Objective
The general public should be able to discuss the roles of family farmers in providing nutritious food to the community.

Key Message
Family farmers are sources of nutritious food that keep our bodies healthy.

Supporting Message
Family farmers have always provided communities with nutritious food. In fact, ¾ of nutritious food in Southeast Asia and China are produced by family farmers. This important role is more important now as the world deals with COVID-19.

With proper coordination among family farmers, farmer groups, and the government, family farmers will be able to provide communities with nutritious produce even while on quarantine.

An example of such initiative was done by PAKISAMA and Dumagat farmers who sold their produce to residents of Rizal and Marikina in the Philippines.

Call to Action
Support family farmers, so they can continue providing communities with nutritious food. Support 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).