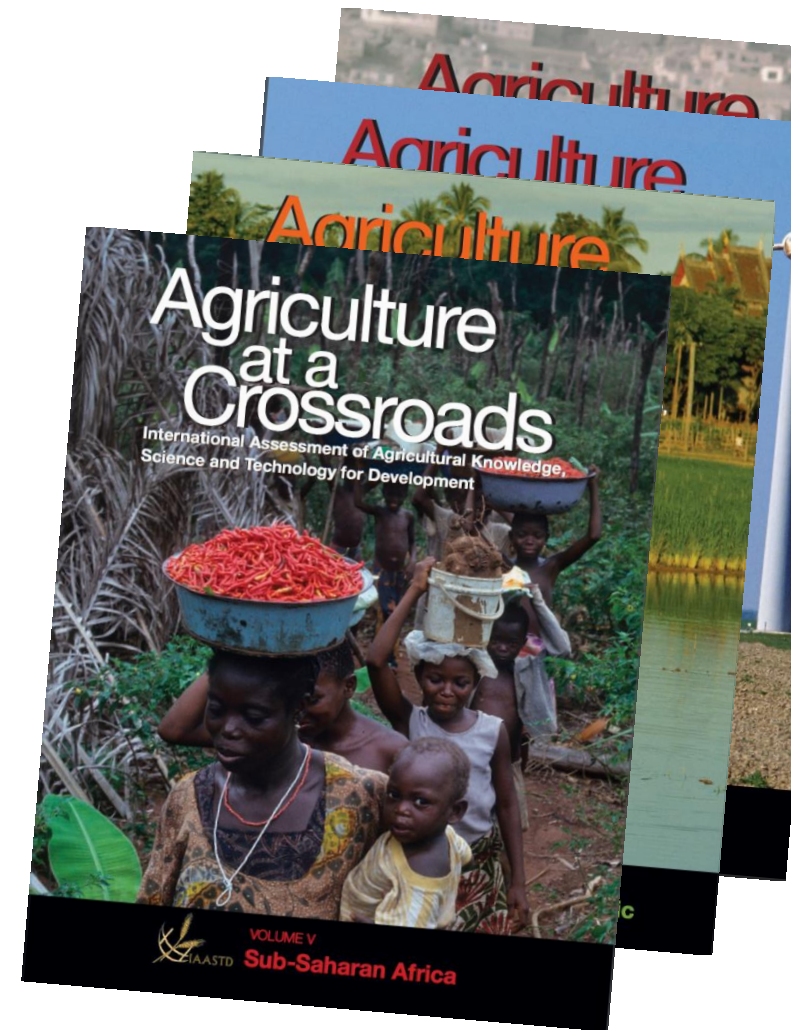SFRAS meeting Bern

Biovision Farmer Communication Programme in Africa

Andreas Schriber, CEO Biovision

31 October 2014

Empowerment of Family Farmers?

… Food production systems are part of the problem and part of the solutions
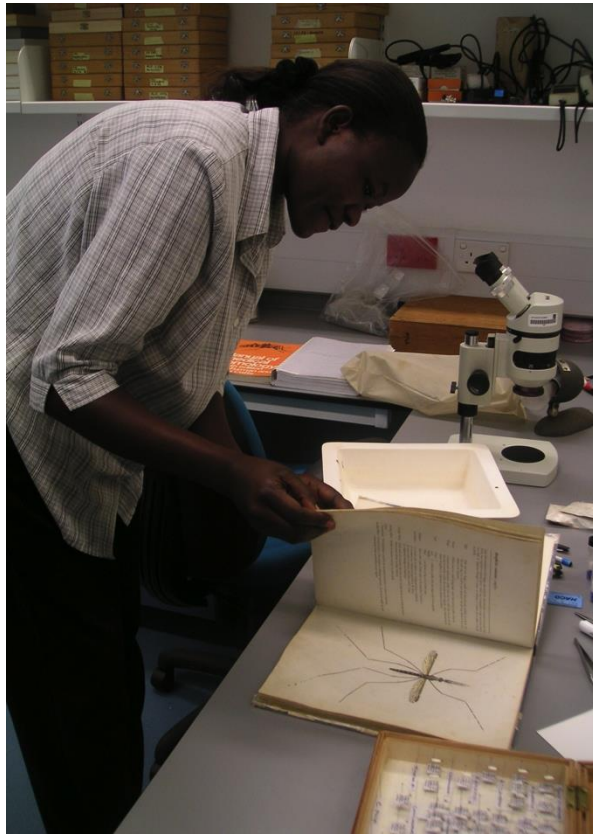
Systemic Approach

Organic Farming is Knowledge Intensive:

Promoting knowledge

Research ← → **Application**

Just Connect?

Combine Communication Technologies:

ICT

Print

Radio

TOF Magazine for Sustainable Farming

TOF Readership

Pie chart segments:
- 64% Farmer Groups
- 14% Individuals
- 9% Agricultural Institutions
- 6.5% Colleges & Universities
- 4% Commercial Companies
- 2.5% Churches & NGO's
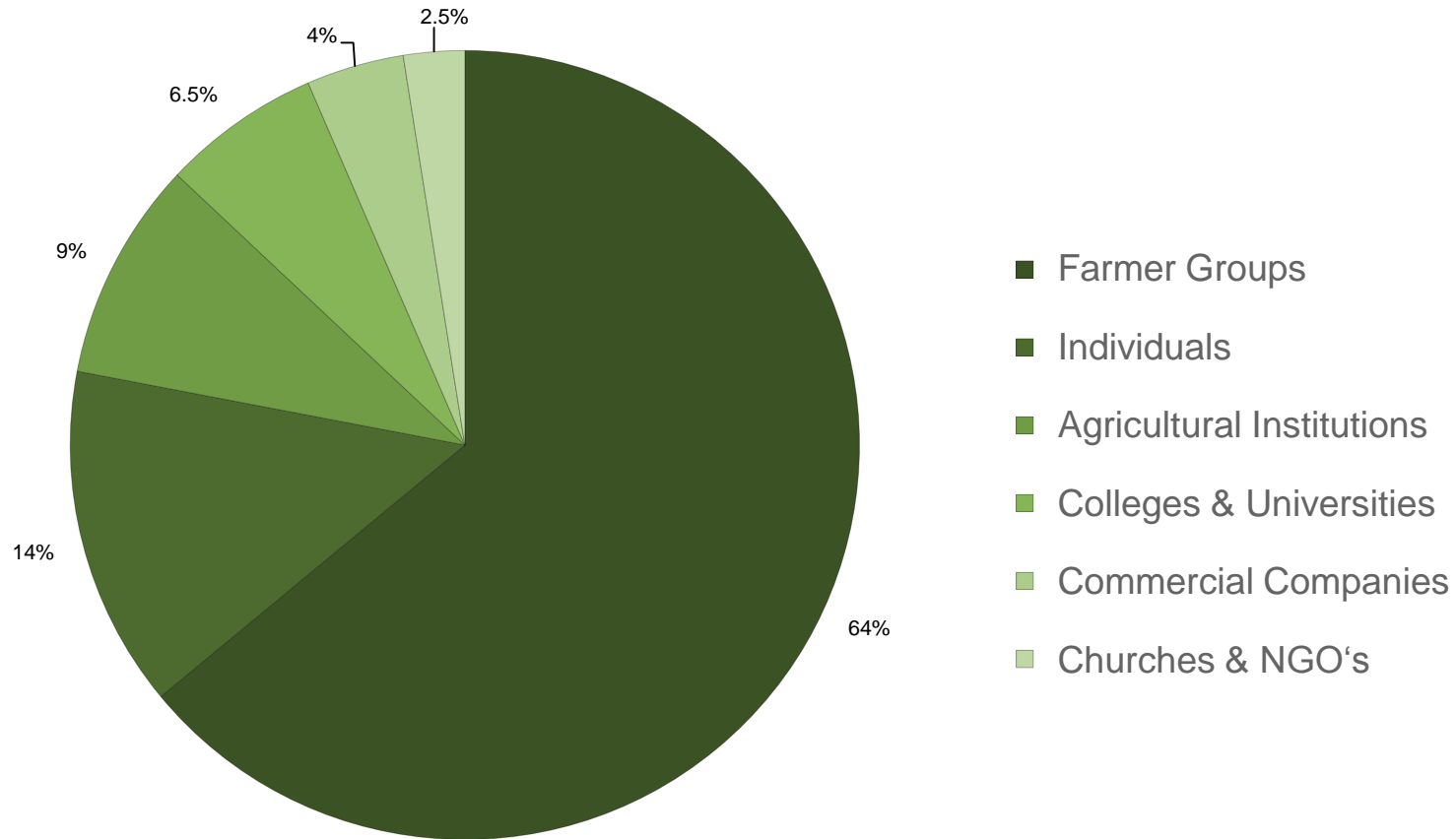
TOF Radio - The Voice of Farmers for Farmers

FCP Milestones

TOF Radio
KBC Milele
3,5 Mio.
Listeners / week

SMS service /
FCP interactive on
Facebook

Extended Infonet
contents available
on- and offline
(CD)

Mobile App
iCow
connected to FCP

2005

2007

2009

2011

2013

2006

2008

2010

2012

2014

TOF Kenia
7'000 Copies /
60'000 Readers
(Now: 200'000)

Biovision Infonet
online
20'000 visitors/mt.
(Now: 36'000)

10 Information
Centres
6'900 farmers
trained

«Mkulima
Mbunifu» first
issue in Kiswahili
language

FCP Pilot in
Ethiopia /
Vernacular Radio

biovision

Taking Care of the Content

Farmer Communication Programme

Improved Food Security

↑

Dissemination of knowledge for best practice

↑

| Print | Radio | Internet | Mobile Apps |

↑ ↑ ↑ ↑

Frame content for appropriate channels

↑

Produce relevant & reliable information for farmers
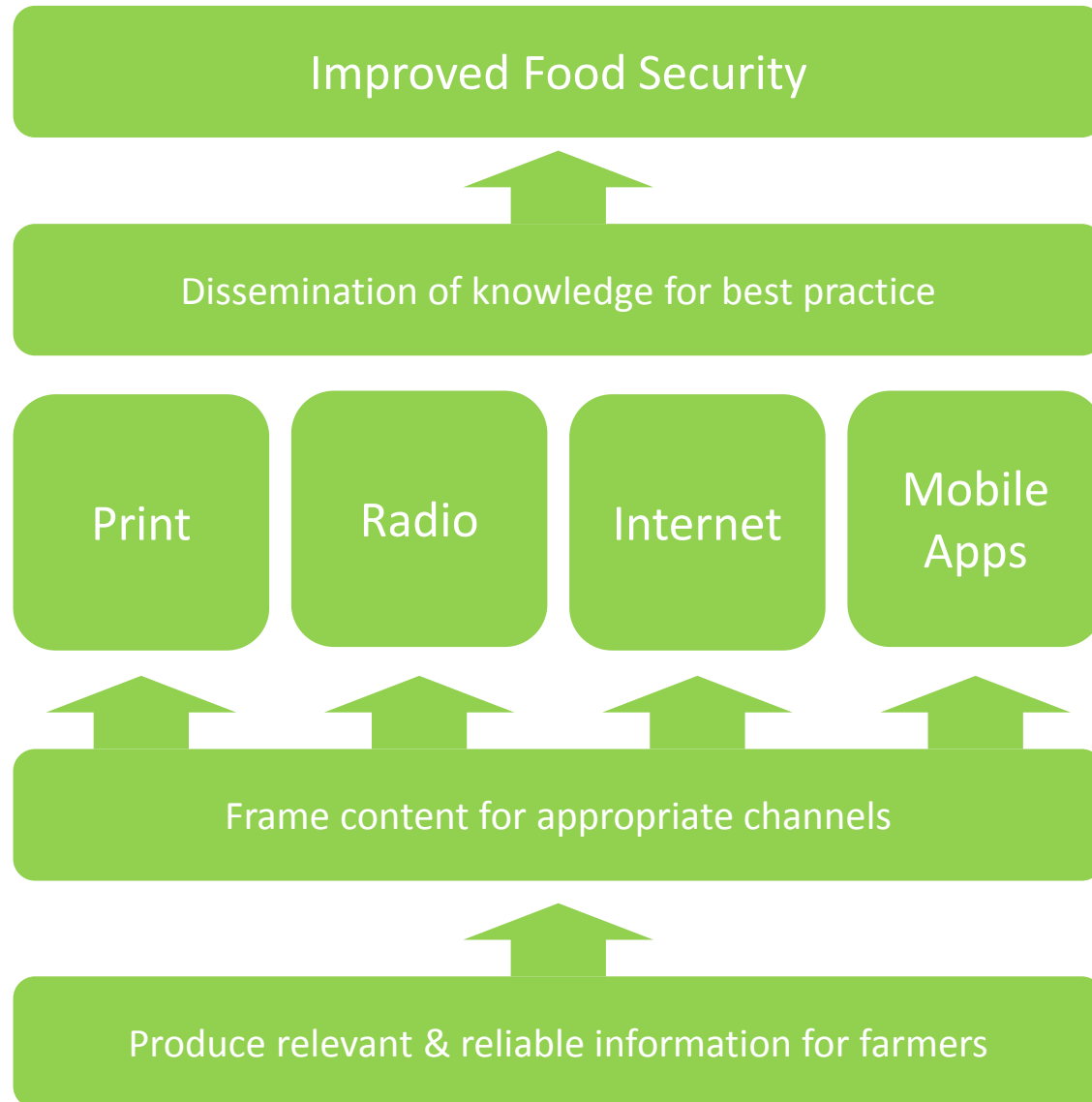
Outreach Strategy
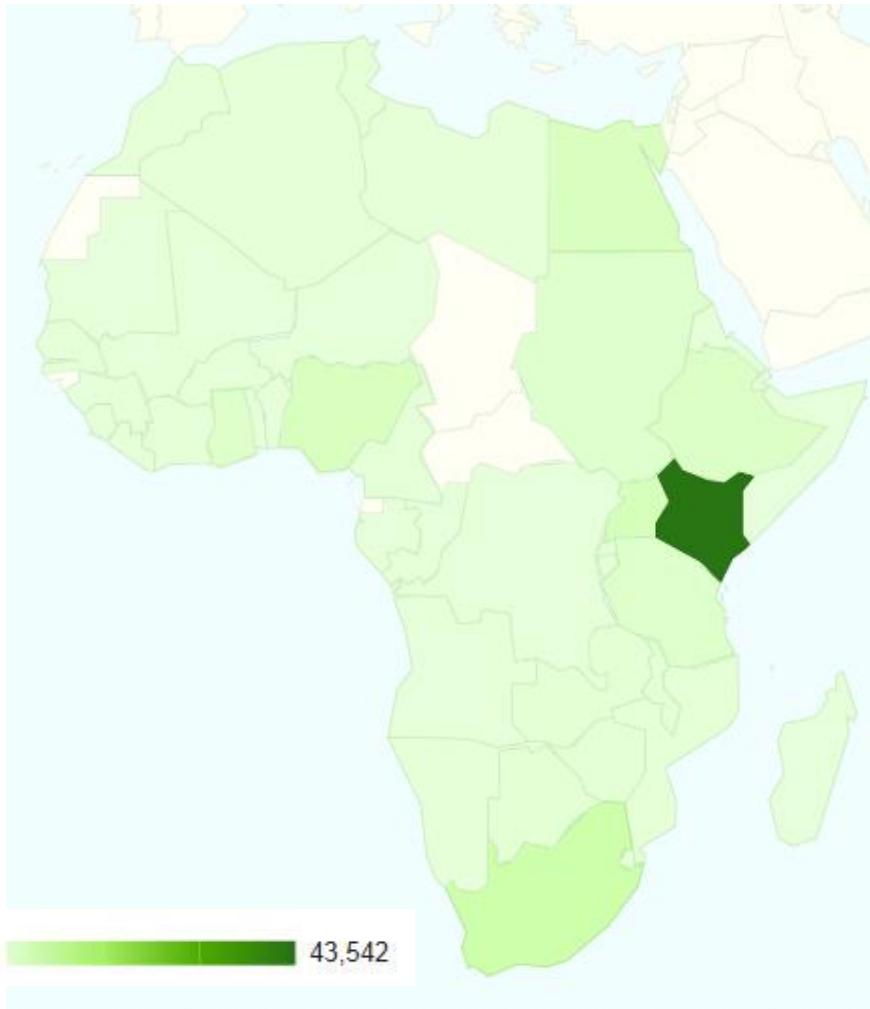
<u>FCP in</u>
- Kenya
- Tanzania
- Ethiopia

...

www.infonet-biovision.org:
370'000 visitors per year

Google for Farmers:
www.infonet-biovision.org

Digital Library for Extension Officers

You cannot solve the problem with the same kind of thinking that created the problem. A.Einstein

Partnersips for Growth & Sustainability

2013: iCow mobile App connected to FCP

Partnerships for Growth & Sustainability

2014: iCow powered by Safaricom

FCP: Synergy and Convergence

Thank you for your attention