger, Tanzania, and Uganda.

Together, we reach tens of millions of small-scale farmers with life-changing information and opportunities to have a stronger voice in their own development.

Read our interactive annual report annualreport.farmradio.org