FACT SHEET
RADIO PRODUCTION GUIDE
OUTREACH GUIDE

AGRICULTURE
AND LIVELIHOOD

SOUTH AFRICA
INTRODUCTION

Climate change is expected to have a big impact on food production across Africa and globally, and may already be contributing to rising food insecurity and malnutrition in Africa (FAO). Farming also contributes greatly to ecological destruction as we slash down forests and natural grasslands to grow crops, destroying ecosystems and releasing carbon into the atmosphere. The methods we use to grow food have a huge potential either to accelerate environmental collapse, or contribute towards a liveable planet on which people can be fed well.

Two opposing models of farming exist, with very different outcomes: on the one hand, industrial agriculture (reliant on chemical inputs and geared towards large-scale monoculture production) produces a lot of greenhouse gas emissions and land degradation that is contributing to climate breakdown. On the other hand, agroecological farming (an approach of working closely with nature) has the potential to restore soils, preserve forests, promote plant and animal diversity, and help us to adapt to and recover from droughts, crop diseases and other effects of climate change (IPBES). In practice, most farms around the world sit somewhere between these two extremes (IPES-Food).

Small farmers produce most of the world’s food, and make up the bulk of the workforce in most African countries (outside of South Africa). But the world is rapidly moving towards large-scale plantation agriculture, made possible by huge advances in technology, combined with supportive government policies and corporate lobbying. New technologies, including high-yielding commercial seeds (both hybrid and genetically modified), synthetic inputs and heavy machinery have helped to drive massive increases in food production to support a growing human population over the past 60 years. However, as the negative impacts of modern industrial farming become increasingly clear, including chemical pollution, water depletion and loss of biodiversity, so does the necessity of rethinking agriculture and transitioning to more ecological and regenerative practices in growing our food.

DEFINITIONS

- **Agroecology** is an approach to farming that applies knowledge and principles of how the natural environment works (ecology) to the design and management of agriculture. This means working with nature and managing beneficial interactions among plants, insects and soil microbes. This approach requires a lot of hard work and knowledge, but can be highly productive, contributing towards sustainable livelihoods and household food security by providing diverse income streams year-round. Principles of agroecology include:
  - Maintaining healthy soil through the use of mulching and diverse cover crops
  - Cycling and recycling nutrients in the soil, for example, with the use of natural compost such as manure or leaf waste produced on the farm
  - Promoting beneficial interactions between different insect, plant and microbe species, above ground and in the soil
  - Harnessing these beneficial interactions to maintain soil health and manage pests, instead of relying on inputs such as fertilisers and insecticides (Altieri, in Mdee et al.)

- **Agroforestry** is the integration of tree crops into farming systems, including livestock husbandry. This can be a good way to use some of the the beneficial functions that nature provides to support agriculture.
For example, trees provide shade and fix important nutrients in the soil (World Agroforestry Centre).

- **Industrial / mechanised agriculture** is an approach of using machinery such as tractors to make farming more efficient and productive, and less labour intensive. **Intensive farming** is an approach that relies on labour, technology and capital to boost crop yields per-hectare. The use of modern improved seed varieties (including hybrid and GMO), fertilisers, pesticides, labour-saving machinery and technologies is emphasized. Geared towards large-scale commodity crop and livestock production, industrial farming works hand in hand with the industrial food industry, described in a separate fact sheet (IPES-Food).

- **Monocropping** - the industrialised farming model relies on using large areas of land to grow a single crop, essentially turning that land area into a desert, displacing biodiversity and overriding the natural ecosystem functions of forests, savannahs, etc., of producing water, filtering air, storing carbon, building microorganisms and soil composition. Sub-Saharan Africa is one of the few places in the world with large areas of land that can still potentially be converted to agriculture. In the past decade, large areas of farmland across Africa have been leased to corporations and overseas investors for large-scale plantation farming, sometimes displacing local smallholder farming communities, a practice that is referred to as land grabbing (FAO, UN Renewal).

- **Staple crops** are food crops that most people eat regularly and may rely upon for their food security, such as maize and cassava. In traditional, rural households women are largely responsible for producing staple food crops to feed the family (Khasa & Musuya). For many smallholder farmers, indigenous and heirloom crop varieties, such as Ethiopian teff, also provide important sources of household nutrition and crop diversity.

- **Cash crops** are produced for their monetary value instead of for direct household consumption. Farmers grow cash crops in order to sell them to buyers and make a profit. Many smallholder farmers supply cash crops to global markets: for example, Côte d’Ivoire has about a million smallholder farmers supplying the global cocoa market. In Tanzania, coffee, cashews, cloves, tobacco, sisal and seaweed are examples of commercial crops that are produced by both large-scale commercial farmers and small-scale farmers, the latter often working through cooperatives to supply markets at prices fixed by the government. However, most of these products are exported in raw or unprocessed form because of a lack of local processing and value-addition knowledge and facilities. This means that farmers lose out on most of the potential value of these products, limiting the growth of the local and national economy and keeping communities trapped in poverty (African Business).

- **Value chain** is a series of steps in which different goods and services are produced as part of the cycle of growing, marketing and consuming a particular crop or agricultural product, such as tomatoes, cassava or goat’s milk (Value Chain Handbook). The value chain is basically a network of different actors who are connected in the cycle of production to consumption, and who add value in each step of the process (International Fund for Agricultural Development). The value chain includes three key phases:
  - Pre-production: this includes research and development, input supply and production planning
  - Production: this includes planting, harvesting
  - Post-harvest and marketing: this includes transport, storage, processing, packaging, certification, distribution, wholesale, retail (International Fund for Agricultural Development, Khasa & Musuya)
• **Inputs** are materials added to the soil in order to control pests and manage soil fertility. Some natural inputs are allowed in organic farming, such as mulch, lime and organic compost. Many inputs available on the market are synthetic, chemical or petroleum-based, and are therefore not permitted in organic, permaculture or agro-ecological farming methods.

• **Improved seed varieties**, including proprietary seeds are developed and patented by input supply companies, such as Bayer Crop Science, or by food companies such as Pepsico, which often contract farmers to grow directly for them using their proprietary seed. While farmers traditionally saved and swapped their own varieties of seed, corporate control of the food system has introduced the idea of seeds and planting materials as intellectual property. Four potato farmers in India were taken to court by Pepsico, which produces Lays potato chips, for illegally growing a potato variety the company had registered for its exclusive use in Lays chips (CNN).

• **Genetically modified organisms (GMOs)** are plants, animals or microorganisms containing genetic material that has been altered, for example, by the introduction of specially selected genes from other organisms or species that provide traits such as resistance to drought or crop diseases (WHO). Most GMO seeds currently on the market have been developed and patented by corporations. For example, Monsanto (acquired by Bayer Crop Science in 2018) has produced GMO seeds engineered to tolerate glyphosate, a synthetic compound found in the herbicide Roundup that it manufactures (Beyondpesticides.org).

• **Regenerative farming practices** is a system similar to agroecology in the way it tries to mimic nature. It is a system of farming practices which aims to increase biodiversity, enrich the soil and leave the ecosystem it lives in unharmed or in a better condition.
### MYTH BUSTER

<table>
<thead>
<tr>
<th>MYTH</th>
<th>FACT</th>
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<tbody>
<tr>
<td>Local smallholder farmers don’t have what it takes to supply growing urban markets with quality food.</td>
<td>Small producers feed the world! There are more than 1.5 billion smallholders around the world, who produce more than half the world’s food supply, including 80% of the food produced in sub-Saharan Africa (Wynberg &amp; Pereira, Lancet).</td>
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<tr>
<td>Large-scale mechanised farming is more productive than other forms such as smallscale, organic, regenerative, etc.</td>
<td>Not necessarily. For certain crops such as maize, production is often equal hectare for hectare (IPES-Food). However, a very important benefit of agroecological farming is that it can help to preserve the genetic diversity of plants and animals, which is steadily being eroded under the industrial food system.</td>
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<tr>
<td>Given that the world needs to double food production in the next 40 years to keep pace with population growth, we don’t have the luxury of using agroecological farming methods. We need to go full throttle on industrial farming in order to maximize production to feed the world.</td>
<td>The problems are far more complex than production. About a third of all food produced in the world goes to waste, more often for reasons to do with post-harvest issues like logistics and markets. Farmers across the world currently produce enough food to provide every person in the world with 2,700 calories of food per day (FAO). The problem is that food is distributed unequally, and that many people are unable to access healthy food because of poverty. In fact, ironically, smallholder farmers themselves are among the world’s most food insecure people, because they face such difficulties in accessing preferential markets (DeSchutter). Most people who go hungry do so not because no food is available where they live, but because they don’t have money to buy that food.</td>
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<tr>
<td>Large scale farms create more jobs than small scale farms.</td>
<td>The industrialisation of agriculture has significantly reduced the numbers of people working in agriculture worldwide, and has contributed to unemployment and the loss of sustainable livelihoods. One of every three workers around the world is employed in agriculture, but most of the world’s 570 million farms are small family farms, occupying only 12 percent of the world’s agricultural lands (FAO, World Development). These small farms are vital to the economy and wellbeing of people around the world, as it has been shown that growth in agriculture reduces poverty by twice as much as growth in any other sector (IFPRI).</td>
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**DID YOU KNOW? (GLOBAL)**

**40% of the land area on Earth** has been converted to agriculture. **Agriculture is responsible for 80% of the world’s deforestation, as well as 70% of freshwater use.**

Global warming of 2°Celsius due to climate change could result in estimated 10% crop reduction and 25% increase in malnutrition across Sub-Saharan Africa. Smallholder farmers already suffer from widespread food insecurity, and the effects of climate change could tip farmers even further into poverty.

One of every three workers around the world is employed in agriculture (FAO). Growth in agriculture reduces poverty by twice as much as growth in any other sector.

**Agriculture is responsible for 30% of global greenhouse gas emissions - 17% comes from agri production, 15% from deforestation.**

Smallholder farmers supply 80% of the food produced in Asia, sub-Saharan Africa and Latin America.

**INDUSTRIAL FARMING IS A VERY FOSSIL FUEL-INTENSIVE WAY OF PRODUCING FOOD. IT REQUIRES A LOT OF PETROL/DIESEL FOR MACHINERY, ELECTRICITY FOR IRRIGATION PUMPS, ELECTRICITY FOR PRODUCING FERTILISER AND PESTICIDES.**

Small farms practicing agroecology are thought to be between two and four times more energy efficient than large conventional farms.

(International Food Policy Research Institute)

(Committee on World Food Security, FAO)

(AFP, LiveScience)

(IPES-Food)
MILLIONS OF HECTARES OF FARMLAND ARE BEING USED TO PRODUCE ANIMAL FEEDS AND BIOFUELS, WITH SUCH MONOCULTURES DESTROYING AROUND 24 BILLION TONNES OF FERTILE SOIL ANNUALLY.

A teaspoon of healthy soil has more microorganisms (bacteria, mycelium, etc.) than there are people on Earth!

While regenerative farming practices build healthy soil, industrial farming destroys the life in the soil.

14.5% of global carbon emissions are produced by livestock farming; however, this can be lowered significantly by improving animal husbandry practices.

Land degradation threatens the livelihoods of over one billion people.
DID YOU KNOW? (SOUTH AFRICA)

South Africa is one of the few countries in the world where the majority of people’s staple foods come from genetically modified sources. In South Africa, 99% of soya and 84% of maize are grown from genetically modified seeds.

SOUTH AFRICA HAS ABOUT 2 MILLION SMALLHOLDER FARMERS, MOST OF WHOM ARE BLACK AND DISPOSSESSED OF LAND AND OTHER RESOURCES UNDER APARTHEID, WHO MAINLY PRACTICE SUBSISTENCE AGRICULTURE.

Agriculture is at the centre of South Africa’s employment creation strategy, and according to its National Development Plan the sector could provide a million new jobs by 2030.

SOUTH AFRICA’S AGRICULTURAL GROWTH has been concentrated in the commercial farming sector and 20% of South African farms supply 80% of the food to formal food retailers.

A catastrophic drought in the Western Cape province in 2016-2018 reduced production by about 20% and resulted in the loss of 30,000 jobs.

South Africa is the 29th driest out of 139 countries. Only 3% of the land surface is considered suitable for growing rainfed crops. Currently the agricultural sector uses 62% of the country’s water resources.
TAKING A CLOSER LOOK AT MAIZE

Maize is Africa’s most important cereal crop; but it is not indigenous to the continent. Native to Mexico, maize was introduced to Africa around the year 1500 AD by Venetian traders, and as it became a staple of the slave trade its use spread widely across the continent over the next 500 years (PRI). Today maize provides on average about 30% of people’s daily calories - and in certain countries such as Zambia, it provides more than half of daily calories (McCann). Maize gained popularity as a staple food because it is higher yielding and less labour-intensive than traditional crops such as sorghum, but it also tends to be less nutritious and is highly susceptible to drought and crop diseases (Sihlobo). Only in the 1960s did maize become the staple that it is today - it is thought that new higher-yielding hybrid varieties were punked as a food security crop by international aid agencies at the time. Governments came on board, unveiling policies to help farmers access fertilizers and other inputs for their maize crops. However, maize has not delivered all that it had promised - as maize displaced other crops and people grew dependent on it, its prevalence has contributed to poor nutrition and food insecurity, according to some researchers (PRI).

RESOURCES


➤ https://www.grain.org/en/article/6065-agroecology-for-africa


➤ https://www.youtube.com/watch?v=b5oNMAMYtCo
AGRICULTURE LIVELIHOOD RADIO PRODUCTION GUIDE

PREPARING FOR THE SHOW

DIFFERENT WAYS TO TALK ABOUT AGRICULTURE AND LIVELIHOOD

- What kind of farming is practiced in your community? What are the important incentives or barriers that might influence how agriculture is practiced in your community?
- Do you think farming in your community contributes to food security? Why or why not?
- How well equipped do you think farmers in your community are to deal with climate change? Are they already struggling with the effects of climate change? How are they responding? What are some of the factors influencing their abilities to cope with climate change?
- What do you think are the ecological impacts of farming in your community? Are people aware of these impacts, and is anything being done about them?
- What are the attitudes of young people in your community towards farming? Do youth see it as a potential livelihood for themselves? What makes farming attractive, or unattractive, to them as a career prospect?
- Do you think GMOs and other technologies have a role to play in coping with climate change? Why or why not? How are they perceived in your community? Are people aware of them, and what do they think?
- What do you think about the influence of corporates in agriculture? Is this something you see in your community? If so, how are corporates perceived and how do you think they affect local farmers?

WAYS TO TALK ABOUT: WHAT ARE THE ATTITUDES OF YOUNG PEOPLE IN YOUR COMMUNITY TOWARDS FARMING?

- Agriculture and farming are not on the radar of youth in my community even though it directly affects them and the choices they make daily. They have not made the connection between the negative effects of climate change, and the difficulty their households face in accessing over priced food, for example.
- Farming and agriculture is perceived as too labour intensive and so youth in my community opt to focus on more glamourous looking career paths.
- Farmers in my community are small holdings and can only afford to supply locally or for household consumption. Lack of machinery and access to larger markets means youth don’t see an example of successful local farmers active in commercial markets. This is discouraging.

CHOOSE AN ANGLE

Ways to talk about: What are the attitudes of young people in your community towards farming?

What are the attitudes of young people in your community towards farming?
### VOX POP

**Vox pop aim**
To get many opinions on one topic.

**Who do you talk to?**
Anybody in the community.

**Question**
How do you think commercial farming practices contribute to global warming and climate change?

### AUDIO COMMENTARY

**Audio commentary aim**
To get people’s opinion about a topic that they care deeply about.

**Who do you talk to?**
A small holdings farmer in your community.
OR
Ask a young person to share their opinion of farming and agriculture as a career option.
OR
Speak to someone who can shed light on the ecological impacts of farming in your community (i.e. a farmer, an expert, a lecturer/teacher or someone specialises in the subject of ecology and agriculture in your community).

### AUDIO PROFILE

**Audio profile aim**
To get a first person account of someone’s experience, passion or journey. Audio profiles often aim to inspire.

**Who do you talk to?**
A smallholder farmer who produces exclusively to sell for profit to the global market. (e.g. exports all cashew/coffee/seaweed abroad and sells none to local market)
OR
A smallholder farmer who produces for household consumption (doesn’t sell to the global market)
OR
A local entrepreneur who is either growing or selling locally grown food at the community market.

**Questions**
- What are the most common crops farmed in your community? What happens with the yield that local farmers have produced? Is it exported? Is it sold locally or globally?
- Do you think that the methods used to farm in your community are sensitive to the ecology of the area?
- How do people access food in your community? Through supermarkets? Local markets? Directly from farmers?
- Do the farmers in your community supply for the local markets or global market or both? What is the impact of each on the local ecology?

Please see interview questions in “How to present your show”.

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**AGRICULTURE AND LIVELIHOOD RADIO PRODUCTION GUIDE**
PUBLIC SERVICE ANNOUNCEMENT

The aim of a PSA
To create a public awareness message. Create a PSA that raises awareness about the effect of irresponsible agricultural practices on climate change and increased greenhouse gas emissions.

Voice 1: Hey Jo, where are you going for job shadowing this next month? I really want to spend time at the local cashew farm, I’m so excited!
Voice 2: Really Xolani? You know they only have like one broken tractor and everything is done by hand? You’re going to be sorry! Me, I want to go to job shadow at the big industrial farm. They are taking us with on excursion, imagine! On the first day we go for an outing to see the trees being cut to make space for more crops.
Voice 1: Oh but Jo that’s not good. Did you know that is deforestation and it contributes to 15% of greenhouse gases globally!
Voice 2: Eish, but your farm is also doing this thing so why are you going to work there?
Voice 1: No Jo, this smaller farm practices agroecology. That means it doesn’t harm the ecology of the area with its farming practices and its more energy efficient. It doesn’t contribute as much to global warming.

Slogan
Small farms practicing agroecology are thought to be between two and four times more energy efficient than large conventional farms. Together let’s raise awareness about climate change and how to lighten your earth footprint in your community. Every small step counts!
[INTRO:]

Host 1: It’s just gone [TIME] and you’re just in time for the [NAME OF SHOW] on [RADIO STATION]. My name is [NAME].

Host 2: That’s right! And my name is [NAME], and today’s show is all about agriculture. Yes, you heard me. Many of you have a family member or a friend or may even be involved personally in agricultural practices in your home or community. Today, we’ll be talking about how young people can spread the word about lightening their ecological footprint by becoming champions for agricultural methods that don’t harm the earth! We’ll be looking at how local industrial farming practices, small holders and how they affect global warming and climate change. And what you can do to prevent it!

Host 1: That’s right, we’ll also be talking about why it’s so important that young people, well, and all people, consider the way they think about and agriculture and our methods used. Here’s a fun fact – South Africa is one of the few countries in the world where the majority of peoples’ staple foods come from genetically modified sources. In South Africa, 99% of soya and 84% of maize are grown from genetically modified seeds.

Host 2: Oh no! I think I need a GMO cleanse! All the more important that we focus on sustainable farming practices for the generations to come. Otherwise soon, all we’ll be eating is modified food. I want real flavour and normal sized fruit and vegetables!

Host 1: Exactly! Today, we’ll be focusing on the people who grow food in our community. Almost everybody eats food, but how many of us are aware of the journey these products have been through to get to us from a tiny seed? And how many of us are thinking of how earth friendly the growing and harvesting journey of the food from seed to plate has been? Today, we are sharing the voices of our community to tell us how big and small farmers can help reduce not only their ecological footprint, but also help alleviate poverty in our country through sustainable agricultural practices. We’re bringing you the much-needed information to start open conversations around the positive and negatives in the local agricultural industry.

Host 1: Let’s hear more on what people think about agricultural practice and its effect on climate change in our community.

[PRESENT WHO IS BEING INTERVIEWED]

[PLAY THE INTERVIEW]

[OUTRO:]

Host 1: Today, we’ve learnt so much about the agriculture in South Africa and sustainable ways for all people to interact with the land that they grow food on!

Host 2: Yes! Understanding your earth footprint is very important for us young people to make informed decisions and plans for our lives!

Host 1: Next week on [DAY] at [TIME] we’ll be talking all about [NEXT WEEK’S SHOW TOPIC]. Until then, it’s bye from us!
SHOW OUTLINE

Full show on ‘agriculture and livelihood’ (1 hour)

General intro

Intro vox pop
Vox pop
Outro vox pop

‘Earth our home’ jingle

PSA

Intro audio commentary
Audio commentary
Outro audio commentary

Intro interview (and/or intro audio profile)
Interview (and/or audio profile)
Outro interview (and/or outro audio profile)

Music transition & jingle

General outro

Music transition & jingle

Jingle end

ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.
Green segment on topic of ‘agriculture and livelihood’ (10 minutes)

‘Earth our home’ jingle
Play vox pops
Intro to topic ‘agriculture and livelihood’
Play audio profile x1
Play audio commentaries x3
Music transition & jingle
PSA
Outro to topic ‘agriculture and livelihood’
‘Earth our home’ jingle. End

ETHICS AND CONSENT
This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.
• What kind of farming is practiced in your community? What are the important incentives or barriers that might influence how agriculture is practiced in your community?
• Do you think farming in your community contributes to food security? Why or why not?
• How well equipped do you think farmers in your community are to deal with climate change? Are they already struggling with the effects of climate change? How are they responding? What are some of the factors influencing their abilities to cope with climate change?
• What do you think are the ecological impacts of farming in your community? Are people aware of these impacts, and is anything being done about them?
• What are the attitudes of young people in your community towards farming? Do youth see it as a potential livelihood for themselves? What makes farming attractive, or unattractive, to them as a career prospect?
• Do you think GMOs and other technologies have a role to play in coping with climate change? Why or why not? How are they perceived in your community? Are people aware of them, and what do they think?
• What do you think about the influence of corporates in agriculture? Is this something you see in your community? If so, how are corporates perceived and how do you think they affect local farmers?

Ways to talk about: What are the attitudes of young people in your community towards farming?
• Agriculture and farming are not on the radar of youth in my community even though it directly affects them and the choices they make daily. They have not made the connection between the negative effects of climate change, and the difficulty their households face in accessing over priced food, for example.
• Farming and agriculture is perceived as too labour intensive and so youth in my community opt to focus on more glamourous looking career paths.
• Farmers in my community are small holdings and can only afford to supply locally or for household consumption. Lack of machinery and access to larger markets means youth don’t see an example of successful local farmers active in commercial markets. This is discouraging.
OUTREACH FORMATS

We can use radio formats to create “The Agriculture and Livelihood/green segment”. We suggest formats that encourage the voices of others and that get the listeners participating in the show.

GUEST SPEAKER

Guest speaker aim
A guest speaker is someone who can share expert knowledge about the impact statement or tell a personal story related to the impact statement.

Some questions for the guest speaker to think about ahead of time
• What is the relationship between the agricultural sector and climate change?
• How can young people benefit from understanding the effects of agriculture methods and practices on the ecology of the area being farmed?
• What is the biggest change in perspective that young South Africans need to make when it comes to farming and agriculture as a career path?
• What steps can young people take to make a difference or to challenge unsustainable practices in their community?

INTERVIEW

Interview aim
An interview is a one-on-one conversation where questions are asked by the interviewer and answers are given by the interviewee.

Suggested questions for an interview with someone who works in the growing, manufacturing or selling of food in your community:
• What does an ecological footprint mean to you?
• Describe your experience with local agricultural practices.
• What are your thoughts on the effects that local agricultural practices have on the surrounding environment. Do they benefit or harm it? How so?
• If the way that you grow food is affecting the earth’s ecological footprint in a negative way, what are some of the changes that you could make to correct this?
• In the community you live in, what are the options for purchasing crops directly from local growers?
• If young people wanted to learn more about agriculture and growing food, where should they go?

IMPACT JINGLE

Impact jingle aim
A jingle is a short song or tune that is easy to sing along to and remember, it has a clear message.
Panel discussion aim
A panel discussion involves a group of people discussing one topic in front of an audience. There is usually time for questions from the audience afterwards.

Who is on the panel
A smallholdings farmer who sells to the global market, someone who is employed by a farmer and is involved in the physical labour, a young person from the community, a farmer who sells their produce locally.

Examples of opening questions for the panel:
- What is the relationship between the agricultural sector and climate change?
- How can young people benefit from understanding the effects of agriculture methods and practices on the ecology of the area being farmed?
- What is the biggest change in perspective that young South Africans need to make when it comes to farming and agriculture as a career path?
- What steps can young people take to make a difference or to challenge unsustainable practices in their community?

Roleplay aim
To provide a scenario that allows the audience to “act out” a point about the impact statement. Decide how many characters are needed and set the scene for the “actors” to play out the statement. It is really an improvisation, and the audience “actors” make it up as they go along.

Characters
Fatima and her mother.

Scenario
Fatima’s family relies on the food grown on the family farm to survive. Her mother sells the produce to local customers for profit. She grows healthy and tasty produce with little negative impact on the environment. She wants to expand her sales to local retailers in the city. But there are limits to who she can sell to because she is a smallholder farm, and policy favors the larger corporations. Fatima makes suggestions to her mother for how they could sell their produce to a global market...
The aim of a Quiz
To test and reward your audience’s knowledge on the topic

Things you need for this activity
• Prepared quiz questions and answers
• Small prizes

Process
Present some quiz questions and hand out prizes to those who answer correctly. From the fact-sheet, we created the two following quizzes for you to broadcast in your shows. Once you are done with these two, feel free to create more to put your listeners to the test!

Quiz 1:
Question: A catastrophic drought in the Western Cape province in 2016-2018 reduced production by about 20% and resulted in the loss of…. jobs

A. 25 000
B. 45
C. 30 000
Correct answer is C

Quiz 2:
Question: 20% of South African commercial farms supply…. of the food to formal food retailers.

A. 50%
B. 80%
C. 23%
Correct answer is B
HOW TO PRESENT YOUR OUTREACH

[INTRO:]
Host 1: Hello and welcome to [NAME OF OUTREACH EVENT] at [NAME OF SCHOOL]. My name is [NAME] and I will be one of your hosts.

Host 2: That’s right! And my name is [NAME], and today’s outreach event is all about agriculture. Yes, you heard me. Many of you have a family member or a friend or may even be involved personally in agricultural practices in your home or community. Today, we’ll be talking about how young people can spread the word about lightening their ecological footprint by becoming champions for agricultural methods that don’t harm the earth! Tell me can anyone in the room tell me what is an “ecological footprint”?

[GET OPINIONS FROM THREE OR FOUR PEOPLE IN THE ROOM. THINK OF IT AS A “LIVE” VOX POP].

Excellent! Thank you so much for your voices. Many of you have touched on what we’ll be looking at shortly. Today, we’ll be looking at how we grow our food. And at how the methods to grow food, used by large and small farmers affect global warming and climate change. And most importantly, we’ll be discussing what we, the young people, can do to affect positive change for our earth.

Host 1: That’s right, we’ll also be talking about why it’s so important that young people, well, and all people, consider the way they think about and agriculture and our methods used. Here’s a fun fact – South Africa is one of the few countries in the world where the majority of peoples’ staple foods come from genetically modified sources. In South Africa, 99% of soya and 84% of maize are grown from genetically modified seeds.

Host 2: Oh no! I think I need a GMO cleanse! All the more important that we focus on sustainable farming practices for the generations to come. Otherwise soon, all we’ll be eating is modified food. I want real flavour and normal sized fruit and vegetables!

Host 1: Exactly! Today, we’ll be focusing on the people who grow food in our community. Almost everybody eats food, but how many of us are aware of the journey these products have been through to get to us from a tiny seed? And how many of us are thinking of how earth friendly the growing and harvesting journey of the food from seed to plate has been? Today, we are sharing the voices of our community to tell us how big and small farmers can help reduce not only their ecological footprint, but also help alleviate poverty in our country through sustainable agricultural practices. We’re bringing you the much-needed information to start open conversations around the positive and negatives in the local agricultural industry.

Host 1: Let’s hear more on what people think about local agricultural practices and its effect on our local ecology.

[PLAY RE PRE-RECORDED AUDIO]
[PLAY THE INTERVIEW]
[ENGAGE AUDIENCE BY ASKING QUESTIONS AND GIVING THEM A CHANCE TO SHARE THEIR THOUGHTS ABOUT WHAT THEY’VE HEARD]

[OUTRO:]
Host 1: Today, we’ve learnt so much about agriculture in South Africa and sustainable ways for all people to interact with the land that they grow food on!

Host 2: Yes! Understanding your earth footprint is very important for us young people to make informed decisions and plans for our lives!

Host 1: Until the next school outreach you can catch us on the radio! Next week on [DAY] at [TIME] we’ll be talking all about [NEXT WEEK’S SHOW TOPIC] on [NAME OF RADIO STATION]. Until then, it’s bye from us!
**ETHICS AND CONSENT**

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

If any incorrect information comes up in any of your formats, like the quiz, roleplay or panel discussion, you must correct it. Don’t let your audience leave with myths.

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**OUTREACH OUTLINE**

An outreach plan helps you stay on track during your event. It is a list of the activities and the order in which they will happen in the outreach activity. Allocate a time to each item so that you keep to the time allocation of the outreach activity.

Below is an example of an outreach plan that is one hour long.

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Once you’ve finalised your script, your performance artists, your outreach outline and prepared all your formats, it’s time to start your live event! Enjoy!