

FINAL PROJECT NARRATIVE REPORT

1. GENERAL INFORMATION

1.1 Project Title: (as in the Agreement)	Strengthening farmers' voices through radio journalists
1.2 Project Reference Number: (as in the Agreement)	1926
1.3 Full Name of Organisation:	Tanzania Farm Radio Initiative – TAFRI.
1.4 Country:	Tanzania
1.5 Full Postal Address:	P.O. Box 16604, Njiro Arusha.
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1.11 Website:	
1.12 Period the project was implemented: (from month/year to month/year)	March – October 2012

2. OUTCOMES AND IMPACT

2.1 What was the project's long-term goal?	
Through better access to relevant media for exchanging experiences, farmers in target areas are applying knowledge on improved agricultural technologies to enhance adaptation to climate change impacts for food security.	
2.2 What was the project's immediate purpose and to what extent was it achieved?	
Farmer's voices are strengthened in the Tanzanian media. The Tanzanian media value and increasingly feature farmers' stories on adaptation to climate change impacts and food security.	
2.3 To what extent were the expected outcomes and outputs achieved?	
Expected outcomes and indicators	Achieved outcomes (disaggregated by sex)5 journalists were selected out of 10 who applied to take part in the project. Among them there were 2 women and 3 men. During the workshop journalists had opportunity to visit farmers in their villages and have a discussion with them. Each journalist visited at least four villages. The visit had given journalist opportunity to explore and understand more about farming condition and the way farmers are trying to cope with the climate change effects. In general a total of 98 farmers were contacted from 20 villages.
1. Five journalists are linked to farmers and understand their farming conditions	
2.Five journalists have increased knowledge on how to find and submit farmers' stories for broadcast	All five selected journalists participated on the four days training workshop which was held in Arusha. Mainly it focused on the techniques and skills required in finding and writing farmers stories particularly on climate change. They also learnt about climate change and its effects on small scale farmers, different strategies towards adoption to climate change effects, how journalists can support farmers.
	20 stories were produced and broadcasted/published whereby each

<p>3. Fifteen farmer stories are produced and broadcast in the media.</p> <p>Expected outputs and indicators</p> <p>1. Five journalists have increased knowledge of climate change adaptation and farming</p> <p>2. Each of the five trained journalists is producing farmer stories</p> <p>3. Five journalists have built a network of contacts and found outlets to broadcast farmer stories</p>	<p>journalist produced 4 stories. 15 of them were broadcasted at the radio stations which are Radio Maria, Sunrise radio, Radio Safina and Radio Five. Five stories published in the Mwananchi/Citizen newspaper. The target was all women and men farmers.</p> <p>Achieved outputs (disaggregated by sex, if applicable)</p> <p>1. Five journalists participated in the four days training workshop where by among other things they learnt what is all about climate change, how it affects small farmers and how the journalist can support farmers to adapt its effects accordingly. A specialist from Selian Agricultural Research Institute Mr George Sayula is the one who made a presentation of the subject matter. After the workshop, every journalist produced stories and broadcasted it through their respective radio stations to educate farmers concerning the climate change adaptation especially on how to address drought through different alternatives in respect to the prevailing environment condition. See appendix II picture 3 which shows a group of journalist with their certificate after the workshop and appendix III for stories done by them after the workshop</p> <p>Each of the 5 trained journalists produced four stories. Therefore, a total of 20 stories have been produced so far.</p> <p>3. A network has been established. This includes journalists, extension staffs, local government, Selian Agricultural Research Institute. Journalists also have joined Farm Radio Weekly to be able to access stories</p>
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<p>4. Farmers have means to hear and be heard in media regarding adapting to climate change for increased food security</p>	<p>and share with others especially farmers and journalists. They have been able to create a mail group between themselves and joined Barza - a journalists network from different part of the world.</p> <p>4. Farmers have been visited with journalist and recorded for farmer's stories and being broadcasted to the radio stations.</p> <p>Each of the 5 trained journalists developed a plan committing themselves to visit farmers in their villages bi monthly, produce and broadcast their stories..</p>
<p>2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.</p>	
<p>Listening to the radio especially by women have improved for somehow, as in every group of 5 women asked to compare their listening to the radio agricultural program before and during the project, 3 of them responded that, before they were not much used to listen to the radio like they did during the project. This is due to the fact that radio agricultural programs that have been aired are likely to involve only agricultural professionals only to educate famers. So to them it was boring because most of the time topics discussed were not an issue to farmers by that time. But with the approach used by the project, it was observed to be more interested and attractive to farmers because they are part of it, happy to hear themselves/their fellow and able to voice their needs.</p>	
<p>2.5 If you observed any unintended positive outcomes arising from the project, please describe.</p>	
<p>The response by journalist to participate in the project was very high because even after the close of applications TAFRI have been receiving applications and calls from journalist asking for the program.</p> <p>Network established does not only consist of farmers and journalists as it was planned before. It also includes climate change specialist from Selian Agricultural Research Institute and few extension staff at local level.</p> <p>Initiative taken by three villages Sakila Maroroni and Kimyaki to establish a committee of</p>	

8 farmers {2 women and six men} to make follow up with Arumeru district council to get technical support on drilling bore holes and water harvesting.

2.6 If you observed any negative outcomes arising from the project, please describe.

Once the story is broadcasted it is not repeated. Therefore, if a farmer misses one story it means he/she won't be able to hear it again. Moreover, if they have question or don't understand something it not easy for them to get more clarification on time.

Not only that, but also even the time by which the stories are being broadcasted not much convenient to most of the farmers. News is broadcasted between 07:00pm and 07:30pm, whereby at that time farmers especially women are still somehow busy with domestic chores.

The use of newspaper have not been much effective for farmers to get information, because of the low income with majority of famers hence unable to afford to buy it.

2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?

With bore holes and water harvesting (which now are among initiatives that farmers in Sakila Maroroni and Kimyaki have started the process) the burden to women will be reduced. Meaning that water will be available throughout around the communities therefore women will not have to walk for a long distance to fetch water instead they will be able to engage in other economic activities that will boost their income earning.

Establishment of Village Community Banks is something that will happen in near future because farmers have shown interest on it but still they are thinking how to start and go about it.

Through network established, access and exchange of information, knowledge and experience sharing will be very easy which will make farmers to be more informed and change their mind set particularly on the farming practices hence be able to adapt climate change effects accordingly.

There is a possibility for some of the farmers to become an entrepreneur especially on traditional stuffs so that they can raise income instead of thinking to move to the urban areas. Because they have skills on making traditional wears, sandals and pots other domestic stuffs which have market in town.

Horticulture production through irrigation is highly preferred by most farmers after realizing that it can generate income to the community. For instance through stories broadcasted with radio Safina, farmers in Majimoto village held a meeting with village government to discuss how they will approach district council to get financial and technical assistance from the district council for irrigation infrastructures.

Farmers in Maroroni village heard the story about short time maize seeds from a farmer who succeeded to harvest more after using it because it tolerate drought. With this

information today farmers in Maroroni village took an effort to get such seed and established a field farmer school {where they sow the seed just to see the results} with the support from an extension staff who is guiding them on the different steps.

2.8 What methods did you use for assessing outcomes and impact?

The assessment on the outcome and impact was based on the objectives established and indicators developed.

TAFRI team developed two different evaluation forms with open-ended questions mainly for journalist and farmers. Both interview and focus group discussion was used.

All 5 journalists were involved in the evaluation. But due to budget limitation it was not easy to visit all farmers within the 3 districts, therefore a sample of five villages {Mtakuja, Majimoto, Maroroni, Sakila and Makuyuni} were selected randomly and being visited by TAFRI team. A total of 58 farmers {34 women and 24 males} participated in the assessment of the project.

2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

Five journalists (from Arusha, Kilimanjaro and Manyara regions in Northern Tanzania) including three men and two women were the direct beneficiaries of the project. Four journalists come from four different community radio stations namely; Radio Maria, Sunrise radio, Radio Safina and Radio Five and the other one comes from Mwananchi/Citizen newspaper.

Also, farming communities within the four districts (Moshi vijijini, Arumeru, Kiteto, and Arusha) were among the direct beneficiaries of this project. It consist about 982,251 people. They include ethnic groups of Maasai, Arusha, Chagga and Meru, and who are mainly agro pastoralists producing both crops and livestock.

Each journalist worked with a maximum of four different villages. Therefore a total of 20 villages with an estimated of 75,083 people (36,477men and 37,606 women) were covered. This number of people is projected from the 2002 census.

The indirect beneficiaries includes extension staff who provide agricultural services as well as policy- and decision-makers because with farmers' voices on radio airwaves, it will be easy for them to know and understand what are perspectives, needs, and concerns of farmers which needs more attention.

Not only that but also, even other farming communities in other parts of Tanzania are likely to be benefited with the project through dissemination of newsletters (by The Organic Farmer) and other radio stations working with Habari Maalum as they will be covering the stories done by the journalists who have been in the project.

In addition to that, since stories are in farm radio weekly it means that a thousands of journalists across Africa will also be able to access them and if possible to use them accordingly.

2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.

All 5 journalists participated in the implementation are now finalizing their individual plan (for farmers stories production) and they will submit to their radio stations to be approved

and get support that will be required to enable them continue to visit farmers, produce more stories and broadcast it throughout a year. After being approved they will share it with TAFRI who will continue to work with the journalist closely.

Also, the agreement with journalists to continue using equipments provided to them during the implementation of the project {which include tape recorders, USB flash and modem} to ensure that they develop stories for farmers is being finalized by TAFRI.

A meeting with the two partners (Habari Maalum and The Organic Farmer), journalist and TAFRI will be organized early January, 2013 whereby among other things they will discuss and agree a plan the best way they can work together to make sure that, stories are produced and disseminated through newsletter and more radio stations.

2.11 What has been the most important change brought about by the project and what is the key evidence for this change?

5 journalists have improved their knowledge and skills on how to produce good farmer's stories especially on climate change and by incorporating farmers' voice, something which they had not done before as they admitted it. Good evidence is the stories they have produced. See appendix III, stories done by the journalists

Representation of the women in local committee established {2 women out of 8 members} during the project is also one of a significant change to this society because before women had no seat on these committees. The status of women has started to be recognized slowly. See appendix II picture 6, the picture of the committee members

Due to shortage of equipments, journalist admitted that often they have to use phone for recording. But the project has succeeded to provide recording equipment to them. See appendix II picture 4 a journalist using mobile phone to record a farmer.

In general this is just the beginning with a short period of the existence of the project, with time more changes are likely to happen within the communities.

3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.

Planned activities	Actual activities (<i>state if they were specifically for women, for men, or for all</i>):	Explanation of change
1. Five journalists have the knowledge and insights about farming and climate change adaptation	1. Selection of 5 journalists out of 10 people who applied to work for the project. Among them there were 2 women and 3 men.	There was no any significant change. Almost everything was done in respect to the developed plan..

<p>a network of contacts and found outlets to identify, publish and broadcast farmer stories</p>	<p>contacts with different agricultural stakeholders.</p> <p>Journalists have subscribed to Farm Radio weekly to access different stories and scripts for programs to share with farmers.</p> <p>Establishment of the email group was done where they can share and exchange farmers stories from different areas</p>	
<p>4. Farmers have means to hear and be heard in media regarding adapting to climate change for increased food security</p>	<p>4. Establishment of individual plan by each journalist showing how frequently they will be visiting farmers in the villages to do the recordings.</p> <p>Provision of radio airtime by 4 radio stations whereby all farmer stories produced by journalists are to be broadcasted.</p> <p>Mwananchi and Citizen newspapers provided space for farmer's stories, 2 times per month.</p> <p>2 stories from each journalist published in Farm Radio Weekly.</p>	

3.2 How did the beneficiaries react to the programme activities?

The response by the beneficiaries towards programme activities was very good. Starting with journalists, they have been active since the beginning of the project. They attended a workshop and they have been able to implement their individual plan which they developed {for farmers stories production} at the end of the workshop. They have been visiting farmers in their village for recording, producing farmer's stories

and broadcast it.

On the other side farmers also reacted positively towards the program activities. When visited by journalists, they collaborated well for recording by sharing their own knowledge and experience in addressing the climate change effects. In general to them it was interesting, as they get to hear their voice and at the same time learning and improve their knowledge.

As the result, today some famers within the target area have started to take initiatives accordingly.

3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

Tape recorder: Journalists are able to take farmers voices and incorporate them in the stories makes it more attractive to farmers. Today there is an improvement on listening to the stories through radio especially by women.

Modem: Journalist have been able to contact between themselves through email, access more information and materials for their stories through use of internet, exchange and share information and knowledge with other journalists by the use of BARZA and Farm Radio Weekly. As the result it has contributed to the improvement of the stories and makes them attractive to farmers.

USB flash: It has reduced the burden and cost of buying CDs. Not only that but also with USB flash stories and materials are more safe compared to the CDs.

3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.

See the attachments of the list of the participants and topics discussed during the workshop.

4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.

There was a minor changes that occurred during the implementation of the project, but it did not affect the project at all (activities were carried out accordingly). After being deregistered, our organization name has changed. It is no longer TAFRI, it is now known as AMKA.

5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.

Political:

So far the project has not gained much on political will because it is still new and it has been implemented only seven months since its inception. Since it is potential, the continuation of the project activities will bring impact on the political side.

Social:	<p>On the social side, the project has succeeded to improve the status of the women in the society. A good example is the involvement of the two women in the committee established at three villages Sakila, Maroroni and Kimyaki.</p> <p>This was not happening before, because men perceived as household-heads and women had been seen as indirect beneficiaries by being part of men's families and their dependants. Therefore, women had no seat on the local committees.</p>
Natural environment:	<p>It is too early to recognize the impact of the project under this element. Because by now, farming communities are in early stage of taking actions to address the climate change effects. But with time, much is expected to change under natural environment.</p>

5.2 To what extent is the project still relevant in the present-day context? Please explain.

Climate change is still a serious problem which poses serious risk to poverty reduction efforts. The adverse impacts of the climate change are now evident within the community in Tanzania.

Tanzania's economic base is highly dependent on the rain fed agriculture and natural resources. The economy is highly vulnerable to adverse impacts of the climate change and to extreme weather events.

The impact has already affected not only local communities but also economic development. An economic survey conducted in 2005 showed that the agricultural sector (which is the main economic stay of the country) grew by only 5.2% compared to 5.8% growth in 2004. This was attributed by the prolonged drought in 2005/2006 which affected most part of the country leading to severe food shortage, food insecurity and hunger.

Moreover, majority of small scale farmers does not know how to cope with the condition as the result low agricultural productivity now days. And in addition to that there is a shortage of extension staff enough to assist farmers accordingly.

Journalist who are doing farmers story are very few with little knowledge about farming as well as techniques on how to prepare good stories.

Therefore, with such situation, this project is still relevant not only within the areas where it has been implemented but also it needs to be introduced in other parts of Tanzania

6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.

Yes, the project and the support from WACC has helped TAFRI (recently AMKA) to build on it by developing the two different concept notes which are almost similar to what

WACC was doing. The aim here is to extend the use of approach to other areas so that more farmers can benefit from it hence be able to address the effects of climate change accordingly as well as assurance of food security in long term.

6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?

So far TAFRI is planning to organize a workshop which will bring together farmers, journalist, climate change experts, policy makers, and other agricultural stakeholders, in order to share the results of this project, have discussions and then come up with better strategies to enable small scale farmers deal with the existing effects of climate change which in turn it will ensure food security.

The only support needed from WACC is fund to cover the expenses of the workshop.

On the other hand, there will be a meeting early January, 2013 which will involve the two partners (Habari Maalum and The Organic Farmer) and journalist who have been implementing the project to agree how best way they can work together to make sure that stories produced are effectively disseminated through newsletter (by The Organic Farmer) and more radios (by Habari Maalum)

7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?

1. Using newspaper to write farmers stories is a good thing but it can be challenge to farmers to access it. Meaning that, they have low income, they cannot afford to buy it, as the result they are likely to miss those good stories that can help them improve their knowledge. Farmers are very happy to be visited by journalists
2. Involvement of farmers in stories is a very good approach because they feel happy to hear their voices and in that way they become much interested to listen to the stories through radio hence able to learn more.
3. Journalists are willing to learn on best ways to do farmer stories.
4. The linkage between media, farmers and climate change experts/extension services needs to be emphasized and strengthened.
5. It does not provide a room for farmers to ask questions in case they did not Understand something or if need more clarification.
6. Farmers have their own knowledge to address the climate change effects which need to be improved more.

7.2 What challenges and difficulties were encountered, and how did you address them?

1. The applications by journalist to participate in the project exceeded, compared to

the required number of journalist.

2. At first some farmers refused to collaborate with journalist and sometimes they were asking for allowances.
3. Initially majority of the farmers around targeted village were not listening/ aware with the program in the radio.

How we address

1. Selection criteria was developed and used accordingly. But that was not enough because there were other journalist who met all the criteria but still it was not possible to take all of them. Therefore, TAFRI sent an email explaining the situation and advise them keep searching for the similar opportunities.
2. TAFRI had to make effort and discuss the matter with the department of agriculture and livestock at the respective district council. The department prepared a letter for journalist and introduced them to the local extension officers whom they collaborated well in organizing farmers during the visit.
3. Journalist advised to identify convenient time for farmers to be able to listen the stories in the radio.

7.3 Did the project have any impact on gender equality issues?

Yes. The project succeeded to involve both men and women at different level. On the group of journalist who have been implementing the project, there were 2 women and 3 men. The cooperation between them was good. They have been close helping each other and shared what they have prepared before being broadcasted.

At the community level, during the field visit to the village, journalist make sure that they record both men and women which made women to become interested to listen the stories through radio in order to hear themselves / their fellows.

Therefore, in other words the participation of women was good something which was not happening before because often men has been highly considered almost in everything.

7.4 What further work needs to be carried out or follow up steps taken, if any?

1. Organize workshop to share the result of the project and strategize to ensure its continuation as well as how to replicate it in other parts within Tanzania.
2. Hold a meeting with journalist, Habari Maalumu and The Organic Farmer to develop a plan to disseminate stories done by journalist through the use of newsletter and other radios.
3. Stories to be published in the farm Radio Weekly.{ *weekly.farmradio.org*}

7.5 Other comments, if any.

1. This project was very useful because it gave farmers an opportunity to be heard through radio and to be visited by journalists for the first time of their lives.
2. Farmers have started to take action after hearing stories while the project is at

end. Therefore, project activities must continue so as to realize good result especially at farmer communities.

3. There is a need to rethink on how best to run the farmers stories so as to ensure that it gives rooms for feedback, repetition as well as involvement of more agricultural specialist and other relevant stakeholders.
4. Awareness about the project is still required.

7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.

1. Workshop materials
2. Photos
3. Stories produced by journalists

Name and position of person submitting the report.

Enna B. Lutengano, AMKA Program Manager

Signature:



Date: 28 Dec 2012

APPENDICIES

Appendix I: WORKSHOP MATERIALS

1. WORKSHOP FOR JOURNALIST IN CLIMATE CHANGE REPORTING

Date: 4th – 7th June 2012

Venue: Arusha

DAY ONE			
Time	Activity	Activity Type	Responsible person
8.00 – 8.30am	Registration		All
8.30 – 8.35am	Opening remark		Margaret Kingamkono
8.35 – 9.00am	Self introduction	Exercise	All
9.00 – 9.30am	Workshop objectives, outcomes and participant expectations	Presentation and exercise	Lilian Manyuka
9.30 – 10.00am	Climate Change	Exercise	Participants
Tea Break 10.00 – 10.30am			
10.30am – 12.00pm	Climate change, its effects on small scale farmers	Presentation	George Sayula (Climate change scientist)
12.00 – 1.00pm	Farmers strategies in adapting to climate change effects	Presentation	George Sayula
Lunch break 1:00pm – 2:00pm			

2.00 – 4.00pm	How journalist can support farmers adaption to climate change effects 2+2 exercise	Exercise and plenary	Facilitator
Tea Break 04.00 – 04.30pm			
DAY TWO			
9.00 – 9.30am	Recap day one 2+2 feedback Attendance register		Lilian
9.00 – 10.30am	How to find stories and writing about climate change		Karen Hampson
Tea Break 10.30 – 11.00am			
11:00am – 1.00pm	How to find stories and writing about climate change – continue.....	Presentation and discussion	Karen Hampson
Lunch break 1.00pm – 2.00pm			
2.00 – 3.30pm	Exercise on how to write a good story	Presentation and discussions	Karen Hampson Facilitator
3.30 – 4:00pm	Plan of the visits 2+2	Create two groups (one to visit village and the other one to visit SARI) Plan on what to do during the visit	Lilian Participants
DAY THREE			

8.30 – 9.00 am	<ul style="list-style-type: none"> Recap day two 2+2 feedback Attendance register 		Lilian
9.00am – 2.00pm	Field visits to village and Selian Agriculture Research Institute	Participant group	Lilian
Lunch 2.00 - 3.00pm			
3.00 – 3.30pm	Participants begin developing stories collected during the visit	Participant group	Lilian
DAY FOUR			
9.00 – 9.30am	<ul style="list-style-type: none"> Recap day two 2+2 feedback Attendance register 	Plenary presentation	Lilian
9.30 – 10.00am	Preparation of two stories each group	Group discussions	Groups
Tea Break 10.00 – 10.30am			
10.30 – 11.00am	Preparation of two stories each group	Group discussions	Groups
11.00am – 1.00pm	Stories presentation	Presentations	Facilitator/Karen
Lunch 1.00 – 2.00pm			
2.00 – 4.00pm	Final work plans by each participant Winding up and closure	Plenary presentations Final remarks	Facilitator
Tea Break 4.00 – 4.30pm			

2. What is a story?

A story focuses on an individual who faces and overcomes challenges. Think about a good movie or TV programme you have seen ... A good radio story does the same thing... and it links real people to the key issues you have identified. Your audience, in our case, farmers, will be able to identify with a person who is very much like them and faces similar challenges.

The elements of a good story and its dramatic construction

The four elements

Element 1: The main character (or hero, or protagonist) - Most stories feature *one main empathetic person*. "Empathetic" means that listeners are attracted to this person. The character might have flaws, but overall, the listener has positive feelings about the character. There may be other characters in a story but they are in supporting roles.

Element 2: The problem - The main character *faces a problem* (a challenge or barrier or set-back) in his or her life or work, and the problem is identified and explained.

Element 3: The struggle - The main character *takes action to overcome the problem*, and the action is described in appropriate detail.

Element 4: The resolution (conclusion or final outcome) - The *solution to the problem is revealed, along with its impact on the life of the main character*.

The dramatic construction — how the elements are put together

For these four elements to make a compelling story, the broadcaster must create a narrative "arc" that weaves them together and moves the narrative forward *in a dramatic way that appeals to listeners*. This involves

- revealing important information about the central character that will make her or him attractive to the listener
- identifying the problem the character faces, in terms that are understandable to the listener
- describing in some detail the struggles the central character initiates to overcome the challenge, and
- describing the resolution of the problem, and also describing what a difference it makes in the life of the central character.

3. Finding stories

All journalists have their sources. Here are a few general ideas. You can gather information through:

A. Observing your community:

Observing your community is a great way to start. Has the weather changed noticeably in recent years? Do people discuss this? Find out if farmers are concerned. What is the community doing to address these concerns?

Next, do some home visits. Talk with friends, family, and neighbours and find out if they know of any climate change initiatives or good practices in your area. They could also direct you to people or organisations who have carried out climate change initiatives or promoted climate change adaptation.

B. Interviewing members of households/community and well-known people in your area:

Identifying and interviewing key people in the community is a great way to get information on innovative farmers. Well-known community leaders who act as spokespeople in the community are good resources. Radio stations and newspapers often interview these individuals and air their views on government- or community-based development programs.

C. Farmers' organizations:

Farmers' organizations are often involved in community-based programs. Is there a farmers' organization in your area? Visiting these organizations and speaking with representatives can help. They can direct you to farmers and other individuals who will provide information on activities in the community.

D. Community based organization (CBOs) and non-governmental organizations (NGOs):

Are there CBOs or NGOs in your area? Contact them to find out if their work promotes community development programs such as: healthy farming practices, tree-planting, composting.

E. Visiting agricultural institutions:

Contact or visit national or international agricultural institutions in your country to identify programs or projects on climate change. These institutions may also be interested in contributing towards your story.

F. Government departments such as ministries of agriculture:

In some countries, government ministries promote community-based programs through extension offices or district authorities. Contact these ministries to identify projects on community development. They may also refer you to individuals or groups involved in community-based initiatives.

G. Schools:

Schools often promote farming initiatives such as encouraging students to work in the school garden. Contact teachers or school directors to find out what they are teaching their students about agriculture.

H. The internet can help too:

The internet is a great resource for information on healthy communities. Visiting NGO and CBO websites in your area is a good way to start. You might also want to consult international organizations' databases to identify projects that focus on climate change in your area.

4. Writing for radio

The crucial first sentence

“The first sentence in a radio news story is all-important. It must have, partly, the character of a headline. It must instantly establish the subject in the listener’s mind, show him or her why the story is worth hearing and signpost the direction it is going to take. But it should not try to say too much.”

(BBC Guidelines)

And the last sentence

The last line should round off the story and point ahead to any developments. The last words are the ones the audience will remember – so make them memorable without introducing any startling new information.

Does the story tell the listener ...

- What has happened?
- Where it happened?
- When it happened?
- Who was involved?
- How did it happen?
- Why did it happen?
- What (if anything) does it mean?

“Get the story right and the words just write themselves”

- What’s the top line?
- Don’t save the best bits for last
- Show me don’t tell me
- Never assume

It’s a listening medium ...

- Write as you speak, in simple sentences
- It doesn’t have to be grammatical
- Shorten words as we do in speech
- Test your script as you write
- Weigh each word – if in doubt, leave out
- There’s no going back
- Make it easy on the listener
- It’s got to be heard ... and read
- Lay out the script for clarity
- Do you understand it?
- If necessary, re-write to suit your own reading style
- Mark it up – as you want to say it
- Practice it aloud
- Record and learn
- Use simple tenses where possible
- It’s a conversation with a listener - not with your colleagues

- Write brief sentences using the "active" voice
- Minimize your use of adjectives, adverbs, pronouns and lists
- Full name first, then shorten
- Don't overload her or him with too much information
- Simplify and use round numbers
- A bracket/quotation mark is hard to hear
- Don't use abstractions, repetitions and tongue twisters

Improve your writing

How does this sound?

The Kampala taxi drivers strike, which began September 10 (now in its 17th day) and involving 317 members of the Uganda Owners and Drivers' Association (UTODA) in a dispute about changes in Kampala 's traffic system shows no sign of resolution, despite warnings by UTODA, to which the majority of Kampala 's 439 taxi drivers belong, that drivers in other towns could be asked to join the strike in solidarity with their Kampala colleagues

Or is this better?

The Kampala taxi drivers' strike could spread to other parts of the country. The strike, now in its third week, is over proposed changes in Kampala 's traffic system. Now the drivers' union – UTODA - has warned that drivers in other towns could be called out in solidarity. More than 300 drivers are involved in the current action.

Not everything is as it sounds

1. *Sudan said the Eritrean leader had a bad record when it came to upholding human rights.*

Or:

Sudan, said the Eritrean leader, had a bad record when it came to upholding human rights.

Or:

The Eritrean leader said Sudan had a bad record when it came to upholding human rights

2. *Because of the fall in interest rates, which has stimulated home buying, house prices are going up again.*

Or:

House prices are going up again. The fall in the mortgage rate has led to an increase in home-buying.

Commentary

Commentary – this is how we describe those portions of the script that are written to link the clips. Follow the same basic rules as any writing for radio. In particular:

Commentary should ...

- Summarize what needs summarizing
- Clarify what needs clarifying
- Set-up the clip to come (including explaining "atmos" or noise distractions)

- Link the clip to what is coming next, and sometimes
- Back-announce (back anno) what the listener has heard

Commentary should not ...

- Describe the process "I went to see so and so and asked her..."
- Repeat the words of the clip
- Distract the listener
- Sound as if it was written without knowing what clips came before or after

5. How to do a story interview

One of the easiest and best ways to tell an effective story is to *interview a person who has a story to tell*, and then arrange that material along with some words of your own that link it all together.

In preparation for a story interview, you need to

- make a **story outline**, tied to the story elements, from the information you already know, and then
- draw up a *list of interview questions* you will ask to flesh out the description and the action and make the story more interesting.

Focusing questions:

Look at the following focus statement and then see if you can decide which question(s) do not fit the focus.

◦ **Sunday Okech, a ground nut farmer from Kano, has started maize, ground nut intercropping because he wants to improve his soil fertility without spending money on fertilizers**

- Why did you decide to intercrop?
- What has happened to your soil since you started the practice?
- How are your goats responding to the new feed source?
- How much change have you seen in your maize yields?
- Has penning your goats made a difference?
- Does their manure help the soil?

Example: story outline and questions

Main character: Patience Odhiambo is a bean and maize farmer from Kakamega district in Kenya

Questions:

- How long have you farmed this land?
- How did you become a farmer?
- ...and so on (enough to establish that Patience is an empathetic character)

The problem: Years of intensive farming combined with recent droughts have left her land infertile and she is struggling to find ways to continue to feed her four children from the small plot of land she has.

Questions:

- How much have crop yields changed over the years?
- How many months can you feed her children?
- What do your children eat in the hungry season?
- ... and so on

Action taken to resolve the problem: She joins a farmer organization that has been trying out various compost and agro forestry techniques to help improve soil nutrition. She experiments and decides that the local roadside plant called Tithonia, when chopped up and integrated into her soil before planting, would be a good bet to make her tired soil come to life, especially when combined with manure she can collect from her goats. She also is trying to space her intercropped maize and beans so the nutrients from the Tithonia and manure will benefit the maize first.

Questions

- What did your family and friends and neighbours think when you started using Tithonia and intercropping beans with maize?
- Did you have any doubts or problems as you took up these new practices?
- Did you ever think of giving up?
- How long did it take until you saw some positive results?

The resolution and its impact on the character: While it has not been easy, and not everything worked as well as she had hoped, her yields of both maize and beans have improved to the point where she has a small surplus for the first time. This means she can sell in the local market and has a little cash for the first time in her life. Her children are eating better food and she has even been able to trade surplus beans for some vegetables.

Questions:

- How many months can you feed your children now?
- What are the contents of a main family meal now?
- Do you see any change in the health of your children?
- What do your neighbours say now about your changes?

6. What do we mean by focus and focus statement?

- Most conversations wander over a range of topics and interests. That is the way we speak to one another
- But a short story or piece for radio does not have the luxury to be able to wander
- Listeners do not have and should not need the patience to figure out what is important in the interview
- Your job is to focus on a single topic, the relevant topic.
- In simplest terms the focus is “what the interview is about”

Whether you call it a purpose, a goal, or a focus, you want to make sure you have a clear reason for doing the story. A focus will tell you what information you need to get in the field or when speaking with interviewees in the studio. You'll know who you're going to talk with, and why.

A focus statement is a great tool to prevent your story from becoming like an out-of-focus picture – fuzzy and unrecognizable. **A focus statement describes somebody doing something for a reason.** A good focus statement includes who, what, and why. Some writers and editors might have their focus in their head but writing it down keeps you on track.

The focus statement will help you go after a story that has action and motivation and a character. A good story is about people doing something for a reason. A good story touches us because it expresses universal values: love, hate, fear, pride, bravery – these are values and attributes we all share.

Why is focus important?

- Listeners want to understand and an interview that wanders makes that difficult
- Listeners identify with human stories. Stories have a beginning, a middle and an end and are about one thing
- Stories have a focus that usually involves a person with whom the audience can identify
- Having a focus helps you, the interviewer, decide what questions not to ask

Building a focus statement

- Interviewers often find it useful to encapsulate their focus into a single sentence called a focus statement.
 - **Person** (This is the main character or person in your story)
 - **Takes action or is affected** (What that person did)
 - **Reason for, or impact of, the action** (Why she/he did it.)

The easiest form of focus statement

- {Subject} took {action} because {reason}
- **Mary Njomba has planted vetiver grass for the past three seasons along the contours of her hillside garden because she has found it keeps the soil in place even during heavy rains.**

- A farming family uses a mosquito net for their child after another child has died of malaria.
- Farmer Ezekiel benefitted from an irrigation co-operative which he joined because his rice yields were very low.

7. Finding focus and writing a focus statement: Story 1.

What is the focus of story as it is now?

How could it be edited to make the farmer the focus?

If you rewrote this to be focused on the farmer, what could be a focus statement for this story?

What other information might you need if you rewrote this to focus on the farmer?

Kenya: New Jobs Help Locals to Fight Hunger, Food Shortages

The people of Namelok in Kenya's Amboseli region have had to learn to adapt to change. They are ethnic Maasai and traditionally keep livestock, but successive droughts have decimated many of their animals, so they broke with tradition and now cultivate tomatoes, maize and beans.

To hear their story in person, United Nations Development Programme (UNDP) Administrator Helen Clark visited the area ahead of the launch of the Africa Human Development Report on 15 May.

"I think across Africa a big answer to fighting hunger and food shortages is empowering women farmers," Helen Clark said after meeting the women.

43-year-old Motialo Kiserian earned a living trading goats at the local market after her husband left her with four children to feed. But the income is unreliable and realistically she can only earn around 50 dollars a month. Now, she and the other members of her women's group have leased 2 acres of land with the help of a small local charity, and they've already had one successful harvest, which earned them around 500 dollars -- given to the women in the group who needed the money most.

"We would like to farm more arable land and do this on a bigger scale," says Motialo. "And we want to learn better agricultural practices, so that we can become a society that can sustain itself."

The women's farm lies at the foot of Mt. Kilimanjaro and the natural springs that water it are fed by the mountain's glaciers. That water doesn't just support the region's farmers but also a

biodiverse ecosystem including the elephants that attract visitors from all over the world to the nearby Amboseli Park.

Tourism is a major earner of foreign exchange for Kenya and the community has recognised that conservation can also bring economic benefits.

The Satao Elerai Conservancy is a 65,000 acre wildlife corridor that has been set aside by the community to protect the environment, and provide an income from tourism.

A luxury camp built in the Conservancy pays dividends to the Maasai landowners, and the money has sunk a much-needed borehole and is building a school.

That's not all, explains Elerai Conservation Secretary Jonah Marapash, who comes from a village near the camp. "People get employment," says Marapash, "they get fuel to run this generator whereby people will get water, in addition to that we are getting a lot of revenue, whereby we facilitate bursaries, we facilitate even emergencies if someone want medical, and other related assistance required by the community."

"We're in an area with incredible conservation values," Helen Clark noted while she was visiting the Conservancy, "but it's also an area where people have lived for millennia.

So the trick is to find a way that the people can live, that human development can go ahead, while the nature is also protected. And I think that this village is very committed to finding that way."

8. Finding focus and writing a focus statement: Story 2.

In your opinion is this a good example of a story which shows how farmers are affected by climate change and how one farmer responded? Please explain why you think it is good or not.

What could be a focus statement for this story as it is now?

Pumpkins as an Adaptive Crop amid Climate Change Problems in Malawi

34 year old Yohane Kachipinde is a farmer who moved permanently from the South to the central region in Malawi. He explains that he had an idea to do his farming closer to better markets in towns.

In 2005 Kachipinde's move materialised and he bought about a hectare farm land from local authorities in the outskirts of Lilongwe city, the capital of Malawi. Coincidentally, the land is closer to a stream.

He disclosed that he failed to make quick profits from his farm produce in the South because he lived about 50 kilometres from the main Trading Centre. "Where I am coming from there is land I could cultivate yes. But I wanted to be closer to a

market considering that by then I had no capacity to transport produce for a long distance,” said Kachipinde.

A person he met twice at one of the markets in the Southern district of Thyolo helped him move to Lilongwe where eventually he settled, says Kachipinde.

As time went by while farming, he then realised that pumpkins which he then grew only for relish through its leaves started giving him the much needed cash through the actual pumpkins particularly during adverse weather conditions. “We had a dry spell in our area in 2008 and it is this year that I produced and sold more pumpkins by way of irrigation using water cans. This gave me an edge to start depending on pumpkins as one of the good cash crops,” narrated Kachipinde.

From then, Kachipinde has been growing pumpkins on “cash-crop” basis and produces heaps of pumpkins for sale which together with his wife carefully stores in a special grass thatched house ready for the market.

He sells at Lizulu Market in Lilongwe city of almost all year round. Kachipinde sells each big pumpkin approximately US\$1 and per day sells an average of 15 big pumpkins and others of various sizes.

To Kachipinde, he has adapted very well to effects of climate change. From 2008 to date he says he now heavily depend on pumpkin sales to support his wife and two children although he cultivates other crops such as maize as a supplement.

Kachipinde encourages people to try cultivating pumpkins as a cash crop. He explains that he keeps dried seed each time for the next planting season. Recently, he says has been approached by one extension officer for who introduced to him some hybrid seed in the name of “Tangerines” the seed he is yet to test in the winter season.

9. Respecting people’s privacy

You may be covering a topic which is sensitive or controversial. Before you conduct your research and interviews, it’s important to give some thought to how people feel about issues and what the implications of your investigations might be.

Research how sensitive a topic is beforehand:

- If you know that a topic is sensitive, plan your interviews accordingly.
- If a topic is sensitive, seek advice from community leaders on who to interview and how best to interview them.

Introduce yourself and the purpose of your interview:

- When interviewing people, make sure people know that you are producing a story for your radio station and/or an international publication.
- Explain why you want to interview them in particular.
- Always ask permission to interview them. If the topic is a sensitive one, ask them if they have any concerns about being interviewed for a radio program.
- If they agree to the interview, inform them that they can choose not to answer questions if they don't wish to. Be respectful of people's desire for privacy and do not pressure interviewees to answer a question they are uncomfortable answering.

Keep it confidential:

- It is always best to use people's real names. But there are many legitimate reasons why individuals may not want their names used, and their privacy protected. Always ask people if they are comfortable with using their real name in your radio piece. If they are not comfortable, there are several ways to protect their privacy. One method is to change their name, or to use their story to produce a radio drama with fictitious characters.
- If you change their name, make sure you change other details too, and ensure that the person cannot be identified from the description in the story. For example, change any physical description of the person, and leave out details which may allow the town, street or suburb to be identified.

10. Finding focus and writing a focus statement: Example

Please take a few moments to read the story pitch sheet submitted by the journalist.

For this exercise, please do the following:

- 1. Improve the focus statement**
- 2. Identify the four story elements (including any that are missing from the details you have)**
- 3. Write interview questions for each story element and give a brief outline for a short farmer-focused story.**

Farm Radio Weekly story pitch sheet

1. Please describe your story idea and write a focus statement (see note below for definition) for your proposed story, following the "someone doing something for a reason" approach (one paragraph maximum).

A small scale farmer in central Kenya, has been doing organic farming for now six years. He supplies the products (Milk, fruits and vegetables) around stores in Nairobi. To sustain the supply all year round, Micheal Gitau helped to form an Organization Called Central Organic Farmers and Consumers Organisation, COFCO, bringing together 5000 small scale farmers. They plant in intervals so that the crops mature at different times to keep the market demand. He is planning

to start a dairy corporative to process the 10,000 liters of cow milk and 200ltrs of goat milk daily. He explains how the farmers have benefitted from organic farming and urges youths to do farming as business.

FOCUS STATEMENT: Small Scale Farmer In Central Kenya supplying market in Nairobi through an Organization.

2. Please explain (in one or two sentences) how you identified the story

I attended an exhibition in Nairobi and met Gitau.

3. Please state who you intend to interview (or have already interviewed) for the piece.

I interviewed him, because he is the chairman of COFCO and he was also delivering the products in person.

4. Please advise on how you will conduct the interviews and any further background research.

I had a 30 minutes audio interview with him and I got quite a detailed back ground.

Kenya: Small-scale farmers satisfied with organic farming (by Sawa Pius for Farm Radio Weekly in Kenya)

When Michael Gitau worked as an engineer in Nairobi, he had no interest in farming. After twenty years of employment, he thought he had enough money to feed his family and educate his children. But after retiring, the 70-year-old from Gatundu in central Kenya found that his pension could not sustain the whole family. He wanted to remain active after retiring, and thought farming would provide a good income.

He explains, "I grow bananas, pineapples, butternut, pumpkins, eggplant, and vegetables like green pepper, spinach and cabbage. I do this as my business because that is where I get my daily meal and expenses."

But Mr. Gitau's farm in Gatundu is a little different than many others. He practices organic farming and is certified by ENSET, an East African certifying body based in Nairobi. He has a one-hectare plot, which contains a small woodlot. Mr. Gitau says organic farming is better than conventional farming because he does not need to use chemicals. He can make his own compost manure. He also believes that organic products keep the body healthy and reduce sickness.

His major buyers include hotels and the catering facilities of international organizations like ICIPE that purchase organic produce for workshops and trainings. He says, "They

are paying me well. That's where I get money to educate my children and take care of my home problems."

Samuel Ndungu is the National Market Development Advisor at the Kenya Organic Agriculture Network. He says the global rise in demand for organic products has created opportunities for Kenya's small-scale farmers. An estimated 12,000 Kenyan farmers are involved in certified organic production and export, while a further 200,000 farmers grow for the domestic market.

According to Mr. Ndungu, more and more Kenyans want to buy organic products, and every greengrocer would like to start an organic section in their shop. The organic sector in Kenya is worth 10.5 million dollars annually, with most organic produce destined for Europe. The domestic market is worth about one million dollars annually.

It is close to six years since Mr. Gitau was certified as an organic farmer. He says he earns twice what he used to with conventional farming. He says, "If the price is good for the product, what else do you need? Why do you need employment?"

Mr. Gitau is also the chairman of the Central Organic Farmers and Consumer Organization. The organization has more than 5000 small-scale farmer members, divided into 28 groups. To maintain year-round supply, farmers grow at intervals. Thus, when some crops are being harvested, others are maturing, while others are being planted.

Farmers in the organization are happy to practice organic farming as a business. They have eliminated middlemen so that they can receive maximum profits. Mr. Gitau says that, previously, some farmers in the organization were looking for employment. But now, many of these farmers have returned to their small plots and rely on organic farming as their livelihood.

11.

For both examples below, please answer these questions:

- Is this an effective focus statement? Please explain why/why not.
- Please rewrite it to be an effective focus statement for a farmer focused story

Farm Radio Weekly story pitch sheet

All journalists attached to Farm Radio Weekly are asked to complete a story pitchsheet for each story proposed. We will use the information provided to either: a) ask journalists to go ahead and write stories, b) ask for further clarification, or c) advise that a proposed story does not seem relevant for Farm Radio Weekly.

1. Please describe your story idea and write a focus statement (see note below for definition) for your proposed story, following the "someone doing something for a reason" approach (one paragraph maximum).

Focus statement: I would like to highlight the problems faced by the peasant farmers. I would also show what they have done to solve them and their dreams.

2. Please explain (in one or two sentences) how you identified the story idea.

Since the world would be celebrating the International Day of Peasants Struggle the topic is relevant.

3. Please state who you intend to interview (or have already interviewed) for the piece.

I intend to interview the peasant farmers and a farmer organization to hear what they have done to solve those issues.

4. Please advise on how you will conduct the interviews and any further background research.

Some would be done face to face while others would be done telephonically

All journalists attached to Farm Radio Weekly are asked to complete a story pitchsheet for each story proposed. We will use the information provided to either: a) ask journalists to go ahead and write stories, b) ask for further clarification, or c) advise that a proposed story does not seem relevant for Farm Radio Weekly.

1. Please describe your story idea and write a focus statement (see note below for definition) for your proposed story, following the “someone doing something for a reason” approach (one paragraph maximum).

Triza Njoki is a youth employed by Green Dreams in Nairobi. Her employment is directly connected to small scale farmers around the Kenya’s capital city. Green dreams buys products from the farmers and delivers them to the customers homes. Orders are made through internet, telephone and physical visit to the shop. Deliveries are made at the door, using motorbikes or human delivery, or by cars-taxi. Payments are made through mobile money service, Mpesa, or directly at the counter. One orders for either a basket of fruits and vegetables for two people or four people to last a week, and the need to pay farmers quickly calls for the clients to pay in advance before delivery.

Farm Radio Weekly story pitch sheet

FOCUS STATEMENT: A shop in Nairobi helping small scale farmers sell their products by delivering them directly at the client’s doors.

2. Please explain (in one or two sentences) how you identified the story

I met Triza Njoki in at an exhibition in Nairobi.

3. Please state who you intend to interview (or have already interviewed) for the piece.

I Interviewed her.

4. Please advice on how you will conduct the interviews and any further background research.

12. Material for climate change is attached to the mail

Appendix II: PHOTOS



Picture 1: Journalist in a group discussion during the workshop



**Picture2: Journalist in Role play
During the workshop**



**Picture 3: A group of journalists with their certificate after
workshop training held in Arusha.**



**Picture 4: A journalist using a mobile phone to do the recording with a farmer
{this was during the field visit as part of the workshop. The tape recorders were not yet provided to the journalists}**



Picture 5: Farmers clearing the land which will be used as a field farmer school to test the short period seed of maize.



Picture 6: Members of the committee established



Picture 7: Focus group discussion with the women during the evaluation



Picture 8: Focus group discussion with the men during the evaluation

Appendix III: STORIES PRODUCED BY JOURNALISTS

STORY DONE BY: MOSES MASHALLA

THE FARMERS AT MANG'OLA COMPLAIN ABOUT POOR INFRASTRUCTURE ESPECIALY ROAD

The problem of infrastructure at Karatu District in Arusha region is stated to be a big challenge for farmers who stay at Mang'ola as now they demand the government to improve it as soon as possible.

Also the farmers express others challenges they are facing as the result of unavailability pesticide to kill insects who destroy their goods, and ask if possible the government to order the agent who will sell the onions.

BENEDICT ABBA, is among the farmers who produce onions at Mang'ola area, "He said that" problem of poor infrastructure in Karatu District cause a lot of inconveniences to farmers who plant onions within the district.

He said that" transportation has been a challenge because the road is not good especially from Mang'ola up to Karatu town, hence failure to transport their crops at the right time.

"Transport in this area is a big problem and we are failing to transport our crops from the farms to the market {town} because the roads are very rough and vehicles refuse to reach these areas "said Abba.

Also he emphasized that the owners of vehicles which transporting their crops charging high price range between Tsh, 8000 up to 10,000 per sack of onions which become the difficulty for farmers to afford the cost.

HALIFA RAMADHANI said that, there is necessity for them to use water from several spring and channels is to infuse their crops because of poor infrastructure.

He request government to look on it, because the cultivation of onions is contributing highly economically at both regional and National level.

STORY DONE BY: MOSES MASHALLA, ARUSHA

Most of farmers around Hindu Mosque in Arusha have benefited from vegetables production and been able to pay school fees for their children.

The farmers explained that, before practicing vegetable production, they experienced economic hardship failing even to provide a meal to the family.

PHIDIA JUMA who is among the farmers around the area said that, "I manage to pay school fees for my children after starting vegetable production". She also admits that she is gaining good income as a result of vegetable production.

Ms PHIDIA is now managing to pay for her child who is in university level after producing vegetables from her garden and sells to customers.

PESTA, KIRITA and EDINA LYMO who cultivate vegetables in that area said that, inspite of being the widows; they have managed to provide for their families because of vegetable production.

They noted that, it has helped them to get enough money to invest in other small business and establish a SACCOS group within their community.

“As you see us we are widows but since engaged in vegetable production we succeed to gain income and able to provide for our families” said the women.

STORY DONE BY: MOSES MASHALLA, MANYARA

The farmers of barley crop at Hanag district in Manyara region they express to succeed with the contribution of five (5) small tractors (power tiller type) as now they able to produce 5,600 tones which is equal to 40% of their needs if you compare with early time as they use hand hoe.

AUGUSTINE AWET; is the one of farmer of Barley crop in this district, he sayed that, “the contribution of these tractors which were provided by TBL Company- Northern zone contributed to the increase of production of this crop and boost up the economy within our families”.

He said that|: before they were using hand hoe which it was a big challenge to them to perform better and it consumed a lot of time and money to prepare the farms for barley.

LAZARO KANDILA said that, the tractors enabled them to cultivate large farms and get more enough to meet demand of the market, especially many beer companies which opened within the country.

“We succeed to cultivate big area of land barley as the result of power tiller tractors e get enough yields “said Kandila.

Training and exchanging experience in order to increase the production and seeking for permanent market.

The professional of Barley crop from TBL, Bennie Basson promise that, the company will continue assisting the big farmers and peasants within a country in order to increase productions and reduce importation of that resource from external which is used for production of beer.

He added that, “the demand of that resources is more than 14,0000 tones per season but the internal farmers are able to produce 5,6000 tones which is equal to 40% of the demand, hence the companies are force to import the remaining amount from outside the country”.

STORY DONE BY: MOSES MASHALLA

KIBO SEED BECOME DEREMPTION FOR MAIZE AGRICULTURE AT SAKILA

The maize seed 614 type from KIBO SEED COMPANY in Arusha region helps farmers to increase the yields of maize within SAKILA area at Arumeru district in Arusha region.

The seeds were planted at the end of February each year, and it has observed that, there is an increase the yields of Native farmers if compared with previous time.

BETHWEL SIKAWA is the farmer within this area who noted that “since they started using this seed they succeed to harvest 25 sacks up to 30 per one acre.

He added that, with the use of this type of seed, they succeed to get surplus where it help them to pay school fees for their childrens as well as getting enough food for meals.

EFATHA NKO said that, since he start using these seeds together with enough fertilizer he succeed to harvest 30 sacks per one acre.

Another farmer Robert Nko said that, at the before he was using Ilonga composite and Uluguru composite seed type which do not produce enough yields.

Nko acknowledged that, these seeds make them to get more yields because they are able to cultivate three times a year and get surplus food.

STORY DONE BY: WILLY COSMAS

FOCUS STATEMENT – Makanya Village

The farmers of Makanya village at Same district in Kilimanjaro Region, they request the government to help them with sorghum seed of short period and the one which can survive during drought season.

They said all these because after being facing a prolonged drought for almost three years now with in their areas. They found themselves in hardship life and most of them fails even to pay school fees for their childrens.

They said that, the area of Makanya has been faced with drought for a long time, but the situation become too bad recently following 3 years without rainfall.

One farmer who introduced himself by name of SAVERENA NICODEMU said that, this condition become a big challenge to them as the crops they planted fails to grow due to the existence of drought.

Also she speaks about abrupt condition changes in the country, MRS SEVERENA said that its fact that there is the problem of drought which caused by environmental degradation, deforestation in order to get charcoal which make them get income.

She said that, the problem of cutting trees has gained momentum especially this period of 3 years of drought.

She noted that, in order to earn for a living, villagers have forced to work as labours in sisal plantations, but unfortunately it has not helped them out because due to prolonged drought even sisal fails to grow, therefore the situation continue to be worse to the villagers.

Also she said that, life still become hard due to high price of goods for example maize and they are taken from Kiteto in Manyara region and Korogwe in Tanga region.

Either she said that, for the previously there was enough rainfall due to existence of natural forest and vegetation cover. But the conditions keep changing year after year as a result of high rate of deforestation together with climate change.

Also the drought terrifying life of natives in their residence area, the councilors of Makanya ward who is popular by name KITANDA, recently he prepare a meeting for his people and demand everybody to pray God in his/her own believe in order that God will avert this calamity.

STORY DONE BY: FRANCIS MMBUGHU

Focus statement

IRRIGATION SYSTEM BECOMES THE REDEMPTION FOR FARMERS

WILFREDY MASSAGA LAIZER is the farmer of Sorghum at Makuyuni village in Moshi district. He engaged in irrigation agriculture for a long time and it ensures him to get adequate food for his family and progress surviving well.

He said that, always he plants maize, beans, Sorghum. and vegetable crops and he is harvesting much as a result of the use of irrigation schemes and it has led farmers to get income in his village.

“I had never thought that irrigation agriculture can benefit us, we use the springs water and channels to infuse cattles only, and not for others purpose. Also we have not practicing Garden in our respective areas” said Mr. LAIZER.

He explained that, now he gets double, so food crops are mainly used as food for his family and vegetable crops remain for business where he sell and get money to support living as well as paying school fees for his kids.

Therefore, he advised farmers to try use irrigation and cultivate suitable crops which can tolerate drought and preserve the environment.

STORY DONE BY: HAPPY LAZARO, ARUMERU

THE FARMERS AT OLKOKOLA WARD PLANTING CASSAVA AND SWEET POTATOES TO FIGHT DROUGHT CONDITION

The farmers of Olkokola ward at Arumeru district in Arusha region decided to plant cassava and sweet potatoes because they have ability to tolerate the drought condition.

JOHN LAIZER is among of resident and he has always involved in agriculture within this areas, he speak with the writer who visits his farm by saying that, he decided to engage in this agriculture because the crops he planted previously like beans and rice do not tolerate drought which lead him to harvest nothing.

He said that, he decided to plant sweet potatoes and cassava after getting heard about it from his fellow farmers who are always operating this agriculture especially during the drought season and they mature after 3 months.

Also LAIZER said at the bedding they do not have assurance of food because the high percent of beans and rice fail to grow because of drought and farmers and this lead the occurrence of starvation.

When I was producing beans and rice they took long time to mature especially during drought season because they do not have ability to tolerate drought. But when I decided to produce cassava and sweet potatoes I realized a good prosperity on it, as they mature after 3 months. “Lazier said”

He elaborate that, after being started to cultivate cassava and sweet potatoes, his life has changed for the great extent, because they have been able to afford the cost of living like build modern and good house, pay school fees for their children in a better school and assurance of gaining income, when compared to previously.

Lazier added by saying that, since started the cultivation of cassava and sweet potatoes they realized great changes, they harvest in a short period of time and avert them to spend much time in involving keeping their crops in the farms.

STORY DONE BY : ANJELINA KARANI

MAMA AZIZI's LIFE CHANGED DUE TO USAGE OF ALTERNATIVE ENERGY

In the case addressing the effects caused by change of weather condition and poverty, MAMA AZIZI of MOIVO village at SANAVARY ward in Arusha region she succeed on it after establishing the project of alternative energy BIO GAS by using cattle's faeces.

She said that before agriculture and livestock keeping, she was running a small shop which did not brought a good profit for a long time. And she received advice from her husband of buying milk cows, and after doing so, they get great profit and up to now they have more than 12 cows.

Either MAMA AZIZI{mother Aziz} said that, this education and technology she gets from Tanzania Domestic program and others people from CAMARTE institution, they passed and provide education concerning alternative energy for multipurpose use such as, cooking instead of using fire wood which cause the great destruction of environment.

She said that, a part from cooking purpose, electricity production, they also use the manure fertilizer for agricultural purpose in the farms of banana, flowers and vegetables.

Also she said that at the previous time she used industrial fertilizer and manure fertilizer but not professionally which leads the crops to burns but with the project, it has helped always get better fertilizer.

She said that since she started using alternative energy of Bio Gas she gets better profit when compare with the previous days when she use firewood and electricity, the cost was high In addition, Mother AZIZIZ said that, she gets good profit which has led to boost up her family income hence able to build better house, pay school fees and attend others family issues by selling milk and crops found from the farm and selling different flowers. Also she advice the government to provide education concerning alternative energy in different institution like school in order to reduce the possibility of using fire wood by keeping environment. Also she wants all other women if they have enough areas to engage in living stock keeping to use alternative energy because Bio gas ensure better life for women.

STORY DONE BY: FRANCIS MMBUGHU

The vegetable agriculture brought development to the farmers.

The long agriculture process of using industrial fertilizers and other chemicals which contains poisons especially coffee, lead to land degradation and other diseases which cannot be treated.

Kauwerd Kimaro is a farmer at Mushiri in Marangu Ward at Rural Moshi in Kilimanjaro Region.

“At the beginning we were spraying strong poisons in coffee farms and also we used Industrial fertilizers which lead to land infertility and exhausted as a result to low production” Mr. Kauwerd said.

He said that, the FLORESTA Organization which deals with environmental conservation; they have observed that problem and started to provide education on the use of natural

fertilizers (manure) and other local medicine (pesticides) in the farming process to harvesting.

He said they were taught about highly vegetables which are planted on ridges using friendly plants which act as pesticides to protect their vegetable from diseases rather than using chemical pesticides. They are now benefiting from that technology which is harmless to the farmer as well as crops.

He added on saying that they now have possibility of getting food in their family level, whereby they sell their vegetables and buy cereal crops for food and the surplus are used for development activities.

STORY DONE BY: WILY COSMAS

The animal crowds terrify hunger to Minjingu Villagers.

Farmers at Minjingu Village in Nkaiti Ward at Babati District in Manyara Region they wanted Tanzania National Park (TANAPA) to find out the best alternative on how to stop the movement of animals from Tarangire National Park. They said that the groups of those animals' causes a lot of destruction to their crops which are well grown in the farms and put their life in danger due to those wild animals.

The mentioned groups of destructive animals are elephants, buffalos, Thompson gazelles, zebras, kongoni, ngiri etc

Mr Samwel Tolage is among of the farmer at Minjingu Village reported at this program. He said that, they got a big loss because these animals who are moving from Tarangire National Park to their farms and destruct their crops, and even sometimes they can be found at the people's residence environment.

He said that, education is not yet provided in the satisfactory, and commented that this is the challenge because many farmers have not yet received any education about climate change.

He added that, the issue of drought is serious due to shortage of rainfall which is caused with various reasons one of them is the climate change as a result of either natural cause or environmental destruction which is done by human being such as cutting trees and keeping large number of animals, the practices which is done by Maasai society.

They argued that “The government should provide education on how to overcome climate change especially in agricultural sector so as to understand which kind of crops to grow and at what time to grow”.