AGRICULTURE IN THE NEWS

Getting coverage of market issues
Media Coverage in Mali, Uganda & Zambia

- Government & Social Welfare: 47%
- Sports & Entertainment: 8%
- Economy, Business & Finance: 13%
- Crime, Accidents & Disasters: 12%
- Gender (non-agricultural stories): 3%
- Agriculture: 4%
- Other: 3%
- Energy & Environment: 2%
- Health & HIV/AIDS: 6%
- Science & Technology: 2%

Disconnect in the media

Source: IWMF, 2009
Sources for ag news stories

- Government: 48 percent
- Experts/professionals: 22 percent
- Farmers, other rural workers: 20 percent
- Community leaders: 6 percent
- Other: 4 percent

Source: IMWF, 2009
Missing the voices of women

Agricultural media coverage focusing on women: 7%
Women as % of population: 50%
Women as % of agricultural workforce: 75%
% of food production by women: 70%

Source: IWMF, 2009
Making markets work

- Markets depend on:
  - Infrastructure, incl. rural roads
  - Access to information
  - Low transaction costs
  - Access to finance
  - Storage capacity
Survey of Ethiopian grain traders

- 2/3 of traders cannot get bank loans
- Only 6% own a vehicle
- Less than 1/2 have a telephone
- Less than 1/2 have permanent storage facilities.

Source, IFPRI, 2003
Role of the journalist

- Stenographer
  - or
- Storyteller
Criteria for good stories

- **Information**
  1) Accurate
  2) Substantive
  3) Good sourcing

- **Writing**
  1) Organized
  2) Well-written
  3) Engaging
The Muturis
The grandchildren
Daisy’s Lessons