Objective

The farmer-listener should be able to discuss the importance of women in family farming.

Key Message

Women are important contributors to food production, but they need more support.

Supporting Message

Supporting women farmers can help them increase yield and feed more people.

Women are backbone of family farming. Yet they receive only a fraction of land, credit, inputs, and training and information.

Women farmers should be provided with established identity and knowledge on the technical and financial aspects of agriculture. They need direct access to information on improved agricultural practices and links to markets.

In today's digital world, it is important to think critically about the information and communication tools which can help women farmers.

Empowering women farmers leads to increased productivity, reduced hunger and malnutrition, and improved rural livelihoods.

Call to Action

Empower women farmers towards a more resilient family farming.

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).