



Agricultural Policy Research in Africa



# **AFRICAN MEDIA COVERAGE: APRA'S CONTRIBUTION TO UNDERSTANDING OF AGRICULTURAL CHANGE**

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# ACRONYMS

<b>ALRE</b>	Applied Learning on Relevance and Effectiveness
<b>APRA</b>	Agricultural Policy Research in Africa
<b>FAC</b>	Future Agricultures Consortium
<b>ICE</b>	Information, Communication and Engagement
<b>IDS</b>	Institute of Development Studies
<b>PIPA</b>	Participatory Impact Pathways Analysis

# EXECUTIVE SUMMARY



## **'This is great research work, but who is listening?' Civil society partner at APRA dissemination meeting in Malawi, December 2021.**

APRA made significant efforts to engage with the local/national media as a way of disseminating research findings and consequent policy implications. This was assisted by early planning as part of the Participatory Impact Pathways Analysis (PIPA) process and excellent support from the Information, Communication and Engagement (ICE) team throughout the programme. Overall, this engagement was very successful with significant coverage of Agricultural Policy Research in Africa (APRA's) research activities and some headline results across countries. Timing was often a critical factor. Relationships between researchers and print and broadcast journalists have been built which are likely to continue post-APRA, with journalists feeling able to contact researchers for information and comment. Researcher confidence in using the media has grown.

It seems highly likely that the media coverage has increased public, farmer, agri-business, policymaker and politician awareness and knowledge of some agricultural issues. There has not generally been sufficient time elapsed to see significant contribution to policy change from this knowledge and awareness, but this may be observable in the future. There are, however, a few examples of general policy and practice changes influenced, at least in part, by APRA media coverage.

There has been less coverage so far of some of the more nuanced, but very important, implications of APRA findings in relation to strategies to make commercialisation more equitable, inclusive (e.g., of women and youth) and more resilient in relation to food and nutrition security, climate change and the ecological emergency. Achieving this type of coverage remains a challenge.

Overall, it was found that media outlets in several African countries have increased their agricultural coverage using products from APRA's agricultural policy research. This has increased the knowledge of research evidence – in both popular and policymaker understanding. In a few examples, this can be shown to have influenced policy, and this outcome is likely to continue in the medium term.

*Lesson 1 – Participatory planning of the engagement strategy, media training and ongoing support to build the skills and confidence of researchers in communicating through the media can be successful in generating significant media coverage. Resources need to be allocated from the start of the programme to achieve this and a central team (like ICE in APRA) can add significant value.*

*Lesson 2 – Organising engagement events with locally-based media is an effective way in building links with local journalists and their media houses. Engagement can start from the beginning of the research programme but will need to intensify towards the end when evidence and associated policy messages become available.*

*Lesson 3 – Timing of media output is critical. This may be in relation to world events (e.g., COVID-19 or COP 26) or in relation to national budget setting or agricultural policy review.*

*Lesson 4 – The blog format can be effective in getting timely evidence, in an appropriate style and with a clear message, to the attention of journalists.*

*Lesson 5 – Careful sequencing and adequate time allocated at the end of the programme can ensure that results can be processed and shared with stakeholders, and any policy implications developed and communicated to target audiences. The aim should be to move beyond 'coverage of programme activities' to coverage of selected key findings and their policy implications. Purposeful framing for different audiences and appropriate timing is also likely to be required.*

*Lesson 6 – Building the communication confidence and experience of researchers, and fostering relationships between researchers and their academic institutions and interested journalists and media houses, is likely to contribute to policy influences after the end of an individual research programme like APRA.*

# 1 INTRODUCTION



APRA<sup>1</sup> is a six-year (2014–22) comparative research programme across nine African countries. Interdisciplinary research teams aim to generate high-quality evidence and policy-relevant insights on more inclusive pathways to agricultural commercialisation. The research teams are supported by small ICE and Applied Learning on Relevance and Effectiveness (ALRE) teams. Programme communications, including media engagement, were planned by the research teams through several rounds of PIPA.

This outcome study looks at the quantity, quality and outcomes of African media coverage of APRA's research and findings.

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1 APRA is a programme of the Future Agricultures Consortium (FAC) which is based in the Institute of Development Studies, University of Sussex, UK.

## 2 OUTCOME STATEMENT: WHAT HAS CHANGED?



The APRA media outcome claim is:

***Media outlets in several African countries have increased their agricultural coverage using products from APRA's agricultural policy research. This has increased the knowledge of agricultural research evidence in both popular and policymaker understanding. In a few examples, print and broadcast media coverage can be shown to have influenced policy, and this outcome is also likely to continue in the medium term.***

To assess this, we have looked at the contribution of APRA to the claimed change, the media coverage achieved and the outcomes of this coverage.

# 3 CONTRIBUTION CLAIM: WHAT IS APRA'S CONTRIBUTION OR ROLE IN THIS CHANGE?

The APRA programme of the Future Agricultures Consortium (FAC) started planning its policy influencing from early in the research process in 2016–2017, using the PIPA methodology as a guide. Each country team engaged in a number of PIPA workshops at different stages of the programme. Country research teams were supported in media engagement by an experienced APRA ICE team – WRENmedia staff – and the APRA Directorate at the Institute of Development Studies (IDS).

National media outcomes of the engagement activities are summarised below with more information on individual coverage available in the annexes.

## Zimbabwe

The *Zimbabwe* blog (established in 2011 by Ian Scoones, IDS staff personnel and research leader in both APRA and FAC) has become a respected source of research information and comment on Zimbabwe agrarian matters. The influence is significant, with often weekly posts on a wide variety of topics, 100,000

downloads per year, widespread sharing, and common republishing of blogs by Zimbabwe's national media and flagship agricultural magazine (*Maricho*), and topics picked up by national radio and TV. Blogs are also picked-up in regional and international publications.

APRA research, carried by the well-known Zimbabwe focussed blog *Zimbabwe*, includes information on small farm viability, small-scale irrigation, dynamics of small rural towns, rural youth, rural experience, views on COVID-19, cheating by tobacco buying intermediaries, and reasons for Zimbabwe's current bumper harvest. The blog approach enables research results to be shared rapidly and to stimulate debate. Some of the *Zimbabwe* topics that have been republished are included in Table 1.

The most significant outcome from this large range of evidence-based outputs are changes in understanding on a wide range of key agrarian issues among policymakers, implementers and influencers. The terms of the debate on a number of key issues on inclusive rural livelihoods have been influenced by APRA-derived

**Table 1. Main Zimbabwe press coverage**

Media report	Topic
<i>The Herald</i> (Zim) 3/10/18	<i>Farm viability: Implications for land reform, investment</i>
<i>The Herald</i> 13/11/18	<i>Political Economy of Commercial Agriculture in Zimbabwe</i>
<i>The Herald</i> 21/5/19	<i>Belt and Road Initiative: What's in it for Africa?</i>
<i>Maricho</i> Oct 19	The political economy of tobacco farming in Zimbabwe
<i>Maricho</i> Oct 20	The disappearing tobacco and Covid-19 in Zimbabwe
<i>The Zimbabwe Mail</i> 16/08/21	<i>John Deere tractor deal meant to modernise Zimbabwe's farms, but terms tough for small scale farmer</i>
<i>Chronicle</i> (Zim) 12/01/21	<i>Can Zimbabwe survive a second wave of Covid-19?</i>
<i>The Standard</i> (Zim) 25/5/21	<i>Why Covid-19 is spreading fast in Zimbabwe's rural areas</i>
<i>Zimbabwe Independent</i> 3/9/21	<i>High Success of small-scale farmers</i>
<i>The Standard</i> (Zim) 3/10/21	<i>Challenging simplistic land degradation</i>
<i>The Zimbabwean, The Standard</i> 10/10/21	<i>The politics of control in Zimbabwe's COVID times</i>
<i>Zimbabwe</i> blog shared by at least 26 media outlets worldwide with reach in the hundreds of thousands	One example of republishing to a wider readership: <i>Lessons from Zimbabwe's tobacco farmers for the COP26 climate change talks</i>
Radio interviews on <i>Capitalk 100.4FM</i> and <i>Studio7</i>	By Toedepi Shonhe, debating key agricultural and developmental issues, in a personal capacity but also using information from APRA research

Source: Authors' own



evidence. This has been corroborated in interactions with a Zimbabwean journalist, regionally-based staff of the UK Foreign, Commonwealth & Development Office and a range of people operating in the Zimbabwe rural development sector.

Making direct attribution links between media coverage and policy change is more difficult. Many governments do not want to publicise that they have changed policy due to a media story. The clearest direct link of this example regards the story on tobacco-buying intermediaries cheating both smallholders and the exchequer. This seems to have prompted the Tobacco Industry and Marketing Board to warn against unscrupulous traders and the Ministry to propose regulatory action.

The Zimbabwe experience shows that personal profile and connections are an important aspect of media coverage. Ian Scoones is well known and avidly read as a Zimbabwe commentator. Toendepi Shonhe, another member of APRA and FAC, is also known and has a reputation as a commentator – meaning he is republished in the local media and invited to speak on radio programmes. Timing is also critical. An example of this can be seen when Dr Shonhe co-authored a blog on tobacco and climate change based on APRA research at the time of COP 26; this was picked up by many other media channels, including *The Conversation* with worldwide coverage.

## Malawi

The Malawi APRA team hosted a specific engagement event for members of the national media in late

2019. This resulted in a flurry of articles, mainly aimed at the potential importance of groundnuts as a commercial and export crop. At this stage, policy recommendations, particularly in relation to inclusivity, were not strong, and so this aspect of APRA was not well covered. After this event, a WhatsApp group was set up and numerous blogs and working papers produced by the APRA Malawi team were posted on it as they were published, but there was not much local media coverage.

In February 2021, the APRA COVID-19 blog *Perceptions and misconceptions of smallholder farmers in central Malawi*, which exposed the misconceptions about COVID-19 in rural areas, hit the headlines in two major Malawi newspapers with quotes also from NASFAM,<sup>2</sup> traditional leaders and the President. This coverage seems to have been a significant stimulus to an increased national public health education campaign on COVID-19 launched soon after, although the attribution to APRA is difficult to verify. In addition, the APRA COVID-19 research was quoted twice in Malawi's *COVID-19 Socio-economic Recovery Plan 2021-2023*<sup>3</sup> with reference to both extension and marketing outcomes.<sup>4</sup> Some of the coverage and links are shown in Table 2.

An interview with the CEO of the agricultural policy think tank, *The Mwapata Institute*, in Malawi suggested that APRA coverage had contributed to wider understanding on the importance of groundnuts, access to markets, how informal markets work, how the government was losing out on revenue to informal traders, and how households moving from tobacco to

**Table 2. Main Malawi press coverage**

Media report	Link/content
<i>The Marabi Post</i> 1/9/19	Research into groundnuts' viability as Malawi's forex earner underway
<i>Nyasatimes</i> 2/9/19	Malawi research into groundnuts' viability as Malawi's forex earner underway
<i>Malawi Broadcasting Corporation</i> 13/9/19	Researchers seek to revive groundnuts as MW's leading export crop
<i>The Nation</i> 22/9/20	Front – "Think-tank tips MW On agro-investment" and inside "Malawi urged to streamline business incentives".
<i>The Nation</i> 4/2/21	Research exposes Covid-19 info gap
<i>The Sunday Times</i> 7/2/21	Covid front page lead story
<i>Sunday Times</i> 14/11/21	Extended Opinion Piece by APRA researcher, Blessings Chissinga – Talking Political Economy – Re-thinking Malawi's Development (see Annex 1)

2 The National Smallholder Farmers' Association of Malawi (NASFAM) is the largest smallholder owned membership organisation in Malawi.

3 Government of Malawi (2021). Malawi Covid-19 Socio-Economic Recovery Plan: 2021-2023. Ministry of Economic Planning and Development and Public Sector Reforms, Lilongwe, Malawi. Available at: [https://reliefweb.int/sites/reliefweb.int/files/resources/malawi\\_serp\\_2021-2023.pdf](https://reliefweb.int/sites/reliefweb.int/files/resources/malawi_serp_2021-2023.pdf)

4 This evidence is covered in more detail in the ALRE COVID-19 Case Study: <https://doi.org/10.19088/APRA.2022.019>

groundnut were faring. This and other interviews, in turn, influenced the importance given to agricultural commercialisation in Malawi's *Vision 2063 document*. The Mwapata Institute has also used some of APRA's findings in a concept note to the government which it hopes will be used to develop a national agricultural diversification strategy.

## Tanzania

APRA researchers have traditionally made presentations to academics and policymakers, with media coverage often limited to the opening remarks of a ministerial figurehead. In October 2020, stimulated by the APRA Malawi team's workshop with national media the previous year, the Tanzania team convened a day-long engagement event specifically for print, radio and TV journalists. Journalists were given APRA briefings and printed outputs prepared by members of the team.

The outcomes of this engagement included a series of newspaper articles that focussed on the research evidence rather than any ministerial attendance. Perhaps more significant was increased understanding of the role of policy research, and the building of relationships between journalists and APRA researchers, which was key in the media interest for the subsequent event. In October 2021, when the APRA Tanzania team presented their findings to policymakers, there was a significant media presence throughout the event and substantial coverage based on APRA evidence.

The extraordinary national coverage achieved by the APRA Tanzania team is summarised in Annex 4. This gives a total of 65 media hits with coverage in seven Swahili language newspapers, five English language newspapers, four TV/video channels, five multi-media channels and 11 different blog channels. This demonstrates extensive coverage of a range of issues covered by APRA research in Tanzania that goes well beyond a narrow group of specialists. In a small and difficult-to-quantify way, the quality of agricultural coverage in the media improved and the role of research evidence in the national discourse increased. Despite this widespread media coverage, it is difficult to link any coverage directly to policy changes. The Tanzanian APRA team considered this to be due to the non-linear nature of much policy change in the country. There is also an issue of the short period that has elapsed since the recent media coverage

of APRA findings. There are, however, a couple of early examples of where APRA may have contributed to some changes to overall understanding linked to policy processes:

- APRA's October 2021 briefing with journalists coincided with a parliamentary session when members of parliament challenged underfunding of agriculture in the 2022/23 budget. Journalists who had attended the briefing sought APRA researchers' perspective on why more funds were needed for agriculture in order to inform their coverage of this event in parliament.
- Audax Rukonge, the CEO of ANSAF,<sup>5</sup> provided an independent opinion of APRA's media influence in Tanzania. He considers that media coverage of APRA evidence relating to the foreign exchange cost of imported edible oil, compared to domestic production, had contributed to helping policymakers make informed choices to support local producers (oil pressers) and develop incentive packages for investors; to encourage banks to support oil presses; and the government to increase extension resources on sunflower, including the distribution of sunflower seed in 2021/22. He also considered that APRA media coverage had contributed to increased understanding of the importance of the rice value chain. However, he also stressed that this influence was a contribution, alongside other efforts by non-state actors working on these issues.

## Ethiopia

In Ethiopia, the communications focus was slightly different. The Ethiopia APRA team already had good access to government decision-makers at both state and federal levels and, therefore, paid less attention to getting media coverage. Instead, more time was spent briefing ministers and senior civil servants. Also in Ethiopia, with the majority of media being public sector, there is a need to pay expenses to get media coverage which can be a limiting factor. However, at APRA launch events and report-back meetings opened by the Minister of Agriculture, the Ministry invited the media and involved their own communications team.

APRA did however focus more directly on the media at the major Regional Rice Conference for East Africa<sup>6</sup> in May 2021, at which the APRA Ethiopia team played a

5 ANSAF – *Agricultural Non-State Actors Forum* – Advancing Agricultural Agenda for Smallholder Producers.

6 EARC 2021 – East Africa Rice Conference, 18–20 May 2021.

central role and convened a complementary national event. This was successful, with the event being covered by *The Ethiopian Reporter* with reference to policy – *Stakeholders urge gov't to implement existing rice strategy* – and the *Ethiopian Press Agency* released a significant account of APRA's conclusions, including plans to develop a National Flagship Rice Programme.

## Ghana

Media coverage of APRA activities in Ghana initially focussed on the planned research activities of APRA related to two sectors: oil palm and cocoa. Subsequently, focus switched to the research findings, with important coverage in March 2021 when the policy recommendations by oil palm stakeholders participating in a feedback workshop were *picked up*. As part of their demands, the stakeholders requested that an *Oil Palm Board*, similar to the Ghana Cocoa Board (COCOBOD), be established to effectively govern and handle challenges confronting the sector. Similarly, APRA-convened workshops on the cocoa sector in Ghana resulted in coverage of the APRA team's identification of *the high cost of inputs* and the need for *innovative, sustainable micro-credit support services to cocoa farmers*.

## Nigeria

The APRA Work Stream 1 team, which conducted in-depth panel research and complementary policy research on the rise of medium-scale farmers, organised community-level stakeholder engagement workshops in Kaduna and Ogun states in November 2021. This was also an important opportunity to get feedback from farmers and local agricultural officials on their findings and recommendations. However, it was also an important and successful opportunity for media engagement and the key messages from these workshops received extensive coverage in 10 different national and local newspapers, as listed in Annex 5. This meant that the key ideas being communicated by these APRA studies reached a wider audience of farmers, farmer organisations, value chain actors and local and state government officials and politicians. It is still too soon to evaluate the effect of this reach.

## 4 HOW ROBUST AND HOW SIGNIFICANT IS THE CONTRIBUTION CLAIM?

It is a robust claim that the APRA teams, in all six countries, managed to attract significant coverage about their research in national newspapers, farming magazines, online, and even sometimes via radio and TV. In most cases, that coverage included sufficient detail of field findings to provide a body of additional information to the reader. The degree to which this information is new, or is a confirmation of existing understanding, varies between countries and among different research programmes. Key nuggets of new knowledge and/or ideas that have been communicated through the media are:

- Rural misconceptions about COVID-19 in Malawi.
- The commercialisation potential from groundnuts in Malawi are constrained by weak infrastructure, lack of business support and poorly developed markets.
- The considerable current and potential future economic importance of rice in Ethiopia with comprehensive evidence from the Fogera Plain.
- Potential synergies between small- and medium-scale farmers in Ogun and Kaduna states in Nigeria, with suggestions for more support being needed for medium-scale producers.
- The potential importance of sunflower and rice as cash and import-substituting crops in Tanzania.
- Losses to smallholder tobacco farmers and the national exchequer due to activities of informal traders in Zimbabwe.
- Tobacco likely to become less viable due to climate change in Zimbabwe.

Coverage generated through the *ZimbabweLand* blog tended to be somewhat different, focussing less on APRA research as such, and more on new ideas and/or challenges to existing thinking. APRA research underpinned much of this content but was not always explicit. This blog is influential among a group of thinkers and influencers in the region. It is particularly widely read by the donor and non-governmental organisation community.

APRA media coverage often focussed on the potential importance of specific crops/value chains and general barriers for small- and medium-scale commercial

farmers. Overall, there was much less coverage of policy recommendations in the media coverage in most countries. In particular, there was limited coverage of policy recommendations relating to the inclusivity of commercialisation pathways. This seems to reflect the information being provided by APRA and probably also reflects the timing of this analysis, in advance of the production of policy briefs, which have only been produced after the research was completed and findings shared with key stakeholder groups.

There were two confirmed cases of policy change with robust attribution to APRA media coverage:

- Rural COVID-19 public education, as a response to media coverage of APRA research, revealed misconceptions about COVID-19 among rural communities – this seems to have encouraged a public education campaign. The research seems also to have influenced the *Malawi COVID-19 Socio-Economic Recovery Plan: 2021-2023*.
- Publicity on the activities of some informal tobacco traders causing leakage of exchequer revenue in Zimbabwe – this provoked concern in government, a warning from the Tobacco Industry and Marketing Board, and talk of future legislation among officials.

There is also some evidence that APRA findings, alongside others, contributed to media coverage and national discussions regarding increased appreciation of the domestic edible oil industry. Consequently, the Tanzanian Government increased support for sunflower growers and oil press businesses.

The list above focuses on the major knowledge contributions from the media, but it should be noted that there are other instances of policy change to which APRA contributed through other communication channels (e.g., direct presentations to policymakers).

It should be noted that this analysis reflects the situation in the final months of the APRA programme, with final dissemination workshops and associated press coverage still underway. The actual outcomes from this communication will not be fully evident until sometime in the future.

# 5 LESSONS LEARNT FROM MEDIA ENGAGEMENT



There were successful examples of media engagement in every country where APRA worked, although the details of how media engagement was achieved were different. The willingness and confidence to engage with the media seems to have been encouraged by the early PIPA workshops, which all country teams members participated in. This learning was underpinned by constant communications back-up provided by the APRA ICE team. The expectation and support provided by the ICE team for research teams to write regular blogs seems to have paid dividends, with blogs frequently being the source of media articles. The blog format seems to have been successful because it is a much more rapid way of communicating findings and opinions than more traditional publications.

Timing of the blogs was important. This was most clearly illustrated in the examples of the Zimbabwe blog on tobacco and climate change, which was picked up well having been published at the start of COP 26, and the Malawi blog on rural misperceptions on COVID-19, which was published during the height of concern about the pandemic. More difficult has been aligning publication of the APRA findings with the often-tortuous process of government and/or donor review of agricultural policy, or even policies relating to a specific crop. The strength of APRA Ethiopia's evidence and the team's government connections does seem to have influenced the process of making rice production a national flagship programme.

Timing is also a challenge in relation to the cycle of evidence generation, confirmation and policy refinement. In ideal circumstances, there would be several clear confirmation and communication steps at the end of a complex research programme like APRA, including allowing for sufficient time for planning, reflection, development and communication of policy messages:

- Final collection of research data →
- Analysis of results →
- Confirmatory presentation of results to stakeholders →

- Development of policy recommendations with stakeholders →
- Preparation of communication materials →
- Media engagement.

In practice, the last four steps have tended to be delivered in parallel rather than in sequence. This was largely due to delays due to COVID-19 and substantial budget cuts to APRA<sup>7</sup> near the end of the programme, reducing money available for report-back workshops. The country research teams did their best to mitigate the effects of these pressures, but there were still consequences. One of these is that the media coverage tended to focus on headline results like increasing commercialisation and import substitution. The more nuanced implications of the research, particularly related to policies to encourage smallholder commercialisation to be more equitable and inclusive (e.g., of women and youth) and more resilient in relation to food and nutrition security, climate change and the ecological emergency, received less coverage.

Feedback from journalists attending briefings highlighted requests by newspaper and broadcast media to be invited to engage with research teams from the beginning of their studies. This would have enabled the reporters to interview individual respondents before any research projects or policy processes had commenced – to highlight how such interventions had impacted on their lives by comparison.

Alongside individual examples of 'media coverage', there is the importance of establishing lines of communication and mutual trust between individual researchers and journalists. In addition, there are opportunities for developing links with the media houses for which the journalists work for, and to extend these links beyond the individual researchers to the academic institutions and their communications departments where the researchers are based. For example, the APRA Tanzania team seems to have made good use of the Sokoine University of Agriculture media resources and strengthened their links with some of the journalists engaging with APRA.

7 Part of the reduction in UK Government overseas aid spending 2021, which resulted in cut of over 22 per cent to APRA's final year's budget.

The importance of broadcast and print media coverage is also likely to depend on the local context and the profile of the researcher in relation to policy decision-makers. In Ethiopia, the researchers already had extremely strong linkages with ministerial decision-making, so wisely concentrated on developing these rather than pursuing external media coverage. In most other APRA countries, a combination of media and ministerial engagement appears to have been an appropriate strategy.

***fostering relationships between researchers and their academic institutions and interested journalists and their media houses, is likely to contribute to policy influences long after the end of an individual research programme like APRA.***

***Lesson 1 – Participatory planning of the engagement strategy, media training and ongoing support to build the skills and confidence of researchers in communicating through the media can be successful in generating significant media coverage. Resources need to be allocated from the start of the programme to achieve this and a central team (like ICE in APRA) can add significant value.***

***Lesson 2 – Organising engagement events with locally-based media is an effective way in building links with local journalists and their media houses. Engagement can start from the beginning of the research programme, but is likely to need to intensify towards the end when evidence and associated policy messages become available.***

***Lesson 3 – Timing of media output is critical. This may be in relation to world events (e.g., COVID-19 or COP 26) or in relation to national budget setting or agricultural policy review.***

***Lesson 4 – The blog format can be effective in getting timely evidence, in an appropriate style and with a clear message, to the attention of journalists.***

***Lesson 5 – Careful sequencing and adequate time allocated at the end of the programme can ensure that results can be processed and shared with stakeholders before policy implications are developed and communicated to target audiences. The aim should be to move beyond ‘coverage of programme activities’ to ‘coverage of selected key findings and their policy implications’. Purposeful framing for different audiences and different times is also likely to be required.***

***Lesson 6 – Building the communication confidence and experience of researchers, and***



# ANNEX 1 – SELECTED MEDIA CLIPPINGS



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# ANNEX 2 – OVERALL NATIONAL MEDIA COVERAGE

Date	Newspaper	Headline and link	APRA relevant messages
21/11/17	<i>The East African</i>	Continental agriculture research programme unveiled	Announces APRA launch with comprehensive explanation with focus on women and youth, mentions the Department for International Development funding and Janet Edeme
17/6/18	<i>The Nation (Kenya)</i>	Apprenticeship key to creating jobs for youth	Behind paywall
3/10/18	<i>The Herald (Zim)</i>	Farm viability: Implications for land reform, investment	By Ian Scoones, republished from <i>Zimbabwe</i> . Attacks the motion of farm 'viability' and looks at alternative framings. Key debate, but not clear if informed by APRA
13/11/18	<i>The Herald (Zim)</i>	Political Economy of Commercial Agriculture in Zimbabwe	By Ian Scoones, mentions APRA and work by Toendepi Shonhe in political economy papers. Raises land, subsidies, deals with local traders, state capacity and patronage
21/5/19	<i>The Herald (Zim)</i>	Belt and Road Initiative: What's in it for Africa?	By Ian Scoones, republished from <i>Zimbabwe</i> . Outlines findings from corridor work and makes recommendations from APRA: networks not tunnels, political economy analysis, institutional and political processes, mobilisation of less-empowered actors, legal literacy etc.
30/8/19	<i>The Nation (Nigeria)</i>	Boosting Osun's cocoa potential	Reports APRA survey saying cocoa is the engine of export receipts. Production challenges and need for more government support well-articulated by farmer association chair and team members but no focus on inclusivity
1/9/19	<i>The Marabi Post (Malawi)</i>	Research into groundnuts' viability as Malawi's forex earner underway	Mentions APRA and quotes Blessings Chinsinga. Explains what APRA will do with expectation to 'create an implementation framework that government would use to ensure that policy prescriptions are practically translated into action'. No focus on inclusivity
2/9/19	<i>Nyasatimes (Malawi online)</i>	Malawi research into groundnuts' viability as Malawi's forex earner underway	Mentions APRA and quotes Blessings Chinsinga. Explains what APRA will do with expectation to 'create an implementation framework that government would use to ensure that policy prescriptions are practically translated into action'. No focus on inclusivity
13/9/19	<i>Malawi Broadcasting Corporation</i>	Researchers seek to revive groundnuts as MW's leading export crop	Report on APRA workshop with focus on the potential for increasing groundnut production for export
Oct 19	<i>Maricho Zimbabwe</i>	The political economy of tobacco farming in Zimbabwe	Detailed article by Toendepi Shonhe explaining history and noting smuggling avoids value addition and a missed economic opportunity. No focus on inclusivity except post-independence land access
Various	<i>New Zimbabwe</i>	Various	One article by Ian Scoones and various by others quoting opinions from Ian Scoones blog
22/9/2020	<i>The Nation (Malawi)</i>	Front – 'Think-tank tips MW on agro-investment' and inside 'Malawi urged to streamline business incentives'	Focus on APRA policy brief stating that 'limited access to finance and poor information on available funding sources constrain investment'. Mentions authors – with photos. Long quotes from policy brief and references various government statements and the importance of agriculture to development – contributing 80% labour and 30% gross domestic product



Date	Newspaper	Headline and link	APRA relevant messages
28/9/2020	<i>Food Farm News</i> (report on radio discussion), Nigeria	Expert disagrees with FAO, says Nigeria needs mechanisation, not palliatives	The speaker here is the current advisor to the Minister of Agriculture and an active member of APRA Nigeria Advisory Board. Promoting mechanisation and need for less focus on smallholders, more on the transition to medium- and large-scale farmers, and jobs in value addition. No mention of inclusivity. Considered to be influenced by APRA
October 20	<i>Maricho Zimbabwe</i>	The disappearing tobacco and COVID-19 in Zim	Detailed article by Toendepi Shonhe highlighting leakage of tobacco to neighbouring countries, meaning losses for farmers and the national finances. Focus on smaller farmers
16 Oct 2020	<i>The Zimbabwe Mail</i>	John Deere tractor deal meant to modernise Zimbabwe's farms, but terms tough for small scale farmer	Important quote from Toendepi Shonhe in an article about massive tractors, on need for alternatives more appropriate for poorer farmers
12/01/21	<i>Chronicle<sup>8</sup></i> (Zim)	Can Zimbabwe survive a second wave of Covid-19?	By Ian Scoones, republished from <i>ZimbabweLand</i> . Discussion on why Zim, and especially rural areas, less affected but cautions about current wave. Suffering from lockdown highlighted
4/2/21	<i>The Nation</i> (Malawi)	Research exposes Covid-19 info gap	Direct report on misconceptions revealed by APRA blog seems to have linked to the Sunday Times front page in relation to money being wasted on masks and the need for rural education about COVID-19
7/2/21	<i>The Sunday Times</i> (Malawi)	Covid front page lead story	Partly informed by APRA blog on COVID-19 perceptions and misconception in the rural areas (see ALRE COVID-19 case study for details)
18/3/21	<i>Ghana News Agency</i>	Oil palm farmers advocate a Board for sector	Call made by farmers in APRA stakeholder workshop
18/3/21	<i>GhanaWeb</i>	Oil palm farmers advocate a Board for sector	Call made by farmers in APRA stakeholder workshop
13/5/21	<i>Farmers Review Africa</i>	Sub-Saharan Africa and Asia rice sector players seek innovative ways of boosting local rice production	Publicity in advance of rice conference, quotes Hannington Odame and APRA. Urges increased focus on expanding rice production to meet growing demand. But little on pathways, inclusivity or barriers
13/5/21	Sir Richie.com (Ghana focus)	Sub-Saharan Africa and Asia rice sector players seek innovative ways of boosting local rice production	Publicity in advance of rice conference, quotes Hannington Odame and APRA. Urges increased focus on expanding rice production to meet growing demand. But little on pathways, inclusivity or barriers
14/5/21	<i>Myaimreport</i> (mainly Ghana)	Sub-Saharan Africa and Asia rice sector players seek innovative ways of boosting local rice production	Publicity in advance of rice conference, quotes Hannington Odame and APRA. Urges increased focus on expanding rice production to meet growing demand. But little on pathways, inclusivity or barriers
17/5/21	<i>Further Africa</i> (mainly Mozambique)	Sub-Saharan Africa and Asia rice sector players seek innovative ways of boosting local rice production	Publicity in advance of rice conference, quotes Hannington Odame and APRA. Urges increased focus on expanding rice production to meet growing demand. But little on pathways, inclusivity or barriers
22/5/21	<i>The Reporter Ethiopia</i>	Stakeholders urge gov't to implement existing rice strategy	Report from Rice Conference, quoting Dawit Alemu and APRA, and urging increase in rice production and opportunities for farmers. No mention of inclusivity or any particular pathways or barriers

Date	Newspaper	Headline and link	APRA relevant messages
25/5/21	<i>The Standard</i> (Zim)	Why Covid-19 is spreading fast in Zimbabwe's rural areas	By Ian Scoones, republished from <i>Zimbabwe</i> . Explores why COVID-19 rates are high but rural deaths are low
2/6/21	<i>The Citizen</i> (Tan)	How Covid 19 affects Tanzania rice processors	Long-printed article in Tanzania media on APRA findings in relation to the rice value chain. Screenshot in Annex 1
31/7/21	<i>Prime News Ghana</i>	New APRA study on cocoa commercialisation highlights high costs of inputs for farmers	Report of an APRA workshop for farmers in Sohun
1/8/21	Ghana News Agency	Provide innovative, sustainable micro-credit support services to cocoa farmers – APRA Research	Report of findings by APRA research team
3/9/21	<i>Zimbabwe Independent</i>	High Success of small-scale farmers	By Fay Chung quoting Ian Scoones research. Suggests small-scale resettlement doing well compared to medium and large scale. Importance of cattle for investment in farming noted. No reference to APRA
3/10/21	<i>The Standard</i> (Zim)	Challenging simplistic land degradation	By Ian Scoones, republished from <i>Zimbabwe</i> . Quotes APRA working paper regarding the need for more nuanced understanding of 'forest' baseline and linear change
10/10/21	<i>The Zimbabwean</i> <i>The Standard</i>	The politics of control in Zimbabwe's COVID times	By Ian Scoones, republished from <i>Zimbabwe</i> . Factual reporting on attitudes and actions of rural population in study sites in relation to COVID-19. No mention of APRA or COVID-19 study. Political economy analysis related to trust and control differentiated, with youth least likely to accept vaccination
25/10/21	<i>Zimbabwe</i>	Zimbabwe's bumper harvest: what explains the success?	Very topical and important conclusion around access to land. How informed by APRA? Will conclusion be clearer in any press uptake?
26/10/21	<i>The Conversation Down to Earth</i> (Indian environmental magazine)	Lessons from Zimbabwe's tobacco farmers for the COP26 climate change talks	Picked up from <i>The Conversation</i> and republished in <i>Down to Earth</i> . Messages around tobacco becoming less viable for smallholders with climate change, and low-profile agriculture in COP 26 – least responsible but most affected. Also, political economy of support for tobacco
14/11/21	<i>Sunday Times</i> (Malawi)	Talking Political Economy – Rethinking Malawi's Development (Blessings Chinsinga) (see Annex 1)	Opinion piece by APRA member. Impressive political economy analysis of Malawi development needs, some focus on accumulation from below, weak links to APRA
26/11/21	<i>The Daily Crucible</i> (Nigeria)	APRA Seeks Strong Policy Support For Medium Scale Farming In Ogun,	Report from stakeholder meetings in two states. Presented research findings. Nothing on recommendations or specific policies. Voice given to community stakeholders
28/11/21	<i>The Guardian</i> (Nigeria)	APRA advocates better deal for medium scale farming in Ogun	Report-back from regional stakeholder workshop. Advocated for increased access to labour and land markets, extension services, all-weather roads and agro-dealer services
28/11/21	<i>The Business Package</i> (Nigeria)	APRA makes a strong case for policies promoting medium scale farming in Ogun State community level stakeholders' meetings	Report from stakeholder meetings in two states. Presented research findings. Nothing on recommendations or specific policies. Voice given to community stakeholders

Date	Newspaper	Headline and link	APRA relevant messages
28/11/21	<i>Daily Digest</i> (Nigeria) online	APRA SOLICITS POLICIES PROMOTING MEDIUM SCALE FARMING	Report from stakeholder meetings in two states. Presented research findings. Nothing on recommendations or specific policies. Voice given to community stakeholders
2/12/21	<i>The Daily Graphic</i> (Ghana) – paper and online	Public Private Partnership, way to agriculture commercialisation	Substantial report on presentation on palm oil and cocoa value chain. No recommendation beyond public-private partnerships but did stress need for inclusivity (Annex 1)
2/12/21	<i>Ghana Web</i>	Increase in cocoa production cost does not reflect in prices – APRA	Report on feedback workshop. Presented research findings. Less on solutions other than diversification
5/12/21	<i>Nigerian Gateway</i> (Ogun State Ministry of Information)	APRA makes case for medium-scale farming in Ogun (see Annex 1)	State Ministry report APRA report-back on regional stakeholder workshop. Details of research findings but not recommendations
6/12/21	<i>B&amp;FT online</i> (Ghana)	Land ownership impeding youth from cocoa farming	Good headline and statement of the problem but no policy recommendations
2/1/22	<i>Punch</i> (Nigeria)	Osun to partner NEXIM on cocoa revolution initiative	Comments made to Osogbo farmers by the Commissioner for Commerce, Industries, Cooperatives and Empowerment at APRA stakeholder workshop

# ANNEX 3 – KEY INFORMANTS



Ian Scoones – Author, ZimbabweLand blog and Fellow of IDS, Sussex University

Conrad Mwanawashe – Editor, Maricho Magazine, Zimbabwe

Audax Rukonge – CEO, ANSAF, Tanzania

William Chadza – Executive Director, MWAPATA, [w.chadza@mwapata.mw](mailto:w.chadza@mwapata.mw)

Jonathan Reeves – previously Livelihoods Adviser for the Department for International Development, Zimbabwe

# ANNEX 4 – LOCAL SWAHILI MEDIA COVERAGE IN TANZANIA

Media coverage following two APRA Tanzania engagement workshops held in October 2020 and October 2021

Sn	Link	Link	Media house	Type of media	Reaction (views)
1	Vijana Watakiwa Kujihusisha na Kilimo Biashara (Young People Will Be Involved In Agricultural Business)	<a href="https://youtu.be/BvLJC30Gq9E">https://youtu.be/BvLJC30Gq9E</a>	<i>Channel Ten</i>	TV and posted on social media, including YouTube	67 views in YouTube, but the media covers all-over the country
2	Vijana na Kilimo-APRA (Youth and Agriculture)	Still making follow up to get	<i>Abood Media</i>	Radio and TV	
3	Zana bora za kilimo zaongeza tija kilimo cha mpunga (The best farming tools increase rice productivity)	Still making efforts to get it	<i>Majira</i>	News-paper	
4	Maendeleo ya Kiuchumi Singida hayatokani na kilimo cha alizeti pekee (Singida's economic development is not limited to sunflower farming)		<i>Jamvi la Habari</i>	News-paper	
5	Vijana Wanufaika na kilimo kuliko watu wazima (Young people benefit from agriculture more than adults)	<a href="https://fullshangweblog.co.tz/2020/10/21/vijana-wananufaika-na-kilimo-kuliko-watu-wazima/">https://fullshangweblog.co.tz/2020/10/21/vijana-wananufaika-na-kilimo-kuliko-watu-wazima/</a>	<i>Fullshangwe blog</i>	Blog,	
6	WATAFITI: Maendeleo ya Kiuchumi Singida hayatokani na kilimo cha alizeti pekee (RESEARCHERS: Singida's economic development is not limited to sunflower farming)		<i>Fahari Yetu</i>	News-paper	
7	Researchers: Singida has many economic opportunities		<i>Time Observer</i>	News-paper	
8	Watafiti: Covid-19 imeshusha soko la mpunga (Researchers: Covid-19 has lowered the rice market)		<i>Mwananchi</i>	News-paper	
9	Local govt urged to work with development partners		<i>Dailynews</i>	News-paper	
10	Kilimo biashara kuwawezesha wanawake kukidhi mahitaji (Agricultural businesses enable women to meet demand)		<i>Majira</i>	News-paper	

Sn	Link	Link	Media house	Type of media	Reaction (views)
11	Mtafiti aeleza mchango wa wanawake katika kilimo biashara (The researcher explains the contribution of women in agribusiness)		<i>Mtanzania</i>	News-paper	
12	Watafiti wapendekeza elimu itolewe kilimo cha mpunga (Researchers recommend that education be given to the cultivation of rice)		<i>Nipashe</i>	News-paper	
13	Why the youth should engage in agriculture		<i>The Citizen</i>	News-paper	
14	Researchers: insist on investing on agribusiness		<i>Dailynews</i>	News-paper	
15	Thinking out of the box, Anita outclasses her competition		<i>Dailynews</i>	News-paper	
16	Support women initiatives, stakeholders urged		<i>Dailynews</i>	News-paper	
17	Siri kuboresha maisha ya wananchi yatajwa (Secrets to improve the lives of citizens will be revealed)		<i>Nipashe</i>	News-paper	
18	Kukua kimaendeleo Singida si kwa alizeti pekee (Growth in Singida is not just about sunflowers)		<i>Majira</i>	News-paper	
19	Don't rely on sunflower, opt for alternative crops, Singida farmers advised		<i>The Guardian</i>	News-paper	
20	Kilimo biashara na ukombozi kwa wanawake, vijana kilombero (Agricultural trade and liberation for women, youth kilombero)		<i>Habari Leo</i>	News-paper	
21	Vijana wanufaika na kilimo kuliko watu wazima (Young people benefit from agriculture more than adults)	<a href="http://www.msumbanews.co.tz/2020/10/vijana-wananufaika-na-kilimo-kuliko.html?m=1">http://www.msumbanews.co.tz/2020/10/vijana-wananufaika-na-kilimo-kuliko.html?m=1</a>	<i>Msumbanews</i>	Blog	
22	Vijana wanufaika na kilimo kuliko watu wazima (Young people benefit from agriculture more than adults)	<a href="https://www.malunde.com/2020/10/vijana-wananufaika-na-kilimo-kuliko.html?m=1">https://www.malunde.com/2020/10/vijana-wananufaika-na-kilimo-kuliko.html?m=1</a>	<i>Malunde</i>	Blog	
23	Vijana wanufaika na kilimo kuliko watu wazima (Young people benefit from agriculture more than adults)	<a href="http://www.matukiodaimamedia.co.tz/2020/10/vijana-wananufaika-na-kilimo-kuliko.html?m=1">http://www.matukiodaimamedia.co.tz/2020/10/vijana-wananufaika-na-kilimo-kuliko.html?m=1</a>	<i>Matukio daima media</i>	Blog	
24	Vijana wanufaika na kilimo kuliko watu wazima (Young people benefit from agriculture more than adults)	<a href="http://arushapressclub.blogspot.com/2020/10/vijana-wananufaika-na-kilimo-kuliko.html?m=1">http://arushapressclub.blogspot.com/2020/10/vijana-wananufaika-na-kilimo-kuliko.html?m=1</a>	<i>Arusha Press Club</i>	Blog	

Sn	Link	Link	Media house	Type of media	Reaction (views)
25	Matukio katika picha: watafiti wa mradi wa APRA waweka wazi utafiti walioufanya katika kilimo cha mpunga na alizeti katika mkoa wa morogoro na singida (Events in the photo: APRA project researchers expose research on rice and sunflower farming in Morogoro and Singida regions)	<a href="https://fullshangweblog.co.tz/2020/10/20/matukio-katika-picha-watafiti-wa-mradi-wa-apra-waweka-wazi-utafiti-walioufanya-katika-kilimo-cha-mpunga-na-alizeti-katika-mkoa-wa-morogoro-na-singida/">https://fullshangweblog.co.tz/2020/10/20/matukio-katika-picha-watafiti-wa-mradi-wa-apra-waweka-wazi-utafiti-walioufanya-katika-kilimo-cha-mpunga-na-alizeti-katika-mkoa-wa-morogoro-na-singida/</a>	Fullshangwe blog	Blog	
26	Professor asilimulia kijana aliyekataa kazi akajiingiza kulima pilipili kichaa (The professor did not tell the young man who refused to work and began to cultivate wild pepper)	<a href="https://youtu.be/gD2-pC17PfA">https://youtu.be/gD2-pC17PfA</a> *min intrview covering various aspects of APRA workshop	Ayo TV	TV and work with social media too: YouTube, Twitter, Facebook and Instagram	7,785 views
27	Utafiti uliofanywa na Chuo kikuu cha Sokoine cha Kilimo(SUA) (A study by Sokoine University of Agriculture (SUA))	<a href="https://www.instagram.com/tv/CGo2vtapZYI/?igshid=1byr9pkwfo6nu">https://www.instagram.com/tv/CGo2vtapZYI/?igshid=1byr9pkwfo6nu</a>	Clouds TV	TV and work with social media	3,934 Views
28	APRA Tanzania: kilimo biashara ni fursa kwa wanawake (APRA Tanzania: agribusiness is an opportunity for women)	<a href="https://www.diramakini.co.tz/2020/10/apra-tanzania-kilimo-biashara-ni-fursa.html">https://www.diramakini.co.tz/2020/10/apra-tanzania-kilimo-biashara-ni-fursa.html</a>	Dira Makini	Blog	
29	WATAFITI:Maendeleo ya Kiuchumi Singida hayatokani na kilimo cha alizeti pekee (RESEARCHERS: Singida's economic development	<a href="http://mwaibale.blogspot.com/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1#.X5GA88uEbqA">http://mwaibale.blogspot.com/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1#.X5GA88uEbqA</a>	Mwaibale blog	Blog	
30	is not limited to sunflower farming)	<a href="http://www.msumbanews.co.tz/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1">http://www.msumbanews.co.tz/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1</a>	Msumba News	Blog	
31		<a href="https://jamiyetuuu.blogspot.com/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1">https://jamiyetuuu.blogspot.com/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1</a>	Jamii Yetu blog	Blog	
32		<a href="https://harakatiii.blogspot.com/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1">https://harakatiii.blogspot.com/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1</a>	Harakatii blog	Blog	
33		<a href="https://ttanzaniayetu.blogspot.com/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1">https://ttanzaniayetu.blogspot.com/2020/10/watafiti-maendeleo-ya-kiuchumi-singida.html?m=1</a>	Tanzania Yetu blog	Blog	

Sn	Link	Link	Media house	Type of media	Reaction (views)
34		<a href="https://fullshangweblog.co.tz/2020/10/22/89509/">https://fullshangweblog.co.tz/2020/10/22/89509/</a>	Fullshangwe blog	Blog	
35	Youths benefit more in agriculture compared to other groups	<a href="https://www.sua.ac.tz/news/youth-benefits-more-agriculture-compared-other-groups">https://www.sua.ac.tz/news/youth-benefits-more-agriculture-compared-other-groups</a>	SUAMEDIA	TV, radio, social media	
36	Researchers advice stakeholders to invest in agribusiness	<a href="https://www.sua.ac.tz/news/researchers-advice-stakeholders-invest-agribusiness">https://www.sua.ac.tz/news/researchers-advice-stakeholders-invest-agribusiness</a>	SUAMEDIA	TV, radio, social media	
37	Vijana wanufaika zaidi na kilimo kuliko wazee-APRA (Young people benefit more from agriculture than older people-APRA)	<a href="https://youtu.be/D5eXaeunacM">https://youtu.be/D5eXaeunacM</a>	Abood Media	TV, radio and work also through social media	
38	Kilimo shadidi cha Mpunga Kuongeza tija kwa wakulima (Intensive Rice Farming Increasing Productivity for Farmers)	<a href="https://fullshangweblog.co.tz/2020/10/26/kilimo-shadidi-cha-mpunga-kuongeza-tija-kwa-wakulima-nchini/">https://fullshangweblog.co.tz/2020/10/26/kilimo-shadidi-cha-mpunga-kuongeza-tija-kwa-wakulima-nchini/</a>	Fullshangwe blog	Blog	
39		<a href="http://www.msumbanews.co.tz/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1">http://www.msumbanews.co.tz/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1</a>	Msumba News	Blog	
40		<a href="http://mwaibale.blogspot.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1#X5aXFsuEbqA">http://mwaibale.blogspot.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1#X5aXFsuEbqA</a>	Mwaibale blog	Blog	
41		<a href="https://jamiyetuu.blogspot.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1">https://jamiyetuu.blogspot.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1</a>	Jamii Yetu blog	Blog	
42		<a href="https://harakatiii.blogspot.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1">https://harakatiii.blogspot.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1</a>	Harakatii blog	Blog	
43		<a href="https://ttanzaniayetu.blogspot.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1">https://ttanzaniayetu.blogspot.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1</a>	Tanzania Yetu blog	Blog	
44		<a href="https://www.malunde.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1#more">https://www.malunde.com/2020/10/kilimo-shadidi-cha-mpunga-kuongeza-tija.html?m=1#more</a>	Malunde blog	Blog	
45	System of rice intensification(SRI) recommended to increase productivity	<a href="https://www.sua.ac.tz/news/system-rice-intensification-sri-recommended-increase-productivity">https://www.sua.ac.tz/news/system-rice-intensification-sri-recommended-increase-productivity</a>	SUAMEDIA	TV, radio and social media	



Sn	Link	Link	Media house	Type of media	Reaction (views)
46	Kilimo biasahara kuwanufaisha wanawake Morogoro (Commercial agriculture to benefit women in Morogoro)	<a href="https://youtu.be/Cx14ivT_4H0">https://youtu.be/Cx14ivT_4H0</a>	<i>Abood Media</i>	TV, radio and work with social media	
47	Tanzania kuendelea kuongoza uzalishaji wa Mpunga (Tanzania continues to lead rice production)	<a href="http://mwaibale.blogspot.com/2021/05/blog-post.html?m=1#YKOvGMuEbgA">http://mwaibale.blogspot.com/2021/05/blog-post.html?m=1#YKOvGMuEbgA</a>	<i>Mwaibale</i> blog	Blog	
48		<a href="https://jamiyetuu.blogspot.com/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1">https://jamiyetuu.blogspot.com/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1</a>	<i>Jamii Yetu</i> blog	Blog	
49		<a href="https://fullshangweblog.co.tz/2021/05/18/tanzania-kuendelea-kuongoza-kwa-uzalishaji-wa-mpunga/">https://fullshangweblog.co.tz/2021/05/18/tanzania-kuendelea-kuongoza-kwa-uzalishaji-wa-mpunga/</a>	<i>Fullshangwe</i> blog	Blog	
50		<a href="https://ttanzaniayetu.blogspot.com/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1">https://ttanzaniayetu.blogspot.com/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1</a>	<i>Tanzania Yetu</i> blog	Blog	
51		<a href="https://jamiyetuu.blogspot.com/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1">https://jamiyetuu.blogspot.com/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1</a>	<i>Jamii Yetu</i> blog	Blog	
52		<a href="https://harakati.blogspot.com/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1">https://harakati.blogspot.com/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1</a>	<i>Harakati</i> blog	Blog	
53		<a href="http://www.msumbanews.co.tz/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1">http://www.msumbanews.co.tz/2021/05/tanzania-kuendelea-kuongoza-kwa.html?m=1</a>	<i>Msumba News</i> blog	Blog	
54	How COVID-19 affects Tanzanian rice processors		<i>The Citizen</i>	News-paper	
55	Govt, rice stakeholders working to strengthen food security in EA		<i>The Guardian</i>	News-paper	
<b>The list of media coverage after/during national feedback workshop</b>					
1	Maboresho kilimo cha alizeti (Improvements in sunflower cultivation)	<a href="https://fb.watch/9Totk4Om37/">https://fb.watch/9Totk4Om37/</a>	<i>AZAM Media</i>	TV, radio, working with social media too	
2	Serekali yaipongeza SUA kwa tafiti nzuri za kilimo (The government commends SUA for good agricultural research)	<a href="https://www.sua.ac.tz/news/serikali-yaipongeza-sua-kwa-tafiti-nzuri-za-kilimo-inchini">https://www.sua.ac.tz/news/serikali-yaipongeza-sua-kwa-tafiti-nzuri-za-kilimo-inchini</a>	<i>SUAMEDIA</i>	TV, radio, social media	
3		<a href="https://singidani.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1">https://singidani.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1</a>	<i>Singidani</i> blog	Blog	
4		<a href="https://jamiyetuu.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1">https://jamiyetuu.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1</a>	<i>Jamii Yetu</i> blog	Blog	

5		<a href="https://harakatiii.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1">https://harakatiii.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1</a>	<i>Harakati</i> blog	Blog	
6		<a href="http://www.msumbanews.co.tz/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1">http://www.msumbanews.co.tz/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1</a>	<i>Msumbanews</i> blog	Blog	
7		<a href="http://mwaibale.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti.html?m=1#.YXp8lsuEbqA">http://mwaibale.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti.html?m=1#.YXp8lsuEbqA</a>	<i>Mwaibale</i> blog	Blog	
8		<a href="https://ttanzaniayetu.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1">https://ttanzaniayetu.blogspot.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1</a>	<i>Tanzania Yetu</i> blog	Blog	
9		<a href="https://www.malunde.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1#more">https://www.malunde.com/2021/10/serikali-yaipongeza-sua-kwa-tafiti-za.html?m=1#more</a>	<i>Malunde</i> blog	Blog	
10	Wadau secta ya kilimo kutoka secta mbalimbali wakutana Dodoma Kujadili matokeo ya utafiti chini ya mpango wa mradi wa utafiti wa sera za kilimo barani Africa (APRA) (Agricultural sector stakeholders from various sectors meet in Dodoma to discuss research findings under the African Agricultural Policy Research Project (APRA))	<a href="https://www.instagram.com/tv/CVfNbdPA8k9/?utm_medium=share_sheet">https://www.instagram.com/tv/CVfNbdPA8k9/?utm_medium=share_sheet</a>	<i>Michuzi</i> blog,	Online, TV, blog,	

# ANNEX 5 – NIGERIA PRESS COVERAGE FOLLOWING WORK STREAM 1 WORKSHOPS HELD IN NOVEMBER 2021

## Kaduna State

Date	Paper	Link	Content
15/11/21	New Nigerian Newspaper Nigeria	<a href="https://newnigeriannewspaper.com/index.php/2021/11/15/small-to-medium-scale-farming-is-very-slow-in-nigeria-apra/">Small to Medium Scale Farming is very slow in Nigeria – APRA</a> <a href="https://newnigeriannewspaper.com/index.php/2021/11/15/small-to-medium-scale-farming-is-very-slow-in-nigeria-apra/">https://newnigeriannewspaper.com/index.php/2021/11/15/small-to-medium-scale-farming-is-very-slow-in-nigeria-apra/</a>	Reports APRA community-level survey dissemination held at the Soba Local Government Area in Kaduna State. Farmers called on government at all levels to assist farmers with necessary inputs, as well as establish processing plants in order to speed up their movement from small- to medium-scale
17/11/21	New Nigerian Newspaper Nigeria	<a href="https://newnigeriannewspaper.com/index.php/2021/11/17/promoting-medium-scale-farming-policy-will-improve-agricultural-commercialization-smallholder-transformation-in-nigeria-apra/">Promoting medium scale farming policy will improve agricultural commercialization, smallholder transformation in Nigeria – APRA</a> <a href="https://newnigeriannewspaper.com/index.php/2021/11/17/promoting-medium-scale-farming-policy-will-improve-agricultural-commercialization-smallholder-transformation-in-nigeria-apra/">https://newnigeriannewspaper.com/index.php/2021/11/17/promoting-medium-scale-farming-policy-will-improve-agricultural-commercialization-smallholder-transformation-in-nigeria-apra/</a>	Reports APRA community-level survey dissemination held at Wusili Tourism Resort and Chikun Local Government Areas of Kaduna State. Farmers called on government to provide enabling environment to aid stepping-up the scale of their operations for increased livelihood
17/11/21	Future Agricultures Consortium	<a href="https://bit.ly/3kMok8H">APRA Nigeria team shares research findings in Kaduna State</a> <a href="https://bit.ly/3kMok8H">https://bit.ly/3kMok8H</a>	Blog report of the two community-level research result dissemination workshops held in Soba and Chikun Local Government Areas of Kaduna State
23/11/21	Leadership (Nigeria) Pg 11 of online version	47% Of Kaduna Farmers Achieve Medium-scale Status	Report APRA community-level survey dissemination emphasising that substantial increase in the rate of transition of small-scale to medium-scale farming as a major pathway to increasing agricultural productivity, and employment generation among rural farm households
01/12/21	Daily Trust (Nigeria) Pg 26	Insecurity in the North hindering farmers from expansion – APRA	Report of Kaduna State research result dissemination emphasising how insecurity situation hinders farmers' progress and inability to scale-up
02/12/21	AMINIYA (Hausa Newspaper) (Nigeria) Pg 28	Gwamnati ta rika tallafa wa kanaan manoma – APRA Translation: Government should support/ assist small scale farmers - APRA	Reports the need for government to support small-scale farmers to help them scale-up and improve their standard of living
28/11/21	Daily Digest (Nigeria) online	APRA SOLICITS POLICIES PROMOTING MEDIUM SCALE FARMING	Reports the need for government to support small-scale farmers to help them scale-up and improve their standard of living
28/11/21	The Business Package (Nigeria)	APRA makes a strong case for policies promoting medium scale farming in Ogun State community level stakeholders' meetings	Report from stakeholder meetings in two states. Presented research findings. Nothing on recommendations or specific policies. Voice given to community stakeholders

## Ogun State

Date	Paper	Link	Content
28/11/21	Daily Digest (Nigeria) online	<a href="#">APRA SOLICITS POLICIES PROMOTING MEDIUM SCALE FARMING</a>	Reports the need for government to support small-scale farmers to help them scale-up and improve their standard of living
28/11/21	The Business Package (Nigeria)	<a href="#">APRA makes a strong case for policies promoting medium scale farming in Ogun State community level stakeholders' meetings</a>	Report from stakeholder meetings in two states. Presented research findings. Nothing on recommendations or specific policies. Voice given to community stakeholders
28/11/21	The Guardian (Nigeria)	<a href="#">APRA advocates better deal for medium scale farming in Ogun</a>	Report-back from regional stakeholder workshop. Advocated for increased access to labour and land markets, extension services, all-weather roads and agro-dealer services
26/11/21	The Daily Crucible (Nigeria)	<a href="#">APRA Seeks Strong Policy Support For Medium Scale Farming In Ogun,</a>	Report from stakeholder meeting in two states. Presented research findings. Nothing on recommendations or specific policies. Voice given to community stakeholders
05/12/2021	Nigerian Gateway (Vol. 1, No, 43, Pg. 19)	<a href="https://nigeriangateway.com/">APRA makes case for medium scale farming in Ogun State. https://nigeriangateway.com/</a>	Report from APRA research findings dissemination and policy message discussion held at Imeko Afon and Ijebu East Local Government area of Ogun State
November 2021	Ogun Update Vol 14. No. 11 November 2021, Pg. 11.	<a href="https://ogunupdate.ng/ogun-update-vol-14-no-11-november-2021/">APRA makes case for medium scale farming in Ogun https://ogunupdate.ng/ogun-update-vol-14-no-11-november-2021/</a>	APRA makes a strong case for policies promoting medium-scale farming in Ogun State community-level stakeholder meeting
17/11/2021	APRA blog	<a href="https://www.future-agricultures.org/blog/apra-nigeria-team-shares-research-findings-in-kad">APRA Nigeria team shares research findings in Kaduna State. https://www.future-agricultures.org/blog/apra-nigeria-team-shares-research-findings-in-kad</a>	Report from stakeholder meetings in two states, held at the Soba and Chikun Local Government Areas of Kaduna State. Voice given to community stakeholders

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