UNFF/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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Objective
Farmer-listeners should identify at least one method FOs use to sell their members' produce while still practicing COVID-19 safety protocols.

Key Message
In order to protect the health of their FO members, the FOs thought of ways to market their produce and still practice proper COVID-19 safety protocols.

Supporting Message
It is important that family farmers are informed on COVID-19 and the safety protocols that they should practice in order to protect their health.

Farmers' Organizations (FOs) helped market their members' produce through methods that can ensure the safety of both family farmers and consumers. Here are some examples of how they achieved this while following COVID-19 health and safety protocols:

- In the Philippines, a women-led cooperative sold their members' produce through a farmers' market for a subdivision in Marikina City. Homeowners in the area were unable to go out to the market to buy produce since they were under lockdown.
- Women members from an FO in Indonesia sold their members' organic rice products via door-to-door selling and delivery.

Call to Action
Protect the health and safety of our family farmers, practice proper COVID-19 safety protocols.

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).

Sources
http://asianfarmers.org/indonesia-api-response-to-covid-19/