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SMALLHOLDERS ORGANISED NATIONWIDE, USING VIDEOS

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Information is power. As such, access to information helps farmers to make wise decisions to enhance food security and improve livelihoods.

Unfortunately, in the recent past, agricultural extension has performed poorly. Institutions, governments and NGOs have tried to fill this gap and reach farmers with extension information through projects and programmes but also with limited success.

The Kenya National Farmers Federation (KENAFF) is a national farmers' organisation covering the whole country. KENAFF is the umbrella organisation of farmers groups, representing the interests of about 2.1 million farm families in Kenya.



Women especially like videos on small livestock.

“I showed them a video on poultry management. Most of them liked the video and asked where they could get the video to watch later.”

KENAFF was established in 1946 as a Farmers' Union representing the exclusive interests of large-scale white farmers, but later evolved from a farmers' union to a federation of agricultural producers and in November 2003 became the National Farmer Federation. KENAFF is a non-political, non-commercial, democratic federation of Kenyan farmers, operating through networks of farmers and like-minded institutions.

The Federation is a partner to Access Agriculture in producing and distributing agricultural videos for smallholder farmers.

KENAFF has various platforms and distribution channels for sharing and gathering demands for agricultural videos from Access Agriculture. The platforms go from the national level to the most local level of government.

KENAFF staff have shared videos with the farmers during training sessions at the county levels and through its media page and website. This has made farmers and other stakeholders aware of the agricultural videos and helped in the distribution.



While digital technology gets cheaper and more common, if people are going to watch the videos, the content must still be relevant, and of high quality.

For example, while I was training farmers who are poultry cooperative board members in Siaya County on cooperative management, I showed them a video on poultry management. Most of them liked the video and asked where they could get the video to watch later.

KENAFF has invested in a TV station that will share the videos hosted on the Access Agriculture website with the farmers, and show them the link to the website so farmers can browse themselves for topics of relevance to them. The TV station is targeting all farmers and agricultural stakeholders along value chains in Kenya, so it will be a great platform to share experiences and follow up with the farmers who watch the TV programmes.

This is an opportunity to create demands for videos, to share the videos and lessons learned from those who have watched the videos as the TV station will have designated time to air the agricultural videos.

We cannot do everything on our own. In view of this, we need to work with other partners for video distribution.

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KENAFF works with smallholder farmers in groups, so it may be important to form video-viewing clubs within the groups to share information and to see how the groups use their new knowledge.

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