

AIMS, GOALS AND OBJECTIVES OF WORKSHOP

THE ROLE OF THE MEDIA IN FOSTERING EFFECTIVE COMMODITY MARKET AND TRADE POLICIES

30th June, 2010, Dar-es-Salaam



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



OUTLINE

- Goals of economic integration
- Problem of media coverage and complexity of sector
- Unique characteristics of agribusiness
- Aims, goals, objectives and expected outputs of the workshop



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



GOALS OF ECONOMIC INTEGRATION

- **Economic prosperity with high standards of living with political and social stability and peace**
- **Goods, services, capital and labor freely move across borders**
- **Media has a role in not only communicating this goal but in achieving it**



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



PROBLEM

- **Agriculture contributes**
 - 34% of GDP,
 - 40% of exports
 - 70% of jobs
- **But agriculture gets a paltry 5% of media space**
- **Is media part of the problem or solution?**
- **No agricultural journalism training program in the region**
 - **Journalists specialising in agriculture are rare**



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



PROBLEM (2)

- **As a science,**
 - **agriculture is a complex subject (more than just production)**
 - **supplying inputs**
 - **Producing farm products**
 - **processing, financing, transporting and marketing the products**
 - **Experts and managers use jargon**
- **Difficulty is in**
 - **Interviewing agricultural experts & business managers**
 - **Providing simple and clear explanations to readers & viewers**



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



PROBLEM (3)

UNIQUE QUALITIES OF AGRIBUSINESS

- **Tremendous variety of businesses**
- **Seasonal nature of business (planting & harvesting seasons) means prices vary**
- **Varying maturity times (2 months for broiler chickens)**
- **Inputs & products perishable (have limited shelf life)**
- **Business deals with vagaries of weather (droughts, floods, insects, diseases)**



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



PROBLEM (3a)

UNIQUE QUALITIES OF AGRIBUSINESS

- **Bulky and low value (high handling costs)**
- **Variability in quality and quantity (genetic, seasonal and management variation)**
- **Variation between production rates and processing rates**
- **Production units are small and scattered (high cost of marketing)**



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



AIMS

- **To build capacity of reporters & editors to report on agribusiness problems and possible solutions**
- **To expand the number of agricultural specialist reporters**
- **To give participants some grounding on agricultural science and technical matters**
- **Provide apprenticeship through field experience**
- **To put knowledge acquired to good use by discussing journalistic skills**



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



MAIN GOAL

- **Improve both quantity and quality of coverage on**
 - **Marketing and regional trade**
 - **Food price stabilization**
 - **Biotechnology**
 - **Land grabbing**
 - **Agricultural input subsidies**



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



OBJECTIVES

- Develop knowledge & understanding of the role & functioning of agricultural markets & how government policy impacts on markets
- Assist journalists identify the stories of significance, offer informed explanation and analysis, and ask searching questions of policy makers
- Encourage truthful, accurate, objective reporting which incorporates a plurality of views
- Help foster professional and personal contacts between the media and agricultural stakeholders



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



OUTPUTS

- **Understanding of substance & sophisticated dimensions of agribusiness improved**
- **Confidence of journalists in covering issues of agribusiness and policy increased**
- **Partnerships between journalists, agricultural knowledge centers, agricultural associations and policy makers fostered**
- **In depth, analytical, independent & objective reporting enhanced**



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA



DZIKOMO
ASANTE SANE
OBRIGADO
THANK YOU



Alliance for Commodity Trade in Eastern and Southern Africa

ACTESA

