UNDFF/ComDev Asia Campaign
Resilient Family Farming: Ensuring Food for All in a Sustainable Planet

Community Radio Fact Sheet
Theme: Sanitation and Safety
Intended Audience: Family Farmers
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<tr>
<th>Community Radio Station:</th>
<th>Location (town, province, country):</th>
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<tbody>
<tr>
<td>Broadcaster’s Name:</td>
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<td>Comment(s):</td>
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**CONTENT**

**Objective**
The farmer-listener should identify what campaign was mentioned in the broadcast and how it was able to help NAMAC member FOs.

**Key Message**
Aside from increasing awareness on the role of family farmers during the COVID-19 pandemic, the Food Hero campaign provided member FOs of NAMAC a new source of income through face mask production.

**Supporting Message**
The Food Hero campaign is an initiative by the Asian Farmers’ Association for Sustainable Rural Development (AFA) and La Via Campesina (LVC), regional implementing agencies of the Asia-Pacific Farmers’ Program.

The campaign aimed to promote family farmers and their role as frontliners during the COVID-19 pandemic. Family farmers are responsible in keeping us safe by providing us healthy produce. During the campaign launch in Mongolia, face masks were distributed to members of the National Association of Mongolian Agricultural Cooperatives (NAMAC), their partners, media, and the audience.

NAMAC had their member Farmers’ Organization (FO) produce the face masks. The Darkhan Noos Cooperative from Darkhan-Uul province, Mongolia produced these face masks. Their cooperative was heavily affected by the pandemic for their felt products were sold mainly to tourists.

Aside from increasing everyone’s awareness on the important role of family farmers in crisis such as COVID-19, the Food Hero campaign has provided groups such as the Darkhan Noos Cooperative a new source of income through face mask production.

**Call to Action**
Let us always practice safety protocols such as wearing face masks to keep ourselves and our families safe from COVID-19.
This public service announcement is brought to you by the United Nations Decade of Family Farming, ComDev Asia, AMARC Asia Pacific and this station (state the name of the community station).