

(continued from the first page)

SARD, and foster fairer conditions of employment in agriculture.

Some 60 organisations of farmers, indigenous peoples, workers and trade unions, women, youth, non-governmental organisations, the scientific and technological community, business and industry, interested consumer and media groups, along with governments and inter-governmental organisations have already voiced support for the Initiative.

The role of AMPs

Given the historical links between the SARD initiative and some of the founders of Ampacta – the new working name for the Task Force – it is no surprise that representatives will be attending the design meeting, and associated consultations during the week. The goal is to sharpen the role of agricultural media professionals in the work of the SARD initiative, from two angles. One: to mobilise our professional resources with the objective of optimising SARD's place – and more generally, the place of agriculture – in the media. Two: to see how the initiative as a whole can participate in strengthening the agricultural media profession.

After – it is hoped – sharing in the design of a realistic work programme for the SARD initiative, and buckling down to its implementation, another short-term goal for Ampacta is to attend the forthcoming April-May meeting of the Commission on Sustainable Development, session 11, in New York, which will be the first meeting of the CSD since the Johannesburg summit.

Contributions

for issue 3: by
8 April 2003

The World Summit Task Force of Agricultural Media Professionals (AMPs)

Vision

To empower AMPs in developing countries to utilise a full spectrum of resources so that resource poor farmers can fully contribute to national, regional and global food security

Objectives

- To empower AMPs in developing countries to enable resource poor farmers to contribute fully to local, national and regional food security
- To build the capacity of Agricultural Media Professionals (AMPs) within developing countries, enabling enhanced provision of appropriate information to farmers within developing countries through:
 - The development of regional training workshops for AMPs – with especial focus on maximising outreach both geographically and linguistically.
 - Increasing collaboration and networking opportunities between AMPs within developing countries, through the creation and expansion of the Task Force of Agricultural Media Professionals (AMPs)

This Task Force is mandated to raising the profile and capacity of Agricultural Professionals - through the adoption of an action plan/ work programme with assigned responsibilities, targets and time frames, a code of conduct, and a defined strategy for resource acquisition

Work Programme

- An initial research programme to produce an inventory of current AMP practitioners
- Produce and distribute a quarterly newsletter
- Develop of a communication network and knowledge management resource for the Task Force
- Create a web-site and member list-service for communication and information exchange, including newsletters and the AMP inventory
- Organise and host regional capacity building, training workshops for AMPs
- Explore linkages and potential scope for collaboration with Ecoagriculture partnership initiative, with regard to provision of relevant 'Ecoagriculture' information.

Founding members

Arid Lands Information Network - Eastern Africa, Mediateurs (The Netherlands, Uganda and Malawi), The Agriculturalist (Jamaica), Farmers Weekly (South Africa), CropLife International, Pro-Spec Media (South Africa), Stakeholder Forum for Our Common Future.

Agreed in Johannesburg, August 2002

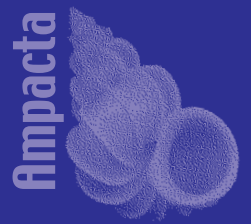
With acknowledgements to the Stakeholder Forum for Our Common Future

Agriculturally is the regular bulletin of the World Summit Task Force of Agricultural Media Professionals. The working title of the Task Force is Ampacta. The shell motive used in this publication is an illustration of the shell *Epitonium ampacta*.

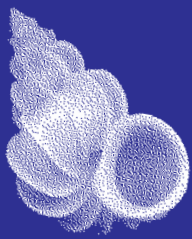
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Just you wait ...

"Wait until their second issue, then you'll know if they're still going!" With this, somewhat harsh, approach to incoming bulletins and magazines, some of the founder members of Ampacta screen themselves, in their own publications, from the incessant onslaught of new periodicals. They know from experience that too many are started without sufficient drive and energy.

Not so *Agriculturally*. The third edition is all but ready to go into production, continuing in a phase of growth and experimentation. Soon the Web site will go public, ready to feature the information which Ampacta members want, and want to share. News of training and resources for agricultural media professionals. News of their, our, magazines, newspapers. News of events. Discussion of the messages we push and pull. The priority now is to allow Ampacta to grow. If you're reading this, you should be a member yourself. Then Ampacta can take its place with others in this field. *Agriculturally*.

#2

March 2003

The right to the right messages

The SARD Initiative — on sustainable agriculture and rural development — is gearing up to go in April, with a programme design session with stakeholders. Much is at stake, not least in getting messages right – as much to fellow agriculturalists as to a world out of touch with our sector. Ampacta will be there.



Go back fast, to the afternoon of 26 August 2002, to a meeting on the Sustainable Agriculture and Rural Development Initiative (SARDi), in one of the civil society meeting rooms at the Johannesburg World Summit on Sustainable Development. One of the speakers, Louise Kibuuka, addressed the meeting from a media perspective. She proudly told of how, just three hours earlier, the World Summit Task Force of Agricultural Media Professionals had been created, and expressed the group's firm intention to work with the SARD initiative.

The design centre

The SARD initiative went on to hold a second, packed meeting at the heart of the WSSD conference centre and – as with so many initiatives launched in Johannesburg – it went into a brief period of fallow, and then a more active phase of preparation. That phase has now been

completed and the SARD Initiative is holding its first Stakeholder Design Consultation, during the first week of April 2003, on the occasion of the meeting of the Committee of Agriculture of the FAO, in Rome.

It will be recalled that SARD ---- led by civil society, supported by the international community - is serviced by the FAO, through the Chapter 14 secretariat, the service centre that coordinates activities around the Agriculture Chapter (14) of Agenda 21.

The Design meeting is set cover a compact set of topics including Progress, Lessons and Challenges, and the initiative's Planned Objectives & Outputs. A 90-minute event will be followed by more concentrated meetings during the week.

SARD in a nutshell

The SARD Initiative is a multi-stakeholder umbrella framework designed to support the transition to people-centred sustainable agriculture and rural development and to strengthen participation in programme and policy development. The Initiative helps to achieve SARD by supporting pilot efforts and building the capacity of rural communities, disadvantaged groups and other stakeholders to improve access to resources (such as genetic and technological resources, land, water, markets and information), promote good practices for

(continued on page 4)

members

Mama Louise bustles away

One of our founder members, Louise Kibuuka, well-known to readers of the (urban and rural) farming pages of several national papers in Uganda, is as busy as ever. Alongside her new agricultural magazine on which she has been working for several months, she's writing internationally for *The African Farmer* and *Spore*. Among the topics commanding her interest right now: the genderisation of agriculture and – more intriguingly – the genderisation of agricultural communication.

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members

Agriculture on the agenda

Chris Cottorone, the associate information officer at the Asian Vegetable Research and Development Center in Taiwan, Republic of China, has written about an article which appeared in *Spore* about Media and Agriculture, last August at the time of the creation of Ampacta. "While I am not sure why agriculture was pushed off the world's major agenda, the article will certainly help it to be pulled back into the limelight. More importantly, issues such as food security, biotechnology, and urbanization are making many around the world see that to understand these issues, one needs to understand agriculture and the important role it plays in human life. Pushing outward for greater public awareness while pushing internally for higher standards seems like an excellent approach to ensuring agriculture and agricultural research stay on the stage – for good."

members

Vital works in the background

Here's some news from an agricultural media professional, even though it is not exactly news from a member – since he has still to decide if he's going to join Ampacta.

One of the unsung heroes in the back offices of agricultural media, Vital Okomé, is the distributor of the *Farmers' Voice / La Voix du Paysan* in the Centre province of Cameroun. He works for the publisher SAILD (Support Service for Local Development Initiatives), at its offices in Yaoundé. Here how he spontaneously spoke about his work a few weeks ago to an Ampacta member:

"When the printers call I go off with my mate Bernard to collect the copies. It takes a couple of car trips to get all 16,000 back here – that's 48 packs of 250 copies each.

First I make up the parcels for the (10) regional offices like in Baffoussam and N'gaouanderé (they get around 500) who distribute copies locally. Now a shipping company comes to pick them up. That's made life easier.

The next day, I do the kiosks here in town. We used to have 52, but we've cut it down to 15 heavy sellers, some sell more than 100; I sell 1,075 like this. They sell for FCFA 300 and give me FCFA 225.

Then I go off to all the villages round here, 50 in all; that's a long day, dropping off 10 here, 20 there, to little stockists. I do two numbers together, and collect the money at the same time. The postal subscribers – 280, including our friends abroad – take me a day to do what with folding, cutting the labels, sealing the envelope tight. I get to the post office the next day.



resources

More than just science

When A to B doesn't work (it's worth a try, though, in this age of convoluted networking) and you can't find the agricultural information you need, try INASP. An unlikely set of initials, drawn from it being an international network to promote the availability of scientific publications in developing countries, INASP makes a point of sharing the wealth of information it accumulates through its various programmes in Africa, Asia and the Americas. As such, it has added more than just scientific value to its work, and can serve a broader community.

The INASP *directory* 2003 lists most of the major, and many of those must-know minor, players in agriculture. Consult it online or buy a printed copy.

And if you're into technical publishing, or general aspects of publishing, an essential reader is Roger Stringer's *The Book Chain in Africa: a survey and directory*. The country profiles are especially useful. Published in hard copy by

INASP in 2002, it is also available free online, and now in CD-ROM.

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resources

Not just another catalogue

In some economies in North America, there is an entire industry devoted to catalogues, of all sorts of products of sometimes mind-boggling utility. The diligent staff at Book Aid International maybe don't know it, but their latest catalogue would probably win an industry prize for comprehensiveness and clarity. The *Information Training Resources Catalogue* 2003 is a handy, 72-page listing of the materials sold (and occasionally given free) by Book Aid International, and of much use to anyone working at any point on the book chain. Whether it's about

book marketing techniques, or commissioning designs, or journals management, you'll probably find what you want, and much of what you need, in their catalogue – order it by post, or if your bandwidth is, umm, ample, download the PDF edition.

To get you really interested, and in response to AMPs' requests for information on these topics, be aware that their listings in the Professional Practice section include works on agricultural journal production, and on gender-sensitive writing. Enjoy. Get. Use.

news

Words on awards

You know how most of those media awards never mention agriculture? Here's another one, not focussing like many other awards on environment, but on human rights, democracy and development. Fair enough, that embraces, and is embraced by, most of agriculture.

And it is an award worth winning. The 2003 Natali Prize for Journalism: Excellence in Reporting Human Rights, Democracy and Development was established in 1992 by the European Commission, where Lorenzo Natali ended his career, which included a spell as Minister of Agriculture in his native Italy.

Administered by none other than the International Federation of Journalists, the Natali Prize is awarded to journalists from the written press who have demonstrated a striking insight and particular dedication to the reporting of human rights issues within the context of the development process.

In 2003, the International Federation of Journalists will award

More awards?

How about a regular section in *Agriculturally* listing details of current awards which are relevant to agricultural media professionals? Send in some details of all the awards you know of, and we'll publish them. For starters, to give you some ideas, take a look at www.newswise.com/awards.htm

a Natali Prize in five regions: Europe; Africa; the Arab World; Iran and Israel; Asia and the Pacific; Latin America and the Caribbean. All prize nominees will be special guests of the International Federation of Journalists at the Natali Prize-Giving

Ceremony in Brussels in October 2003. Each prize winner will receive a Trophy and a Financial Award of **€10,000**. An additional Gold Medal Award will be awarded to an overall winner.

Who can enter?

The 2003 Natali Prize is open to print and on-line journalists employed by the local media in the five regions listed above. Eligible journalists should have written reports, which focus on human rights, democracy and development. Each applicant or group of applicants must submit ONE article (or a series of articles on ONE subject) published between 1 January 2002 and 31 December 2002.

How?

The deadline for entries is 31 May 2003. There is no entry fee. The application form, and full details, are at: www.ifj.org

For more information, contact:

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Then it's time for subscribers here in Yaoundé, they've each paid FCFA 5,000 for a year, and I take them their copy by hand, one by one, knock knock, knock knock. I've got everything sorted by neighbourhood, and it still takes me 4 days to do them all.

Next, the bulk orders, like the development agencies and the institutions.

The National Assembly gets 180 copies, one for each member. The Office of the President takes 19, I take them there personally, they expect me. And the Prime Minister 5, Ministry of Culture 6, Justice 6, Industry and Commerce 7, External Affairs 8, Agriculture 6, Women's Affairs 6 ...

I finished all that today – he beams – now I have to do my accounts, the petrol, the tape, sign off on the inventory – a painstakingly-filled ledger of who got what. I did 3,303 copies this month in the province alone.

And tomorrow, back round the kiosks to make arrangements to collect their payments."

members

Getting back to normal in Madagascar

The recent transition to a new government in Madagascar and the associated 'conjuncture' had a direct impact on the life of every Malagasy – times were more than hard for a while. For Julien Rakotoarimanana in Antsirabe, who recently joined Ampacta, it meant more than just leaving IREDEC, the communication for development group he had worked with for several years, specialising in rural radio. Internet and phone communications became almost impossible, and there was a real period of 'radio silence'. Things are looking up now: he has a new Internet connection, and is building up a consortium of local associations working on community development in remote areas. It's their isolation that drives him: "they're left alone by institutional donors and NGOs who are too anxious for visibility and ease of intervention." Clearly back in business, and raring for more, Julien has a new address:

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members

To Mali and back

Eyoun Ngangué, still associated with Reporters sans Frontières, took himself off to Mali in early March, on the look-out for more agricultural stories.

He had a good harvest, with fresh insights into the situation of the ever-emerging federations of farmers' organisations, enlightened by an interview with the general secretary of the Permanent Assembly of Chambers of Agriculture in Mali. He also made a trip along the fruit juice chain, following a series of major players in production, research and development, processing and marketing.

The situation in neighbouring Côte d'Ivoire is impacting Malian agriculture, Eyoun reports, following its decision to cease imports of foreign meats, on the hoof or not. Small livestock, notably poultry, is exempt from the import ban, so there is a surge in chicken production – with all the issues that brings in animal health and veterinary services.

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