Objective: The farmer-listeners should be able to identify some of the initiatives to raise their productivity and income in times of crisis, including pandemics.

Key Message: Innovation and Cooperation are important principles in building resilient family farming.

Supporting Message: Our family farmers are innovators. They were able to find ways to remain productive despite the challenges brought by the COVID-19 Pandemic. How? By venturing in organic agriculture and forming or joining farmers’ cooperatives:

- **Go Organic!** For family farmers, organic agriculture translates higher profits. Using organic pesticides and fertilizers are relatively cheaper and safer than chemicals. As consumers become more "health-conscious" today, higher demand for healthy food options are expected. This is a great opportunity for family farmers to venture in organic agriculture.

- **Go Coop!** Forming cooperatives are very helpful for family farmers. Banding together, these Farmers' cooperatives were able to cut out the middlemen and sell their produce directly to consumers. It means higher profit and dividends for family farmers. Cooperatives also provide savings scheme and loans at very low rates.

Call to Action: Venturing in organic agriculture and joining farmers’ cooperatives can help build resilience among family farmers in the region.

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).