Title: Family farmers provide nutritious food.

Treatment: Public Service Announcement

Total Running Time: 90 seconds

Intended Audience: General Public

Theme: Nutrition and Health

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 providing nutritious food to the community.

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| 1 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 2 | **VO:**  | THE COVID-19 PANDEMIC BROUGHT CHALLENGES IN OUR ACCESS TO NUTRITIOUS FOOD. |
| 3 |  |  TO ADDRESS THIS, WE CAN USE THE HELP OF FAMILY FARMERS.  |
| 4 | **BIZ:** | **MSC UP AND UNDER THEN INSERT SOUND ON TAPE (SOT)** |
|  |  |  |
| 5 | **VO:**  | ACCORDING TO THE UNIVERSITY OF MINNESOTA’S INSTITUTE ON THE ENVIRONMENT,  |
| 6 |  | THREE QUARTERS OF NUTRITIOUS FOOD IN SOUTHEAST ASIA AND CHINA ARE PRODUCED BY  |
|  |  | FAMILY FARMERS. |
| 7 | **BIZ:**  | **BACKGROUND MSC UP AND OUT.** |
| 8 | **VO:**  | DURING THE STRICT LOCKDOWN, THE INDIGENOUS FILIPINO DUMAGAT FARMERS SOLD FRUITS AND  |
| 9 |  | VEGETABLES AT A RESONABLE PRICE. IN THIS INITIATIVE LED BY FARMERS’ GROUP PAKISAMA, |
| 10 |  | ACCESS TO NUTRITIOUS FOOD BECAME EASY FOR RESIDENTS OF RIZAL AND MARIKINA. |
| 11 | **BIZ:** | **BACKGROUND MSC UP AND OUT.** |
| 12 | **VO:** | FAMILY FARMERS PROVIDE US WITH NUTRITIOUS FOOD, AND ACCESS TO THESE NUTRITIOUS FOOD |
| 13 |  | IS MORE IMPORTANT AS WE DEAL WITH COVID-19. WITH OUR SUPPORT, FAMILY FARMERS CAN  |
| 14 |  | CONTINUE PROVIDING THESE NUTRITIOUS FOOD TO KEEP OUR BODIES HEALTHY. |
| 15 |  | LET US SUPPORT RESILIENT FAMILY FARMING.  |
| 16 |  | FOR A BETTER TOMORROW. |
| 17 | **BIZ** | **BACKGROUND MSC UP AND OUT.** |
| 18 |  | THIS PUBLIC SERVICE ANNOUNCEMENT IS BROUGHT TO YOU BY THE UNITED NATIONS DECADE OF  |
| 19 |  | FAMILY FARMING, COMDEVASIA, AND AMARC ASIA PACIFIC. |
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**END**

**PRODCUER’S NOTE:**