Theodora Kubaje keeps a brood of guinea fowl on her farm to ensure her family of seven has access to protein in their diets. But she used to have difficulty keeping her keets (baby guinea fowl) alive. On average, 70% of keets do not survive.

In northern Ghana, 90% of farmers raise guinea fowl. But many farmers, Theodora included, had questions about how to improve the health of their birds.

We first met Theodora in the spring of 2015, when we were starting the Radio for farmer value chain development project in the Upper East Region of Ghana. Theodora told us she needed to know how to house guinea fowl, what feed to use, and what medicines would treat common diseases.

Back then she said, "A radio program that will educate us on these challenges will help solve food security and increase family income for me and my fellow farmers.”

Happily, we were able to respond.

For the next two years, Theodora was able to tune into a program on GBC Radio to learn about rearing and marketing guinea fowl. When we spoke to Theodora again in the summer of 2016, she was in the process of building better housing for her birds following a step-by-step guide on the radio show. She told us, “I have built a whole room for it and I have no other use for it than for the guinea fowls. So I am determined until I succeed.”

In Ghana, we worked with four radio stations, airing programs about raising guinea fowl and about growing and storing cowpea. These programs also discussed good marketing practices for both. This was just one part of the five-year project, which involved 13 radio stations in four countries.

The radio programs also discussed gender issues. These lessons struck a chord with Theodora. She says, "In the old tradition, women were not involved in guinea fowl rearing.”

In Ghana, women are responsible for health and nutrition in the family. But they often rely on the permission of their husband to take part in activities, including attending community meetings. But since the guinea fowl radio program has been on air, Theodora says she has seen more and more women gather with their neighbours to listen as a group and discuss what they learned.

She herself has become an expert guinea fowl rearer, contributing to the radio program by calling the station and supporting other women farmers by encouraging them to join their community listening groups.
We love radio because we know it has a huge impact. It brings people together — near or far, on the move or relaxing at home — to learn something new, be entertained, or exchange ideas.

So each year, on February 13, we celebrate World Radio Day.

This year, we hope you’ll celebrate with us by sharing your love of radio on social media. Share with us your favourite radio show or podcast, so that all of us lovers of radio have something new we can tune in to.

This project has been on air in four countries since 2012, thanks to funding from Global Affairs Canada and from our generous donors. These radio programs aimed to increase farmers’ benefits from the agricultural value chains that they were involved in, helping them to improve their production, but also informing them of good marketing practices, like selling in groups. A different value chain was chosen in each country, based on local needs and preferences.

**TANZANIA** We worked with two radio stations to air programming about growing and marketing cassava, a staple crop. One farmer reported that his production increased so much, he wished he had a warehouse. Fortunately, the program helped to connect farmers with buyers so that farmers could earn a good price for their increased production.

**MALAWI** We were on air with four radio stations to discuss groundnuts (called peanuts here in Canada), including recommended spacing for planting and good market practices, like sorting the nuts before selling. We spoke to listeners, and 80% said they now sorted their nuts before taking them to market.

**MALI** We ran radio series about good practices for keeping chickens. At the start of the project, farmers told us that, on average, 7 of 10 chickens died from disease. The radio programs discussed building chicken houses and the importance of vaccinations. At the end of the project, farmers told us that since adopting changes recommended in the radio series, the ratio reversed, with 7 of 10 chickens now surviving.

**GHANA** We worked with four radio stations to run radio series on guinea fowl and cowpeas. The cowpea programs discussed better planting practices, including placing two seeds per planting hole. Nearly 80% of listeners told us they started using this practice, compared to just 55% of non-listeners. The program also discussed marketing practices, providing price information and promoting triple-layered bags for better storage.
Almost 30 years ago, Beryl Wilson heard about Farm Radio International from a friend. She has been a donor ever since. She likes that we address food security and that we use radio, but mostly Beryl is impressed that Farm Radio works with people on the ground.

She believes that there is nothing more important than people having enough food, and that if they can learn techniques to improve their abilities to grow it themselves, the impact will be far greater than simply providing food aid.

“Farm Radio makes a difference because it provides long-term solutions to help people to help themselves.”

Beryl is inspired by the stories she reads in Tuning In, learning about how we are making lasting improvement in the lives of farmers and rural communities. A story about how one woman can now send all six of her children to school thanks to what she learned through our radio programs really stuck with her. She feels that our programs taught the woman to farm better.

An avid CBC radio listener, Beryl believes in the power of radio — particularly in Africa. She says, “For many, it’s the only way; they are not going to get the information they need through print or online sources.”

Beryl knows that Farm Radio International is having a long-term impact on the lives of small-scale farmers. She wanted to show her commitment to this work — and make her own lasting impact — and so Beryl is one of the generous donors who has included us in her will.

Farm Radio International enables you to leave a lasting legacy — your commitment to changing the lives of farming families and their communities across Africa. A bequest of any size can have a significant impact on long-term sustainability of our work. For more information, contact Brenda Jackson at 1-888-773-7717 x3646 or brenda@farmradio.org.

DID YOU KNOW?
The Fall armyworm is a hungry, hungry caterpillar that has marched across farmers’ fields in 38 African countries.
Radio 4 Impact

Our annual report highlights

Even as the world has changed, radio is still the world’s most accessible and popular form of mass media. It sounds simple, but — done right — radio has the power to transform life for millions of people for the better by bringing good ideas and information to scale.

We know that quality, interactive rural radio programs lead to change. We see it with our own eyes and hear it from team members, partners, broadcasters, and farmers every day. But radio travels far, and with our network of more than 670 radio partners in 40 countries, we are often cautious about claiming just how much impact our work has.

Thankfully, with advances in technology, it has become easier to measure and report on our impact. And so our 2016-17 annual report is special because it represents our best effort to date to report holistically on the most significant activities, achievements, and challenges of the past year.

Charity Intelligence Canada

We have maintained our 4-star rating!

We know that our work makes a real difference in the lives of struggling farmers across Africa and that every dollar we receive goes a long way because of the power of radio. So we are proud to announce that we continue to receive a strong endorsement from Charity Intelligence Canada who, once again, gave us their highest rating of four stars. This stamp of approval identifies us as a leader in transparency and accountability.

Volunteers profile

A busy workshop in Ottawa

It has been a busy few months at Farm Radio, but a great team of volunteers has helped to lighten the load — and brighten spirits — at our Ottawa office. They are all new to Canada, and have seen the true welcoming, generous Canadian spirit first-hand as they speak to donors in support of our fundraising team. Amongst the group are (left to right), Elisiane Wizbicki, Lynca Niyondanzi, Bianca Ritter Petry, Reginalice Marques Berhends and Larissa Mondini (not pictured). They are from Brazil and Burundi, and they are enjoying their first snowy winter!