Theme: Economic and Food Systems

Key Message: Buy directly from family farmers

Format: Radio Plug

Treatment: Public Service Announcement

Intended Audience: General Public

Total Running Time: 60 seconds

Writer/Researcher: Ryan Jay I. Galang

Voice Narrator: Ryan Jay I. Galang

Objective: At the end of the PSA, **GENERAL PUBLIC** should prioritize buying from family farmers to support their livelihood during & post-COVID-19.

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**-MORE-**

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| 1 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 2 | **VO:** | THE COVID-19 PANDEMIC HAS AFFECTED THOUSANDS OF LIVES. DESPITE THIS, FAMILY FARMERS SHOWED |
| 3 |  | RESILIENCE THROUGH ADAPTING INNOVATIVE APPROACHES TO COPE UP WITH THE CHALLENGES IN THE |
| 4 |  | NEW NORMAL. |
| 5 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 6 | **VO:** | IN BANGLADESH, FAMILY FARMERS’ ORGANIZATIONS LINK FARMERS TO MARKETS THROUGH ESTABLISHING |
| 7 |  | MAKE SHIFT VEGETABLE STORES NEAR THE VILLAGES AND VIA ONLINE SERVICES. |
| 8 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 9 | **VO:** | IN LAOS, FARMERS’ GROUPS COORDINATE WITH THE GOVERNMENT AND PRIVATE ORGANIZATIONS TO |
| 10 |  | PURCHASE THEIR GOODS AND PROVIDE TRANSPORTATION TO DELIVER IT TO THE MARKETS. |
| 11 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 12 | **VO:** | AND IN INDONESIA, FAMILY FARMERS ARE SELLING THEIR PRODUCE THROUGH DOOR-TO-DOOR MARKETING |
| 13 |  | AND DELIVERY. |
| 14 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 15 |  | FAMILLY FARMERS ARE FRONTLINERS. FAMILY FARMERS ARE FOOD HEROES. |
| 16 |  | BUY DIRECTLY FROM FARMERS. PROMOTE THEIR PRODUCE. |
| 17 |  | LET US SUPPORT RESILIENT FAMILY FARMING. |
| 18 |  | FOR A BETTER TOMORROW. |
| 19 | **BIZ:** | **BACKGROUND MSC UP AND OUT** |
| 20 | **VO:** | THIS PUBLIC SERVICE ANNOUNCEMENT IS BROUGHT TO YOU BY THE UNITED NATIONS DECADE OF |
| 21 |  | FAMILY FARMING AND COMDEV ASIA. |

**Family Farmers…222**

**END**