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## IN OUR OWN LANGUAGE

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Videos to train farmers are a success if farmers receive the message and remember it. In Benin in 2007, the French versions of some videos on rice growing were introduced via public video viewings and also on DVDs given to farmers.



*A farmer is much more interested in watching and sharing a video if it is in her own language.*

The farmers who got the DVD were supposed to share the information. The farmers who watched the videos and who understand only their native language did not share the messages from the video.

Some of these farmers can no longer recall the messages and have even forgotten where they put the DVDs.

They did not watch the videos, saying “We do not have TV and DVD players. It is difficult for us to watch the

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videos again and remember the forgotten parts and talk about them”.

We wondered why farmers did not share knowledge learned from the videos. Was it because they did not have a DVD player? Or because they did not understand the language spoken in the video?

The farmers who understand French (the language spoken in the video), and who know other languages, did share the messages contained in the videos, because these multilingual people can communicate with many people, but especially because they understood the message of the video.

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