



AccessAgriculture

Scaling Agroecology through
Videos for Farmers



Challenges

- X Only a **limited number of farmers** can join FFS, which can create tensions
- X **Youth and women** have limited access to knowledge
- X **Ecological knowledge is complex** and hard to share between peers
- X Facilitators **lack digital tools** to support their training and scale up FFS

Why quality videos?

- ▶ Simple, researched, effective training videos lead to knowledge, experimentation and **behavioural change**
- ▶ Quality videos make agriculture attractive, supporting **youth employment**
- ▶ Quality videos trigger **repeat viewing** and sharing across borders
- ▶ Quality videos attract **media houses** to broadcast them



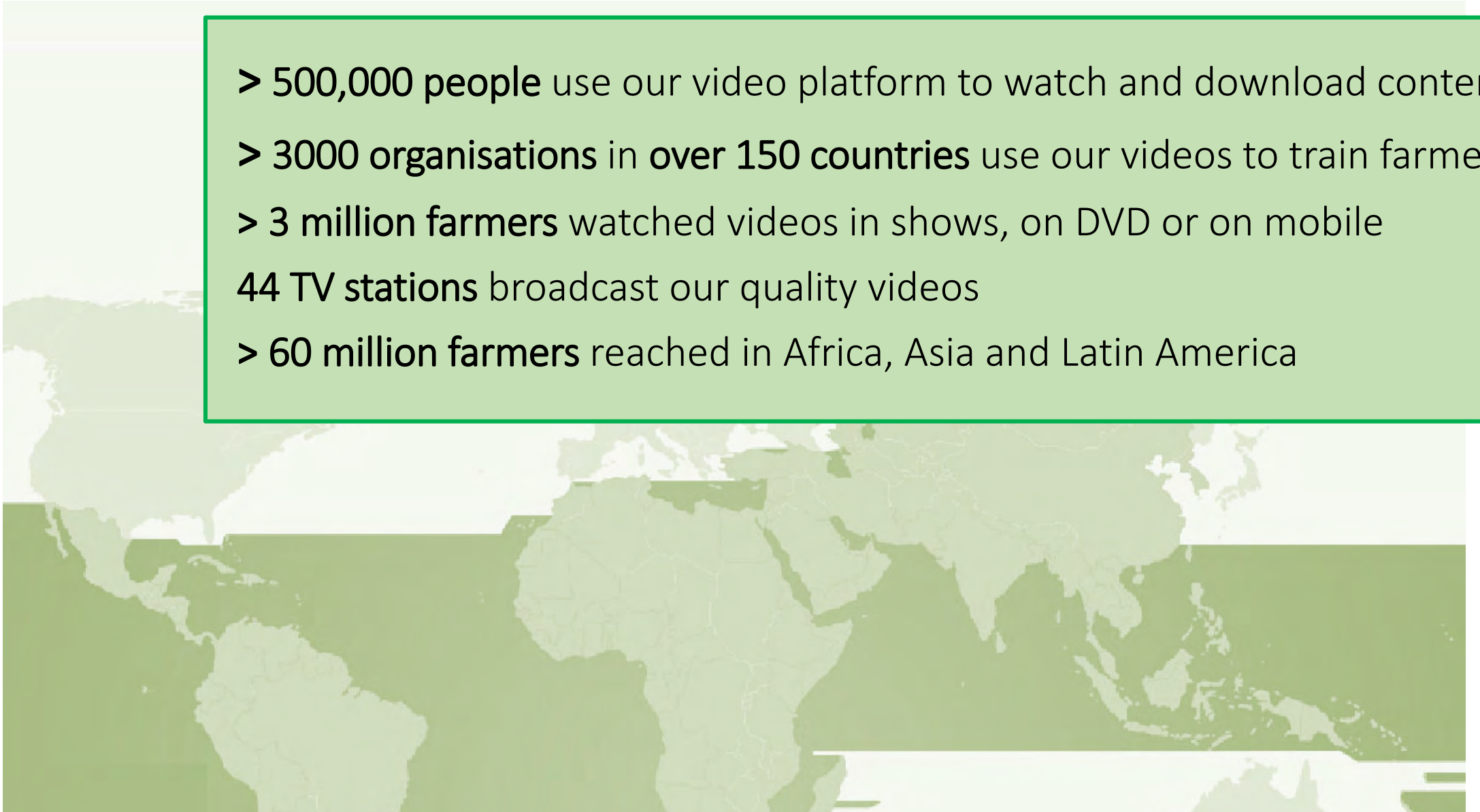
AccessAgriculture

natural resource management
food security
market development

- ✓ A global **content** leader with 220+ quality videos for farmers in 80+ languages
- ✓ Unique **technologies** (video platforms, smart projector, App)
- ✓ A growing **ecosystem** of scaling partners and last mile delivery entrepreneurs

Impact at scale

- > 500,000 people use our video platform to watch and download content
- > 3000 organisations in **over 150 countries** use our videos to train farmers
- > 3 million farmers watched videos in shows, on DVD or on mobile
- 44 TV stations broadcast our quality videos
- > 60 million farmers reached in Africa, Asia and Latin America



- Menu
- AccessAgriculture
- Select your video category:
- Cereals +
- Roots, Tubers & Bananas +
- Vegetables +
- Legumes +
- Fruits & Nuts +
- Other Crops +
- Livestock +
- Aquaculture +
- Sustainable Land Management +
- Integrated Pest Management +
- Equipment +
- Business Skills +
- Approaches +
- Other +
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Welcome to Access Agriculture

Access Agriculture is a non-profit organisation that showcases agricultural training videos in local languages.

We strive to promote the transition towards agroecology and organic farming across the global South.

To impact on rural livelihoods, please explore Access Agriculture.



Want to get videos to farmers?

The smart projector contains all of the Access Agriculture videos available to play off-line, off-grid and off mobile signal.

[Find out more here](#)

New Videos

<p>Making balanced feed for dairy cows 1 week ago EN FR HI ...</p>	<p>The clod breaker: a rolling harrow 1 month ago EN FR BGL ...</p>	<p>Proper handling of baobab fruits at ... 2 months ago EN FR ES ...</p>	<p>Housing for pigs 2 months ago EN FR ES ...</p>	<p>Enriching porridge with baobab jui... 3 months ago EN FR ES ...</p>
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Popular in Category



Share By

- Facebook 3.8K
- Twitter
- WhatsApp
- LinkedIn
- Email
- Telegram
- + 659

Select your video category:

- Cereals
 - Maize
 - Other cereals
 - Rice
 - Sorghum & Millets
 - Wheats
- Roots, Tubers & Bananas
- Vegetables
- Legumes
- Fruits & Nuts
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Home > Cereals > Maize

Killing fall armyworms naturally



Download [Video](#) [Audio](#) [Factsheet](#) [Mobile](#)

[Low](#) [Medium](#) [High](#) [HD](#)

Reference books FAW control by FAO FFS guide

By making best use of farmers' friends and local plants on the farm, nature will help you control the fall armyworm and reward you with a good and healthy crop.



USER'S GUIDELINE TO DOWNLOAD VIDEOS ON ACCESS AGRICULTURE WEBSITE

USER'S GUIDELINE TO DOWNLOAD VIDEOS ON ACCESS AGRICULTURE WEBSITE

Related Videos



Scouting for fall armyworms

Share By



71



Scouting for fall armyworms

Download **Video** Audio Factsheet Mobile

Low Medium High HD

Reference books FAW control by FAO FFS guide

By making best use of farmers' friends and healthy crop.

Current language English

Uploaded 2 years ago

Duration 15:40

Produced for McKnight Foundation

Produced by Agro-Insight and FAO

- Languages
- Amharic Arabic Bambara Bangla Chichewa / Nyanja Dholuo English French
 - Gourmantche Hausa Hindi Kiambu Kikuyu Kiswahili Luganda Marathi Mooré
 - Portuguese Spanish Tamil Telugu Tumbuka Yoruba

Need a language? If you would like this video translated into other languages, please contact kevin@accessagriculture.org

Share Facebook Twitter LinkedIn E-mail

Categories Cereals > Maize, Sorghum & Millets Integrated Pest Management > Cereals

Videos are used in farmer training by: extensionists (44%), researchers (33%), farmers (33%), and educators (31%)

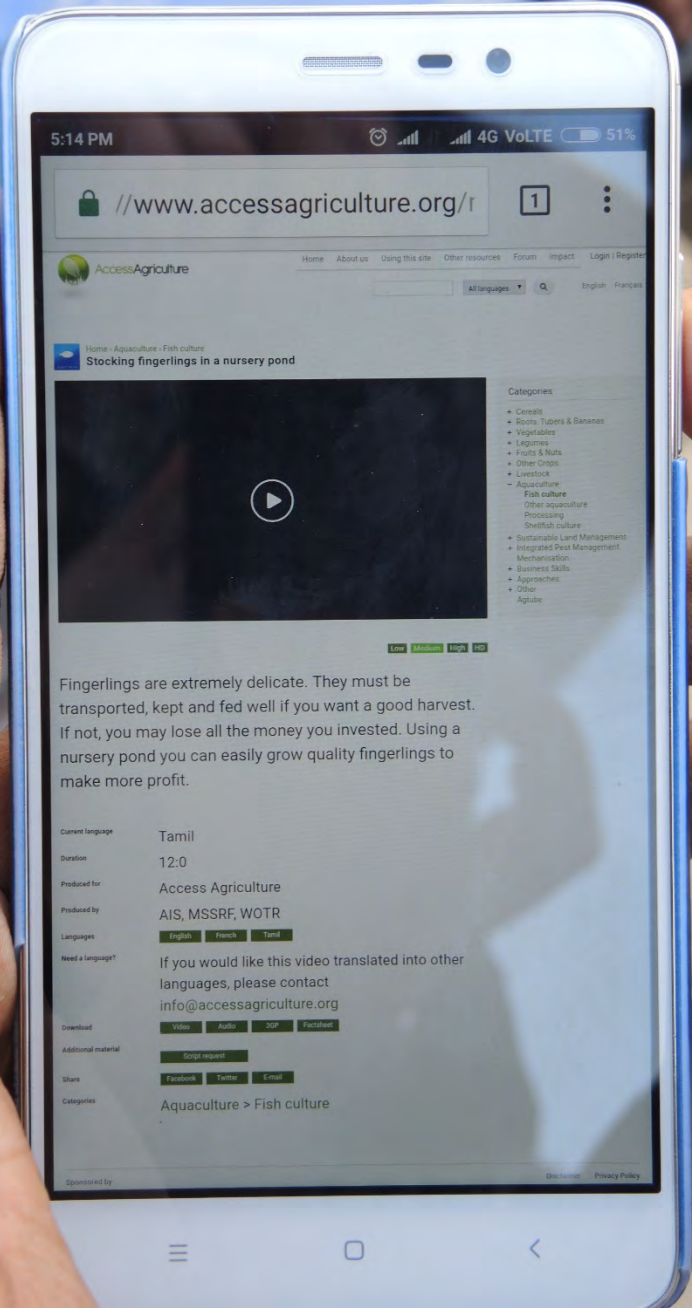
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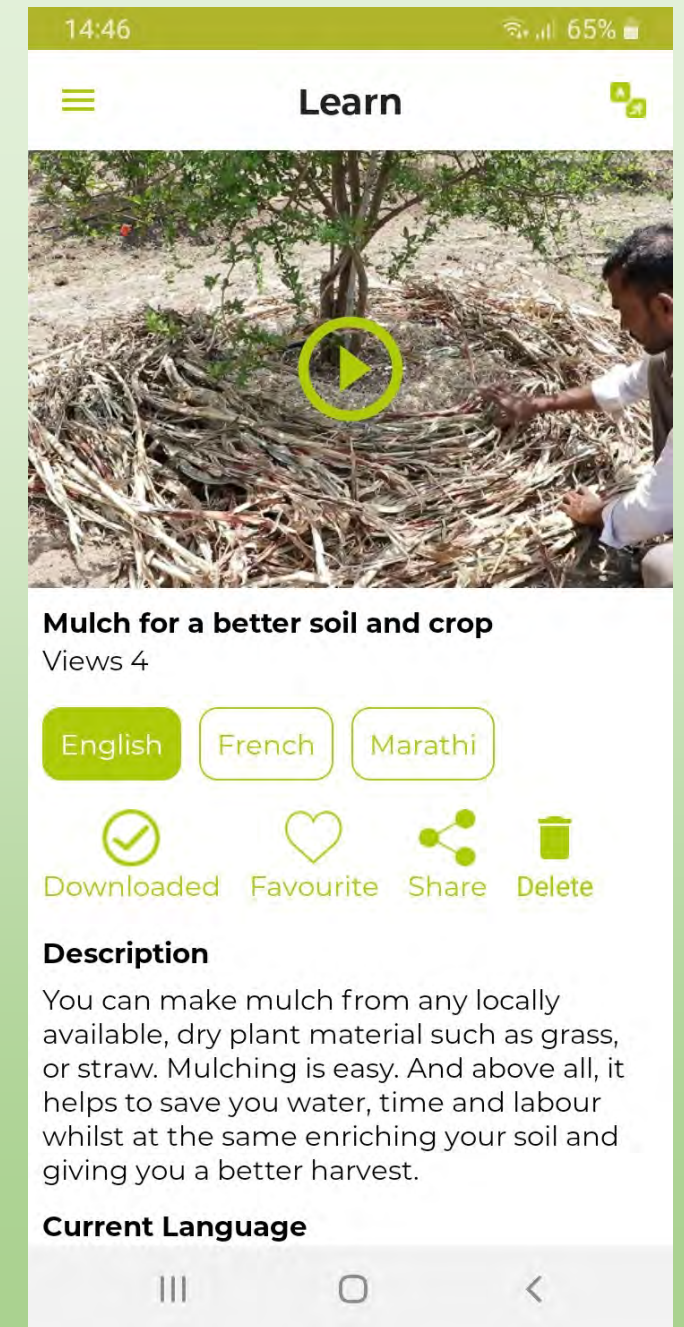
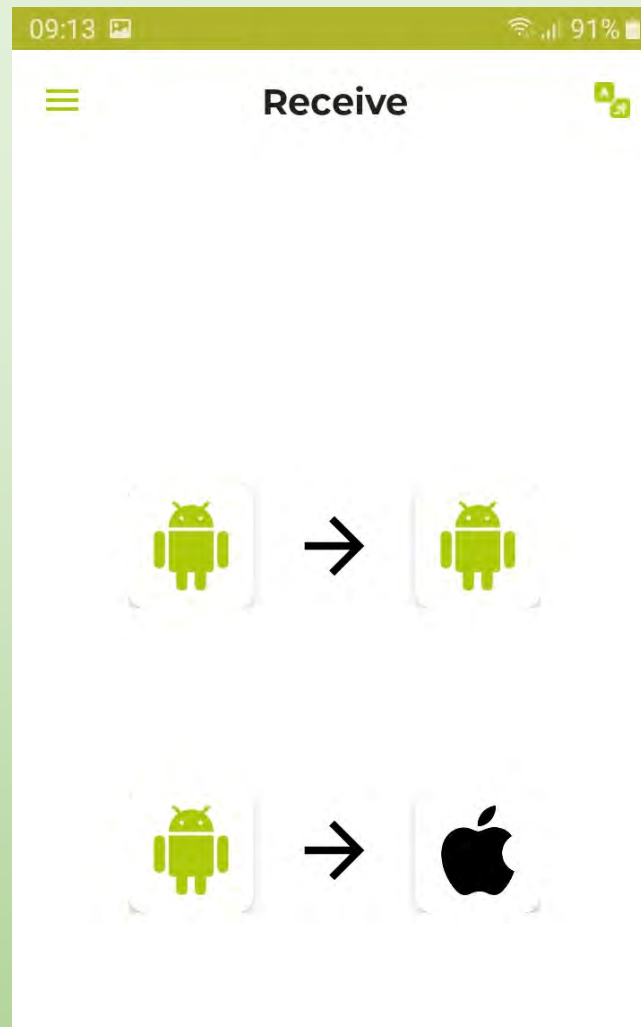
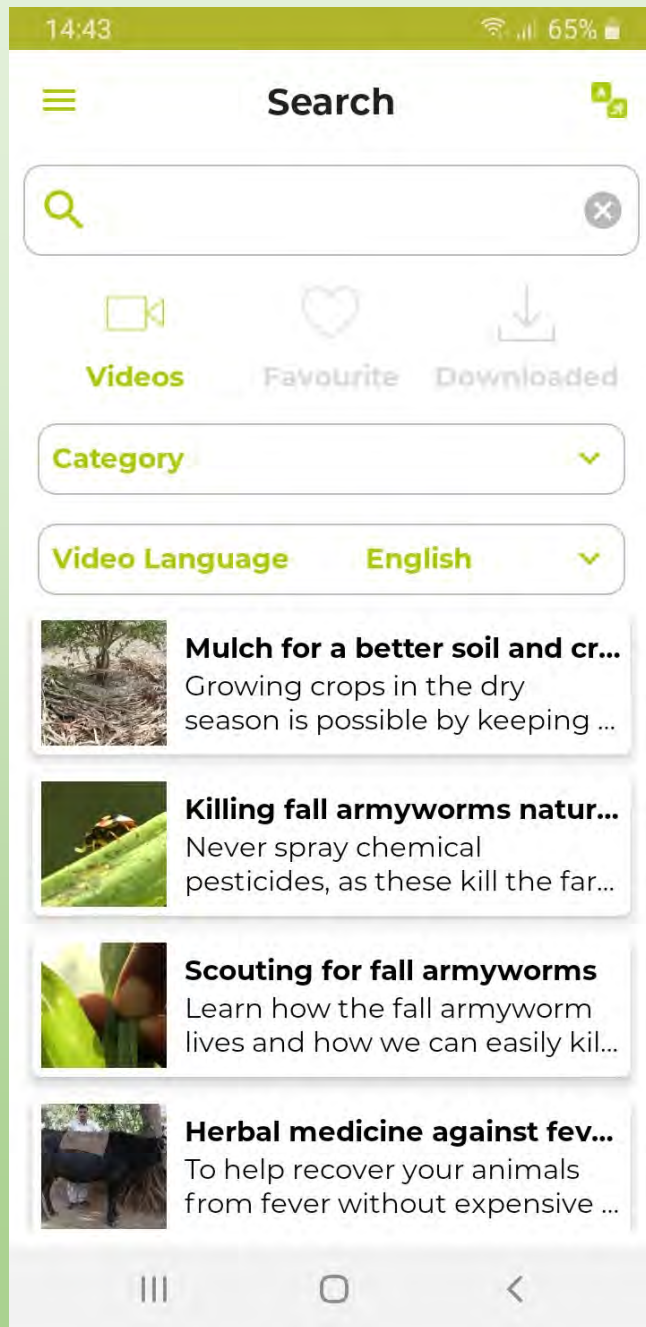
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Mobile-enabled video platform
for South-South exchange
with more than 220 videos
in 80+ languages



The Access Agriculture app
Farmers can re-watch videos, share and learn at their own pace



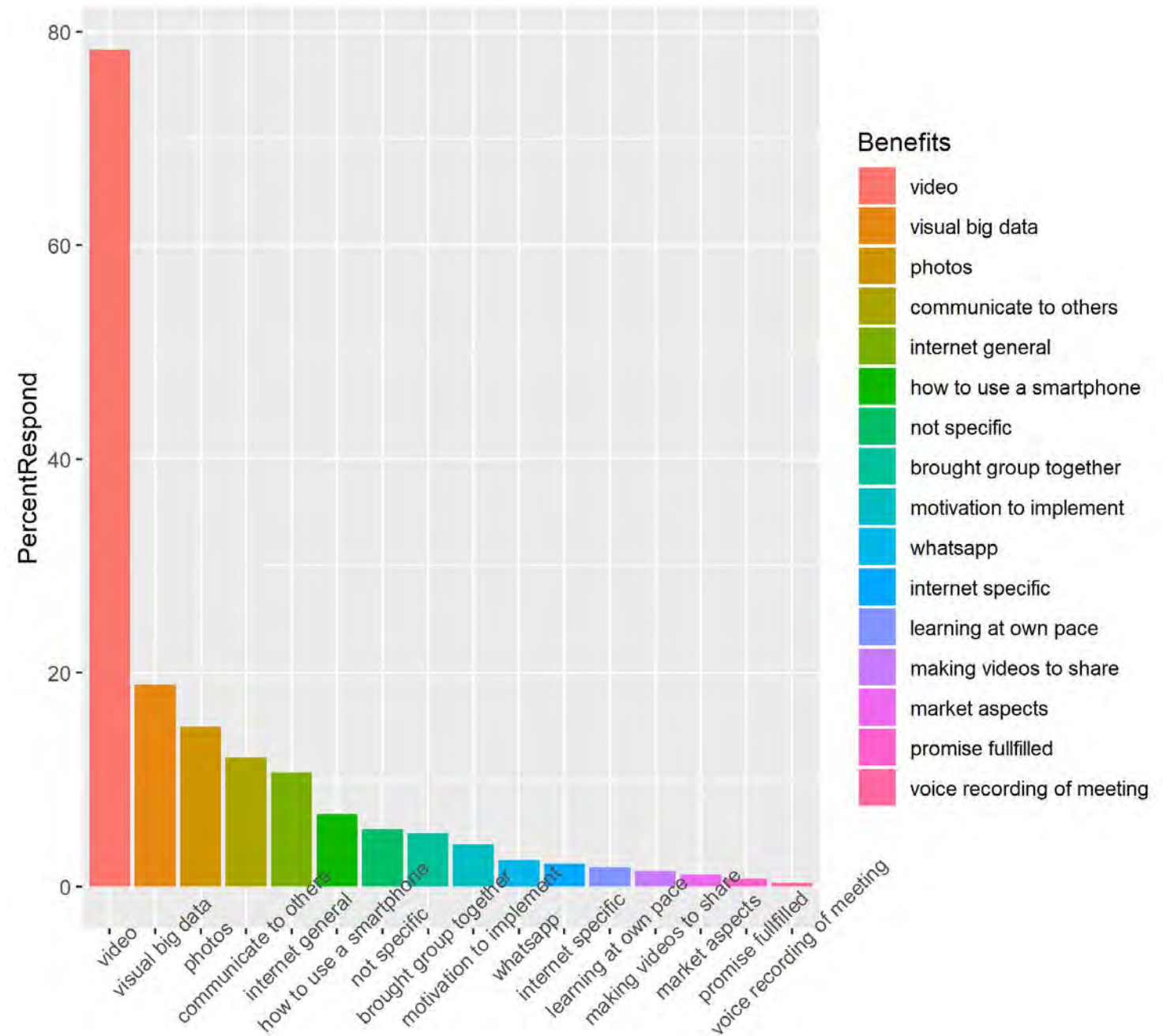
Farmer research on soil health in Kenya

hypothesis? Smartphones spur social learning within Farmer Research Networks

- using the phones to document and share research and own experiences: pictures, voice recordings and short video clips via whatsapp
- watching and discussing the 100+ Access Agriculture Kiswahili videos
- using the internet to find other information

Videos rule!

“If those farmers in the video can do it, so can we!”



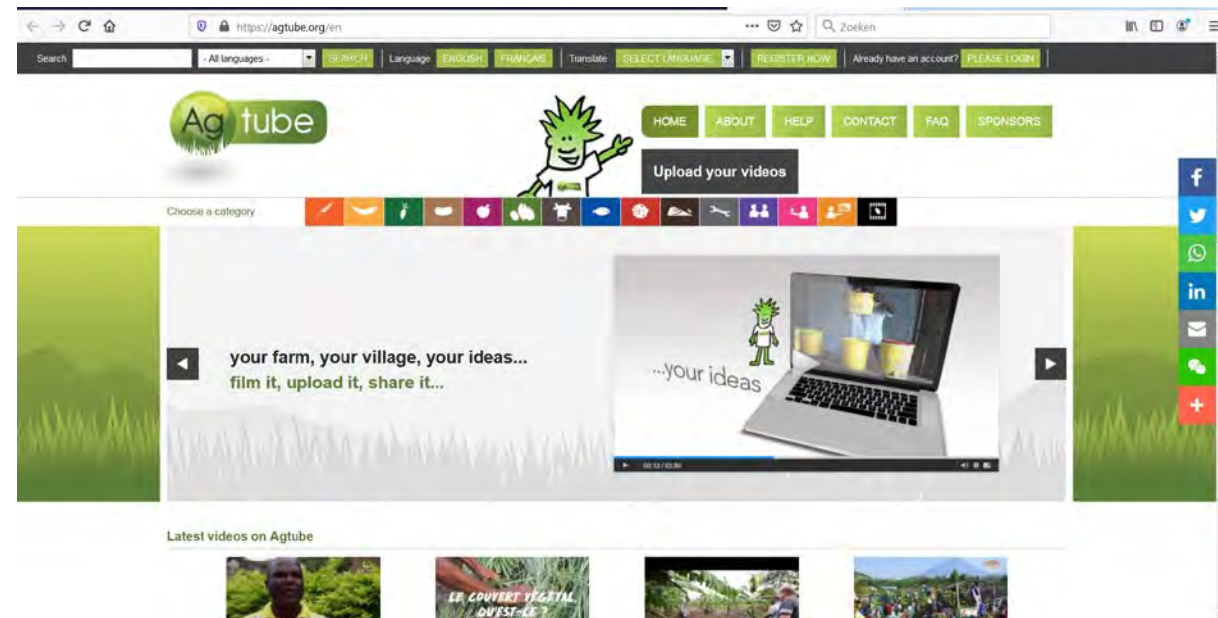
The second most referenced benefit involved how the phones were helping farmers better understand the research through sharing of member's trial plot pictures and videos.

EcoAgtube.org

In EcoAgtube “project” managers can:

- upload videos for a project
- designate others to upload videos
- approve them directly so they go live quickly.

Videos for a project can be found by everyone under ‘projects’, but they will also be available under the categories.





Adding value to development projects,
media and local entrepreneurs
for impact at scale



Access Agriculture coaches **young entrepreneurs** to make a business from **bringing videos to farmers**



Sustainable Development Goals



AccessAgriculture



- ✓ Inform all FFS about the Access Agriculture video platform and App to **build digital skills**
- ✓ Invest in **local language translations** to allow exchange of knowledge across countries
- ✓ Equip FFS programmes with **smart projectors**
- ✓ Invest in **Young Entrepreneurs** to help scale FFS
- ✓ Use **EcoAgtube** as a social platform to share FFS experiences



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