

Farmers' Voice Radio Academy Latin America Campaign



Help us to put the power of participatory radio into the hands of millions of smallholder coffee farmers in Latin America!

Latin America produces a staggering 60% of the world's coffee, but farmers in the region are under increasing pressure from challenges such as fluctuating market prices, climate change, crop diseases and inflation, putting the global supply of coffee at risk. Poor connectivity, low levels of literacy and gender inequality hinder access to essential information and services, especially for women.

Farmers' Voice Radio reaches smallholder farmers, amplifying their voices and enabling them to share vital knowledge on good agricultural and business practices in a way that empowers individuals, enhances sustainability, and builds the resilience of coffee growing communities.

Since 2010, Farmers' Voice Radio programmes have reached more than 2 million smallholder farmers across Africa and Asia. Our innovative Academy has supported 31 organisations to learn skills and access resources to launch their own programmes, tailored to the needs of the communities they serve. We invite the UK specialty coffee scene, from importers and roasters to cafés and consumers, to unite in support of our campaign to take the Academy to Latin America and help put the power of participatory radio into the hands of millions of coffee producers in that region.

Academy Participants Receive:

- ✳ Online group training
- ✳ One-to-one coaching
- ✳ The chance to apply for a start-up grant
- ✳ Membership of a community of practice

"The course has been an eye opener for me. We have had radio all along, yet I never really understood how far reaching it could be, especially where our target audience are farmers with low literacy. I love the fact that the farmers will be creating the content themselves!"

Ruhaimatu Yazidu, 2023 FVR graduate working with women shea nut collectors in northern Ghana.

Any funds you can donate or help us raise will make a difference

£300

could cover the cost of one Farmers' Voice Radio Academy session for five organizations

£1,500

is the cost of training one organisation through the Farmers' Voice Radio Academy

£500

will help develop technical materials for crops and specific themes

£3,000

provides a small programme start-up grant for an Academy graduate

Spotlight your Latin American origins by donating a percentage of sales or amount per bag or fixed amount per volume (e.g. £1 per kg) to our campaign.

Host a celebratory event in your café or roastery and invite your customers along, donating any profits to our campaign.

Include a donation on till-point opportunity for your customers or offer the chance to buy a cup of coffee and donate the cost of a cup.

Spread the word and ask your clients or coffee industry peers to support us.

Share printable and/or digital materials to support the campaign amongst your suppliers and customers.



Your business will receive the following benefits:

Strengthen employee engagement.

Show your customers, clients and staff that you care by aligning with an ethical cause.

Create a stronger connection to your Latin American coffee origins and create a positive impact in your sourcing communities.

Meet your corporate social responsibility objectives and contribute towards the achievement of social impact standards.

Invite to an exclusive 'Meet the Academy Graduates' virtual event.

Featured on Farmers' Voice Radio social media channels.

Please get in touch to discuss how your business can support the campaign. Together, we can help Farmers' Voice Radio to reach thousands more coffee producers and build a more certain future for everyone in the coffee sector!

Helen Nichols
farmersvoiceradio@lyf.org.uk
farmersvoiceradio.org