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
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
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
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
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
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)
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)
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
MAIN GOAL

- Improve both quantity and quality of coverage on
  - Marketing and regional trade
  - Food price stabilization
  - Biotechnology
  - Land grabbing
  - Agricultural input subsidies
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
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
DZIKOMO
ASANTE SANE
OBRIGADO
THANK YOU