

# International cooperation from farmer to farmer...



## IFAJ Pioneer Master Class

### *Experience another (agri)Culture*

For ag journalists

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José van Gelder and Cees van Rij  
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# Farmers Fighting Poverty



“The international community agrees that agriculture is key to eradicate human hunger and poverty. But even though agriculture is recognized as crucial, farmers do not see much evidence of this on the ground. Beyond the discussions, actions are urgently needed. This should begin with the recognition of farmers’ organisations as key players to be included in the decision-making process. [...] Farmers’ organisations have a crucial role to play not only in meeting world food needs but also in rural development, and are willing to take on this responsibility.”

*Jack Wilkinson during the FAO Conference, fall of 2005*



# Program Farmers Fighting Poverty



Contribute to Millennium Goal 1: 'Eradicate extreme poverty and hunger' through:

- empowering producers organizations and
- set up strong economic initiatives, led by farmers

The logo for the "Farmers Fighting Poverty" program, consisting of the words "FARMERS", "FIGHTING", and "POVERTY" stacked vertically in a bold, white, sans-serif font. The text is set against a dark blue rectangular background. The background of the entire slide features a faded image of a woman in a field, with orange jagged lines at the bottom.

# It's all about them



# Results first FFP program



Period 2007 – 2010

- 5.000.000 farmers within the program (expectation was 2.7 million)
- More than 30% of them were women
- Strong results on core aspects, like membership and income diversification

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**FARMERS  
FIGHTING  
POVERTY**

# Targets second FFP program



Period 2011 – 2012

- Transparent farmer led businesses (coops)
- Further integration of women in producers organizations
- Strong financial management by organizations, used for planning, auditing and decision making by members
- active local groups, involved in the policy making of the organizations

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# Role of communication



- Make sure the Dutch farmers, coops, rural women and rural youth become and/or stay involved and enthusiastic by:
  - Organizing events
  - Spreading newsletters
  - Keep an up-to-date website and ongoing news through social media
  - Seek for attention in media (printed or broadcasted)
  - Concentrating on results!
- Other target groups:
  - Dutch ministry and other donors
  - other agri-agencies
  - Own staff

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# Back to journalists



What role can ag journalists and communicators play in the process of informing the world about the key players in rural development, being farmers' organizations?

-Examples

-Ideas

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