



# Hassana Abubakar

Hibiscus producer and  
FVR Programme Reference Group  
member, Jigawa, Nigeria

"The programme has fostered a sense of camaraderie among farmers, encouraging us to share experiences and support each other. I've seen firsthand how the knowledge shared through the programme has led to improved practices and increased yields for many, making a real difference in our farming lives."



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# HASSANA ABUBAKAR

Hassana Abubakar is a 45-year-old small-scale hibiscus farmer from Jigawa state in Nigeria. She has been a Programme Reference Group member and Radio Champion for the Farmers' Voice Radio programme, Muryar Manoma ta Radio, since April 2024. Her role is to generate content for the radio programme during monthly meetings with eleven other hibiscus farmers as well as to run weekly communal listening sessions.

Hassana has four acres of land, cultivating hibiscus during the rainy season and vegetables during the dry season. Farming is Hassana's main source of income and as a divorced women with five children, balancing the responsibilities of motherhood and cultural pressures while trying to provide for her family is not easy, especially in the current economic climate.

Hassana has found her experience as a PRG member and Radio Champion rewarding, especially as the impact on her fellow farmers has become clear over time. She says, *"Working directly with my community through radio broadcasts on managing hibiscus farming is incredibly fulfilling. It's rewarding to connect with a wide audience and share insights on cultivation techniques, pest management, and best practices for healthy hibiscus plants... Many [people] have expressed gratitude for the practical tips, leading to healthier crops and better yields. Overall, these sessions have fostered a sense of community and learning among farmers."*







# YUSUF LAWAN

Hibiscus producer and  
FVR Programme Reference Group  
member, Jigawa, Nigeria

“What I found truly fascinating was the issue of child labour. While I was aware of it as a problem, I never fully grasped its severity. I have made it my mission to educate other parents about the risks associated with exposing our children to this kind of abuse and lifestyle, and many have come to understand my concerns.”



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# YUSUF LAWAN

Yusuf Lawan is a 52-year-old small-scale hibiscus farmer from Jigawa state in Nigeria. He has been a Programme Reference Group member and Radio Champion for the Farmers' Voice Radio programme, Murayar Manoma ta Radio, since April 2024. His role is to generate content for the radio programme during monthly meetings with eleven other hibiscus farmers as well as to run weekly communal listening sessions.

As well as hibiscus, Lawan cultivates rice, sesame, maize and a range of vegetables both for home consumption and for sale. He is an experienced farmer but has noticed in recent years how less predictable weather patterns, insects and plant diseases and declining soil health are having an impact on his yields and income. He worries that this is affecting his children's access to quality education.

Being a PRG member has enabled Lawan to acquire new knowledge and skills that are transforming his farming. However, it is the ability to make a positive contribution to his community that has been most rewarding for Lawan. He explains: *"Being heard on the radio by my community members has earned me significant respect, and being part of the solution for hibiscus farming has been a remarkable experience and achievement... I want to contribute positively to my community by providing food security and creating job opportunities in any little way I can."*







# AISHA T. GARBA

Hibiscus producer and  
FVR Programme Reference Group  
member, Kano, Nigeria

"I am committed to sharing the valuable knowledge I acquired throughout this programme with everyone who can benefit from it. My goal is to empower women by encouraging them to explore opportunities in farming, as it can be a transformative path for their livelihoods. I understand that cultural and religious barriers may pose challenges, but I believe that by providing support and guidance, we can help women navigate these obstacles."



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# AISHA T. GARBA

Aisha T Garba is a 32-year-old small-scale hibiscus farmer from Kano state in Nigeria. She has been a Programme Reference Group member and Radio Champion for the Farmers' Voice Radio programme, Muryar Manoma ta Radio, since April 2024. Her role is to generate content for the radio programme during monthly meetings with eleven other hibiscus farmers as well as to run weekly communal listening sessions.

Aisha has two hectares of land, cultivating hibiscus and soybeans. Farming is Hassana's main source of income, but she faces challenges in the form of extreme weather, pests and disease and declining soil health. In addition, she says that *"the fluctuating costs of farming inputs have frequently disrupted my farming plans and left me with minimal capital"*.

As a women who has been empowered by the experience of having her voice heard and expertise followed by thousands over the radio waves and who has gained new knowledge about hibiscus production, allowing her to *"pursue farming joyfully"* again, Aisha is passionate about enabling the same opportunities for other women. She explains that *"through discussions and community outreach, I aim to create an environment where women feel confident and inspired to embrace farming as a viable and rewarding venture."*







# MANI FIDELIS

Ginger producer and  
FVR Radio Champion,  
Kaduna, Nigeria

"I'd like to emphasize how vital community engagement is through programmes like the radio initiative. The ability to share experiences, challenges, and successes fosters a sense of belonging among farmers, creating a supportive network that enhances resilience."



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# MANI FIDELIS

Mani Fidelis is a small-scale ginger farmer from Kaduna state in Nigeria. She has been a Radio Champion for the Farmers' Voice Radio programme, Muryar Manoma ta Radio, since April 2024. Her role is to promote the radio programme to her fellow farmers, convene weekly communal listening sessions and gather their feedback and questions to be communicated back to the production team.

Fidelis farms half an acre of land, on which she grows ginger and other crops for consumption and sale. The biggest challenge she faces is finding a market for her produce. She feels most satisfied when there has been a good harvest.

Fidelis has learned important new skills addition, her involvement in the radio programme; in particular how to slice the ginger so that it doesn't dry out quickly, and how to select healthy seeds for next season's planting.

About the weekly communal listening sessions that she runs, Fidelis says, *"engaging in discussions helps farmers feel more empowered and confident in their abilities to make informed decisions about their farming practices."*

In the future, Fidelis aspires to focus more on soil health, biodiversity and water conservation in her family. In addition, she would like to be *"more actively involved in community initiatives, contributing to local development and support networks."*







# BENJAMIN JOHN

Ginger producer and  
FVR Programme Reference  
Group member, Kaduna,  
Nigeria

“Serving as a voice for farmers  
and the agricultural community  
means advocating for their  
needs and challenges, which can  
lead to better support and  
resources.”



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# BENJAMIN JOHN

Benjamin John is a small-scale ginger farmer from Kaduna state in Nigeria. He has been a Programme Reference Group member for the Farmers' Voice Radio programme, Muryar Manoma ta Radio, since April 2024. His role is to generate content for the radio programme during monthly meetings with eleven other ginger farmers, where they discuss common challenges and identify effective solutions.

Benjamin farms half an acre of land, on which he grows ginger, rice and millet for consumption and sale. Benjamin typically starts his day at dawn with an inspection of his field, checking for new growth and looking for signs of pests and disease. He will apply treatments or fertilisers as required, always making a record of his activities to keep track of inputs.

The physical demands of farming combined with an unpredictable income due to fluctuating market prices put pressure on Benjamin's wellbeing. However, he says, *"the moment of harvesting can be incredibly rewarding. Seeing the fruits of your labor, in the form of healthy, vibrant ginger rhizomes, brings a sense of accomplishment."*

Benjamin reports learning important new skills from his involvement in the radio programme, including crop rotation and regular monitoring. He is also proud of the contribution he is making to *"raising awareness about agricultural issues, environmental sustainability, and community resources."*







# MARIANA ZANGO

Ginger producer and  
FVR Programme Reference  
Group member, Kaduna,  
Nigeria

“Overall, the radio program serves as a powerful tool for education, community building, and advocacy, making a significant difference in the lives of many. I look forward to seeing its continued growth and positive influence in the future!”



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# MARIANA ZANGO

Mariana Zango is a 28-year-old small-scale ginger farmer from Kaduna state in Nigeria. She has been a Programme Reference Group member for the Farmers' Voice Radio programme, Muryar Manoma ta Radio, since April 2024. Her role is to generate content for the radio programme during monthly meetings with eleven other ginger farmers, where they discuss common challenges and identify effective solutions.

Mariana farms half an acre of land, on which she grows ginger and other crops for consumption and sale. Her father used to help her on the farm but since his death she is finding it more difficult to balance farm commitments with her domestic duties.

Mariana's experience as a Programme Reference Group member has enabled her to gain new knowledge, which in turn she reports has helped her to increase her ginger yields. She says, *"I have increased awareness, my productivity has improved, and I have made new friends."*

Mariana also enjoys being able to share this new knowledge with others. *"Many farmers gain valuable insights into best practices, new techniques, and local market information, which can help improve their farming operations."*

