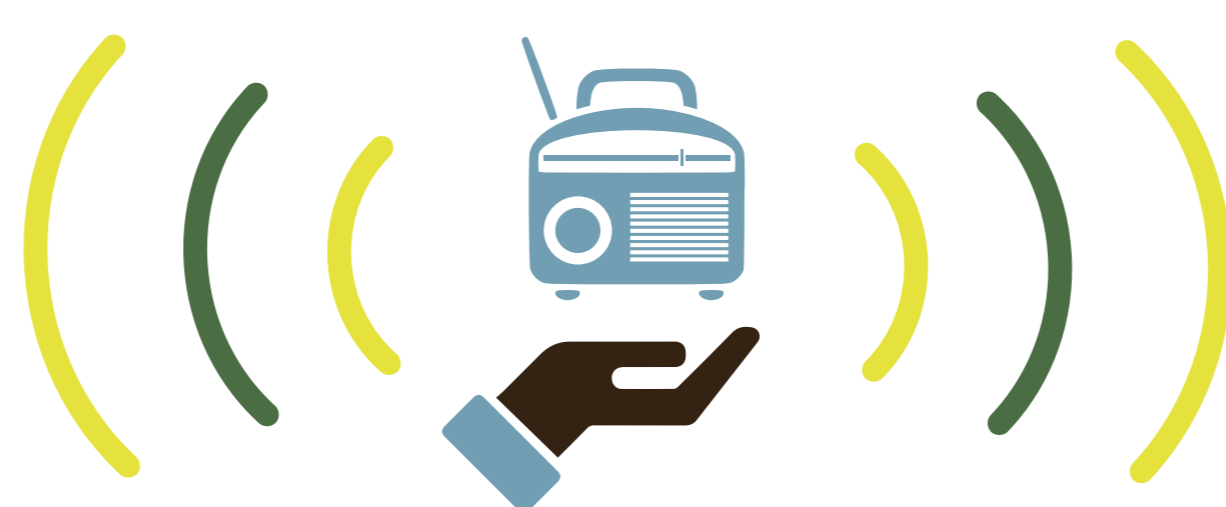




## ⚠️ Farmer training is very important and all channels are used to pass messages.

Safety on farms is a most important aspect of farmer training and broadcasting messages on the radio ensures that farmers, workers and entire communities get the message



## Educating Malawian farmers through the power of radio



Making farmers aware of the hazards of using agrochemicals is essential to ensure that they take precautions when using chemicals. **Limbe Leaf Tobacco Company is spreading the word about safety in the work environment by tapping into the reach of local radio**, which is by far the most popular means of communication in rural Malawi. This vital informational not only reaches the farmers, but also their workers and casual labourers.

Over the course of the last tobacco season, a total of 340 skits were aired through national and local radio networks. Three times a day, from August to October 2016 and in January 2017, skits were aired that focused on maintaining a safe work environment, safe storage practices and precautions to follow when handling the chemicals were aired. The skits were performed in local languages like Chichewa to ensure that the information was relayed as clearly and engagingly as possible.



**340 skits were aired through national & local radio networks.**

Based on the audiences of the radio networks selected for the campaign, LLTC estimates that this information reached over 75% of its contracted farmers, their families and their workers. In addition, growers who are not contracted with the company, but want to sell their tobacco on the auction floors, and farmers who do not grow tobacco are also able to benefit from this educational campaign.



LLTC estimates that this information reached

**75%**

of its contracted farmers, their families & their workers.

These skits are part of LLTC's commitment to farmer safety. In addition to awareness and educational campaigns, all of LLTC's contracted farmers receive personal protective equipment to be used when applying agrochemicals each year, in the form of PVC and disposable gloves, a plastic apron, goggles and a mask. LLTC field technicians also give contracted farmers group and personal training to give them the tools they need to farm effectively.