

## 'Access Agriculture' Panorama No. 28 - November 2022



### Access Agriculture leaflet

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### Entrepreneurs for Rural Access leaflet

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## Welcome to our monthly news update with 'Access Agriculture Panorama'

This monthly e-newsletter gives a bird's eye view of all the exciting updates from Access Agriculture, a world-leading organisation for quality agricultural training videos in international and local languages, working across the Global South.

The links to different language versions are given below each section.

If at any time you wish to unsubscribe, please use the unsubscribe link at the bottom of the newsletter.



Here's your ultimate guide to

## Making good videos with farmers



### Here's your ultimate guide to making good videos with farmers

We are excited to inform you that a series of seven video modules on "[Making good videos with farmers](#)" has just been published on the [EcoAgtube](#) video platform.

Based on popular demand from partners, these learning resources were developed as part of Access Agriculture's collaboration with the FAO Office for South-South and Triangular Cooperation.

1. [Introduction video](#)
2. [Script writing](#)
3. [Preparing interviews](#)
4. [Camera positions](#)
5. [Taking farmer interviews](#)
6. [Filming tips](#)
7. [Editing tips](#)

This series helps you walk through the various stages of producing the farmer-to-farmer style videos found on Access Agriculture – right from scriptwriting to video editing. All you need to do now is to start making your video. If your work relates to ecology, we encourage you to create an [EcoAgtube](#) channel and upload your video.

## ANNOUNCEMENTS

### Celebrating 10 years of Access Agriculture

2022 is a momentous year for Access Agriculture as the organisation celebrates its 10th anniversary. **Our heartfelt thanks to all our donors and partners across the Global South** for their strong support for the past 10 years.



**Webinar on scaling agroecology  
receives overwhelming response**

Over 260 participants from more than 50 countries, attended the webinar on “How to scale agroecology,” that was jointly organised by Access Agriculture and the Agroecology Coalition, on 25 October 2022. The special webinar was one of the flagship events of the 10th anniversary celebrations of Access Agriculture this year.

The active and engaged audience who followed the webinar with a keen interest appreciated the “brilliant presentations and enriching discussions” by distinguished speakers and panelists. The webinar focused mainly on Access Agriculture’s decade of achievements in helping mainstream agroecology and accelerate the transition towards more resilient food systems.

Access Agriculture’s innovative digital approach, last-mile delivery model and partnerships that have enabled global access to quality farmer training videos were applauded by partners who actively participated in the webinar. Some of the achievements that were highlighted include the splendid effort made by Access Agriculture to:

- Bring the voice of farmers by sharing their knowledge and experience through the videos
- Fill critical gaps in knowledge and skills of rural communities in the Global South relating to agroecological principles and practices
- Ensure availability of quality farmer training videos in local languages, which enhances the sense of ownership among communities that watch them
- Nurture a growing network of young changemakers who show videos to farmers using a 'smart projector' as part of their business model.

The webinar discussions and insights from partners provided valuable guidance for future directions for Access Agriculture as it positions itself for the next 10 years to fill a unique and valuable niche in supporting horizontal, farmer-to-farmer learning and the scaling of agroecology across the Global South.

**Watch the webinar recordings in:**

[English](#) | [French](#) | [Spanish](#).

**Presentations delivered by eminent speakers at the webinar:**  
[Emile Frison](#) | [Josephine Rodgers](#) | [Paul Van Mele](#) | [Claire Nicklin](#)

## Reaching the unconnected through digital empowerment



### Reaching the unconnected through digital empowerment

More than 40 participants attended a webinar on “Reaching the unconnected through digital empowerment,” which was jointly organised by Access Agriculture and IFOAM Asia on 14 October 2022, as part of the FAO Science and Innovation Forum 2022 Side Events.

The FAO Side Events were held in the lead-up to the FAO Science and Innovation Forum. They offered an opportunity for FAO members and partners to present their insights on science, technologies and innovations that can drive food systems transformation and accelerate commitments to action.

The Access Agriculture-IFOAM Asia joint webinar focused on the importance of sharing knowledge on agroecology and organic farming between communities across the Global South as this is vital to cope with changes and crises. Inspiring models and examples on how the unconnected are being reached through digital empowerment were presented by the two organisations as well as by young Entrepreneurs for Rural Access (ERAs) from India and Africa.

The ERAs are part of Access Agriculture's network of young private e-extension service providers. They disseminate agricultural videos in local languages using a "smart projector" to serve disadvantaged communities – even in remote areas that do not have electricity or Internet connectivity.

The webinar concluded that youth empowerment, combined with the power of digital technology, can be a powerful force to connect people from remote communities and contribute to the creation of more inclusive and sustainable food systems.

[Watch the webinar recording here.](#)



### **Your support needed to empower the changemakers**

Our campaign seeks to empower six dynamic young women entrepreneurs, who will introduce new ideas and bring about a positive change in the lives of 3000 women farmers in southern India, who have been badly hit by climate change and COVID-19.

We gratefully acknowledge the generous support of our donors, as two of the six young women entrepreneurs whom our campaign targets, have successfully embarked on their journey to bring knowledge to other women of their farming communities.

Please be one of the wonderful people to [make a donation](#) at GlobalGiving and share this opportunity with your friends.

[\*\*Help us raise funds for our current campaign!\*\*](#)

### **New videos added in October**

**54 new videos** - 10 [Bariba](#), 10 [Chichewa / Nyanja](#), 10 [Fon](#), 10 [Pulaar](#), 04 [Tumbuka](#) and 10 [Wolof](#) - have been posted on our platform [www.accessagriculture.org](http://www.accessagriculture.org). They are freely downloadable as video (mp4), audio (mp3), mobile (video format 3gp) along with a one-page fact sheet with contact details for more information.

### **Most viewed video in October**



## SLM12 Conservation agriculture

The main aim is to reduce costs and improve profitability. Soil health is improved as is soil moisture. Zambia is leading the way in Sub-Saharan Africa and this programme shows how the technique is practised.

[Arabic](#) | [Bambara](#) | [Bemba](#) | [Burmese](#) | [Chitonga](#) / [Tonga](#) | [English](#) | [Fon](#) | [French](#) | [Fulfulde](#) (Cameroon) | [Ghomala](#) | [Kalenjin](#) | [Kikuyu](#) | [Kinyarwanda](#) / [Kirundi](#) | [Kiswahili](#) | [Luganda](#) | [Luo](#) (Uganda) | [Ngakarimojong](#) / [Karamojong](#) | [Peulh](#) / [Fulfuldé](#) / [Pulaar](#) | [Spanish](#) | [Telugu](#) | [Urdu](#) | [Wolof](#)

## FROM OUR CHANGEMAKERS



## ERAs@work!

The following Entrepreneurs for Rural Access (ERAs) are part of the Access Agriculture project under the Knowledge Centre for Organic Agriculture in Africa (KCOA), funded by BMZ and implemented by GIZ:

- ERA from **Kenya, Elphas Masanga**, Farmer Trainer in biodiversity conservation at Slow Food Kenya and Coordinator for Slow Food Youth Network in Kenya, facilitated a video show on [Farmers' rights to seed: experiences from Guatemala](#) to 32 farmers, including 19 women, in Bahati, Nakuru county, Kenya. (See photos in [Access Agriculture Facebook](#)) In another session, Elphas screened the popular video [Using sack mounds to grow vegetables](#) for 24 participants, including 14 women. (See photos in [Access Agriculture Flickr](#))
- ERA from **Kenya, Maureen Maina**, Field Trainer at Schools and Colleges Permaculture (SCOPE) in Kenya, which empowers young people to transform degraded school lands into food forests through agroecology and permaculture practices, organised three training sessions. The first one, held on 6 October at the Thika Child Rescue Centre in Kiambu County, Kenya, involved the screening of videos on [Human urine as fertilizer](#); [Quality cassava planting material](#); and [Using sack mounds to grow vegetables](#) were shown to 12 young participants. (See photos in [Access Agriculture Facebook](#)). The following day, Maureen screened the videos on [Managing aphids in beans and vegetables](#) and [Good microbes for plants](#) and

soil to the same participants. The third training session was held on 25 October at the same centre, where Maureen facilitated the screening of videos on [Feeding rabbits](#); [Managing black rot in cabbage](#); [Conserving bean leaf vegetables](#) to 17 young participants. ([See photos in Access Agriculture Flickr](#))

- ERA from **Mali, Mamadou Diarra**, who is passionate about agriculture, especially livestock, and is the co-founder of an enterprise called Expert Élevage Consulting (EEC SARL), conducted a comprehensive training program on poultry farming for seven farmers, in which he included the screening of [poultry farming](#) related videos. The session was held in the Technical and Professional Training Centre of Guy-Bert in Titibougou, Mali. ([See photos in Access Agriculture Flickr](#))
- ERAs from **Uganda** belonging to two teams: (1) Agromush-Uganda comprising **Canary Ahabwe**, Founder & Managing Director, and his team member, **Azaria Kamusiime** and (2) Ziobwe Kalagala (ZIKA) Youth Multipurpose Cooperative Society Ltd. comprising **Teddy Nabwire**, Vice Chairperson and his team members **Abdallah Seryazi** and **Moses Birungi** participated in the 1st Agroecological Market Systems Expo (AMASE) under the theme "Unlocking barriers and opportunities for scaling up agroecological entrepreneurship and territorial market development." The two ERA teams set up a stall at the AMASE Expo, where they presented Access Agriculture videos using the smart projector and spoke about their activities to visitors, including the Hon. Harriet Ntabazi, State Minister for Trade at the Uganda Ministry of Trade Industry and Cooperatives. The AMASE Expo was organised in Kampala by the Participatory Ecological Land Use Management (PELUM)-Uganda on how to advance accessibility to markets for organic products. ([See photos in Access Agriculture Facebook](#))
- ERA from **Uganda, Abdallah Seryazi**, ZIKA Secretary, participated in the Youth in Agroecology Learning Track Africa (YALTA) Regional Summit held in Kampala, Uganda, under the theme "Accelerating youth driven agroecological businesses for sustainable food system." The Summit was organised by the Netherlands Food Partnership in collaboration with PELUM Uganda. It brought together young entrepreneurs, agroecology and business professionals from Uganda, Kenya, Ethiopia, Rwanda and other countries. (For more information on the Yalta Summit, please [watch video](#))
- ERA from **Uganda, Martha Kyokuhair**, Founder and CEO of VFL Gardens. Mukono, Uganda, facilitated a training session at Nantabulirwa in the Mukono District of Central Region of Uganda on 7 October, where the following videos were shown to three women farmers: [Management of Newcastle disease](#); [Installing an onion field](#); and [Managing onion diseases](#). ([See photos in Access Agriculture Facebook](#))
- ERA from **Zambia, Nakalonga Zaali**, Co-founder of Poju Farm whose mission and vision are to improve lives through agribusiness, facilitated the screening of videos in Tonga language on sustainable land management practices [SLM00 Introduction](#) and [Feeding improved chickens](#). The training session was conducted in Chiwelu village, Mumbwa Zambia for 73 young farmers, including 40 women. ([See photos in Access Agriculture Facebook](#)) In another training session, Nakalonga showed the following videos to 61 students, including 36 young girls, in a primary school, Chelston, Lusaka: [Making soya cheese](#) and [Making groundnut oil and snacks](#). ([See photos in Access Agriculture Flickr](#))
- ERA from **Zambia, Sussana Phiri**, who has keen interest in agriculture as well as in food and nutrition security, especially of young mothers, screened a series of videos on nutrition and health to 53 participants, including 51 women, in the Mt Makulu Clinic in Lusaka, Zambia. The Access Agriculture videos shown in Chewa language included [Conserving bean leaf vegetables](#); [Enriching porridge with baobab juice](#); and [Using sack mounds to grow vegetables](#). In another session, Sussana facilitated the screening of the following two videos

in Chewa language: [Conserving bean leaf vegetables](#); [Solar drying of kale leaves](#); and the video [Growing oyster mushrooms](#) in Bemba language. In total 34 participants, including 32 women, watched the videos.

- ERA from **Malawi, Sydney Jassi**, who is passionate about training farmers through videos in local languages spoken in Malawi, facilitated the screening of four videos in Chichewa language for 233 farmers, including 156 women, in Malingund, Malawi. The videos shown were on [Dairy goat feeding](#); [Feeding rabbits](#); [Fattening sheep and goats](#); and [Composting to beat striga](#). ([See photos in Access Agriculture Facebook](#)). In another training session, Sydney showed the video on [Killing fall armyworms naturally](#) to 40 participants, including 25 women, in Lilongwe. ([See photos in Access Agriculture Flickr](#)).

The following ERAs are part of the project 'Innovation for Small-Holder Resilience' (iNashr) that Access Agriculture is implementing in Egypt, in partnership with the International Center for Agricultural Research in the Dry Areas (ICARDA) and the Agricultural Research Center (ARC) of the Ministry of Agriculture with support from GIZ:

- ERA from **Egypt, Marina Zarif**, in partnership with **Wageh Saper**, Chairman of the Community and Agriculture Development Association (CAD) presented their activities to the representatives of CARE International who visited them. The two ERAs spoke about the Access Agriculture videos that have been shown to farmers using the smart projector to promote the benefits of agroecological and organic farming practices to enhance rural people's livelihoods economically and socially and overcome current challenges. ([See photos in Access Agriculture Facebook](#)).

The following ERAs are part of the Access Agriculture project in India supported by the Kristian Gerhard Jebsen Foundation (KGJF):

- ERAs from **India** belonging to Susag Millet Farmer Producer Company (FPC), commonly known as 'Millet Sisters,' comprising **Indira Karri, Santhi Kumari Tuburu** and **Dasari Dali Naidu**, celebrated the Millet Biodiversity Festival in Paderu, Alluri Sitarama Raju District in Andhra Pradesh State, India. In addition to field demonstration and exhibition, the festival showcased 32 millet recipes. ([See photos in Access Agriculture Flickr](#)).

## MEET OUR AMBASSADOR



**Joseph Musara**

Joseph Musara is a researcher and academic with more than thirteen years of agri-economics experience and a Google Scholar with an h-index of 5. He has developed and scaled-up smallholder sorghum value chains in arid parts of Zimbabwe and Zambia for the economic benefits of households and has understanding and application of a number of methodologies in econometric modeling, rural agricultural marketing, innovation adoption and food security. He believes his skills and competencies can create a positive change as an Access Agriculture ambassador.

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## WINNER OF THE MONTHLY QUIZ



**Vuyiswa Ntshingila**

Winner of Access Agriculture October 2022 Quiz contest

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The December 2022 Quiz will be open from 1-15 December 2022.

Check out the contest here: [www.accessagriculture.org](http://www.accessagriculture.org)