Title: Family farmers preserve biodiversity

Treatment: Public Service Announcement

Total Running Time: 90 seconds

Intended Audience: General Public

Theme: Biodiversity, Culture, and Environment

Writer/Researcher: Louise S. Villanueva

Voice Narrator: Louise S. Villanueva

Objective: At the end of the PSA, the General Public should be able to discuss the roles of family farmers in preserving biodiversity

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| 1 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 2 | **VO:** | CLIMATE CHANGE THREATENS OUR BIODIVERSITY AND ECOSYSTEMS. |
| 3 |  | HABITATS ARE LOSS. PLANTS AND ANIMALS BECOME ENDANGERED AND EXTINCT. |
| 4 |  | IT RESULTS IN FOOD INSECURITY AND LOSS OF NATURAL RESOURCES. |
| 5 |  | FAMILY FARMERS ARE FRONT AND CENTER IN PREVENTING THESE FROM HAPPENING. |
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| 6 | **BIZ:** | **MSC UP AND UNDER THEN INSERT SOUND ON TAPE (SOT)** |
|  |  |  |
| 7 | **VO:** | FAMILY FARMERS ENSURE FOOD SECURITY. AND THROUGH THEIR FARMING PRACTICES, |
| 8 |  | THEY PROTECT THE ENVIRONMENT. |
| 9 | **BIZ:** | **BACKGROUND MSC UP AND OUT.** |
| 10 | **VO:** | IN VIETNAM, INDIGENOUS PEOPLES USE ROCKS AS BARRIERS TO REDUCE SOIL EROSION IN THE |
| 11 |  | MOUNTAINS WHILE INDIGENOUS PEOPLE IN ODISHA, INDIA GROW FIFTY VARIETIES OF CROPS ALL |
| 12 |  | AT THE SAME TIME. THEY ALSO ALLOW POLLINATORS TO THRIVE IN THEIR FARMLANDS. |
| 13 |  | THESE PRACTICES PRODUCE MORE CROPS, PRESERVE BIODIVERSITY, AND PREVENT NATURAL |
| 14 |  | DISASTERS. |
| 15 | **BIZ:** | **BACKGROUND MSC UP AND OUT.** |
| 16 | **VO:** | FAMILY FARMERS ARE DEEPLY ROOTED IN THEIR LOCAL ENVIRONMENT. THEY KNOW HOW TO |
| 17 |  | PROTECT IT. WITH OUR SUPPORT, THEY CAN PROTECT THE BIODIVERSITY AND THE ECOSYSTEMS |
| 18 |  | CRITICAL TO OUR WELLBEING. |
| 19 |  | LET US SUPPORT RESILIENT FARMING. |
| 20 |  | FOR A BETTER TOMORROW. |
| 21 | **BIZ** | **BACKGROUND MSC UP AND OUT** |
| 22 |  | THIS PUBLIC SERVICE ANNOUNCEMENT IS BROUGHT TO YOU BY THE UNITED NATIONS DECADE OF |
| 23 |  | FAMILY FARMING, COMDEVASIA, AND AMARC ASIA PACIFIC. |
|  |  |  |

**END**