



AccessAgriculture

Scaling Agroecology through
Videos for Farmers

Unsustainable food systems

- Industrial farming based on agrochemicals **pollutes** water, soil and air
- Reduces **biodiversity** at gene, organism and ecosystem level
- Destroys soil micro-organisms and soil structure, rendering soils unproductive and prone to **erosion**
- Highly dependent on fossil fuels and a net emitter of **greenhouse gases**

This is jeopardizing future food production and creating **public health** hazards (zoonotic diseases, antibiotic resistance, Parkinson's disease, ADHD and cancer)

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creating **public health** hazards, such as zoonotic diseases, antibiotic resistance, Parkinson's disease, ADHD and cancer (HLPE, UNEP, 2021)

To turn the negative impact of agriculture on our climate, environment and human health into a positive one, we need to urgently invest in an agriculture that works *with* nature, not against it.

We need transformative action at a scale never seen before!



Interventions that enable people to understand and connect with nature would not only improve our health and well-being, but also help empower citizens to make informed choices and demand transformative change.

Dasgupta review, 2021



Challenges

- ✗ **Ecological knowledge is complex** and hard to share
- ✗ To address **climate change** farmers and consumers need new knowledge
- ✗ Only a **limited number of people** are reached by face-to-face extension
- ✗ **Youth and women** have limited access to land, finance and knowledge
- ✗ **Limited mobility** of trainers and increased food insecurity due to Covid

Access Agriculture : Training local partners in video production and translation



AccessAgriculture logo and navigation menu.

Select your video category:

- Cereals +
- Roots, Tubers & Bananas +
- Vegetables +
- Legumes +
- Fruits & Nuts +
- Other Crops +
- Livestock +
- Aquaculture +
- Sustainable Land Management +
- Plant Health +
- Equipment +
- Business Skills +
- Approaches +
- Other +

About us +
Using this site +
Resources +
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Impact +

Language selection dropdown menu:

Find videos in your language - click here

- Samburu
- Sena
- Sisaala
- Spanish
- Tamil
- Telugu**
- Thai

Access Agriculture

...organisation that showcases agricultural

...organic farming and agroecology across the

To impact on rural livelihoods, please explore Access Agriculture.

Find out how Access Agriculture works around the world...
[Click here to see the video](#)

To read about the work of Access Agriculture, [view / download this leaflet](#)

EcoAgtube

'Go green' with new EcoAgtube video-sharing platform

[Visit the website](#)


New look, new features, faster, easier and more user-friendly!!



Donate now and give wings to six dynamic women entrepreneurs in rural India!



New Videos

-  **Organic coating of cereal seed**
1 week ago
-  **Coir pith**
2 months ago
-  **Cassava harvest made easier**
3 months ago
-  **Crop rotation with legumes**
4 months ago
-  **Stronger p...**
4 months

Select your video category:

- + Cereals
- + Roots, Tubers & Bananas
- Vegetables
 - Edible fungi
 - Leaf vegetables
 - Onions
 - Other vegetables
 - Tomatoes
- + Legumes
- + Fruits & Nuts
- + Other Crops
- + Livestock
- + Aquaculture
- + Sustainable Land Management
- + Plant Health
- + Equipment
- + Business Skills
- + Approaches
- + Other

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- Impact



Download

- Video
- Audio
- Mobile
- Factsheet

- Low
- Medium
- High
- HD

The best compost for sack mounds is the one made using poultry manure and plant remains. If you use such compost, the sack mound will yield a lot of vegetables for a long time.

Current language

English

Available languages

- Arabic
- Bambara
- Bangla
- Chichewa / Nyanja
- English
- French
- Hausa
- Kanuri / Kanouri
- Kinyarwanda / Kirundi
- Luganda
- Nepali
- Spanish
- Telugu

Need a language?

If you would like this video translated into other languages, please contact kevin@accessagriculture.org

Uploaded

2 years ago

Duration

9:30

Produced by

NOGAMU

USER'S GUIDELINE TO DOWNLOAD VIDEOS ON ACCESS AGRICULTURE WEBSITE

Related Videos



Managing aphids in beans and vegetables

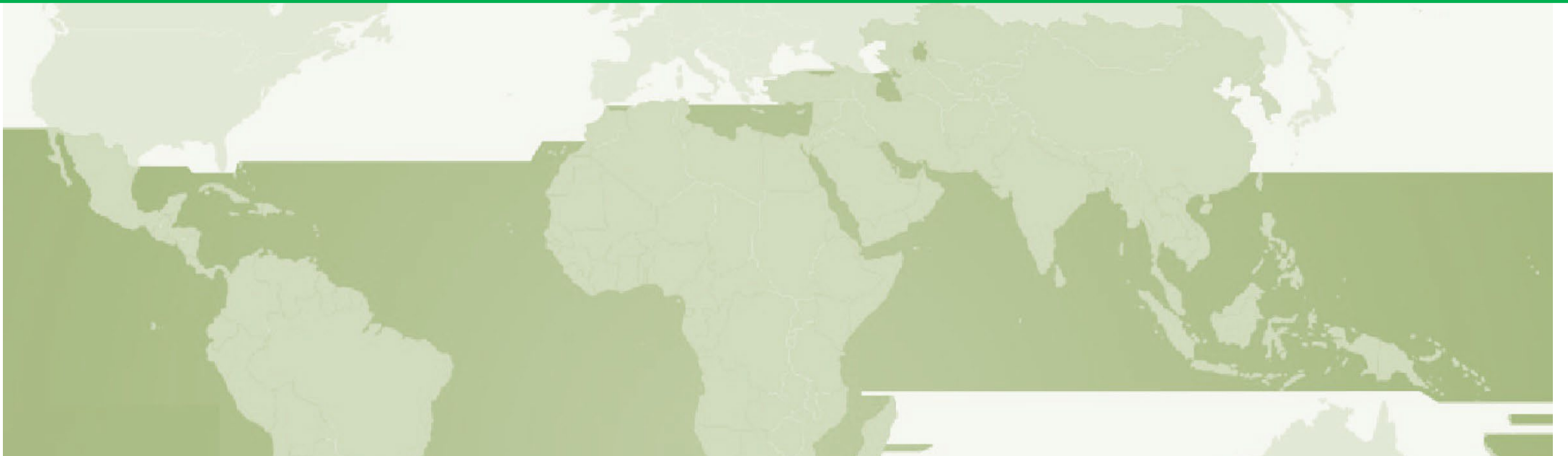
Share By

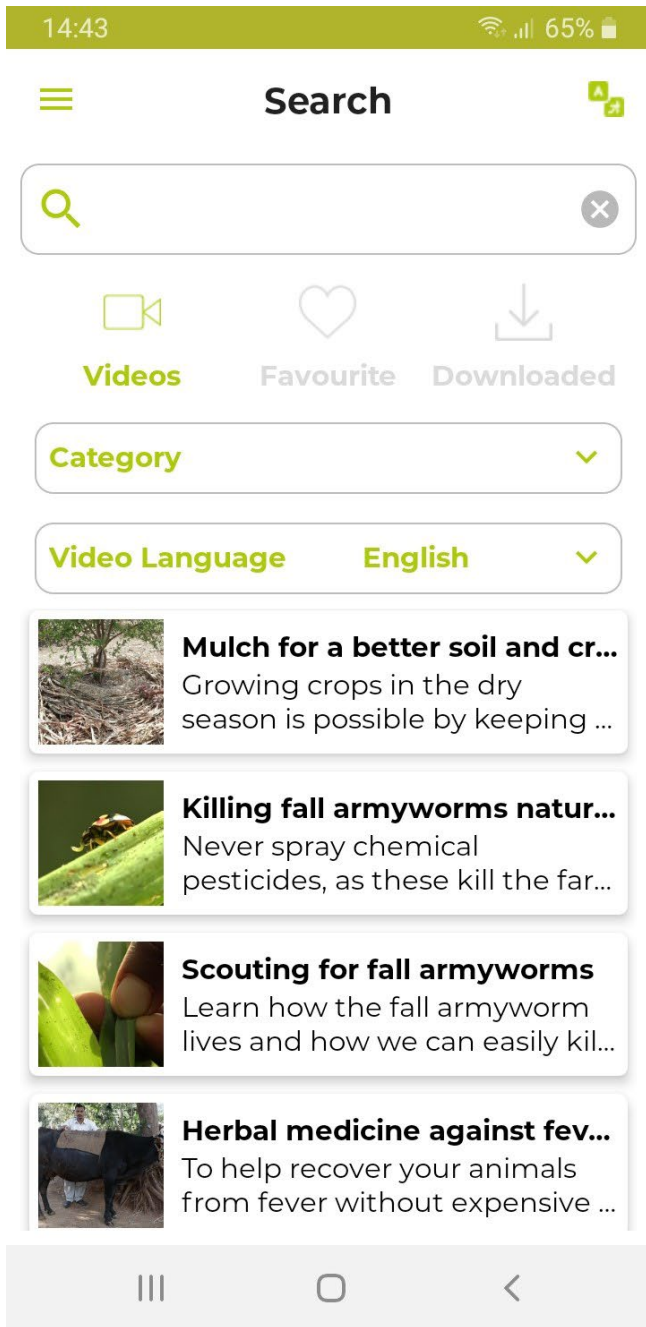
- f
- Twitter icon
- WhatsApp icon
- in
- Envelope icon
- 55



AccessAgriculture

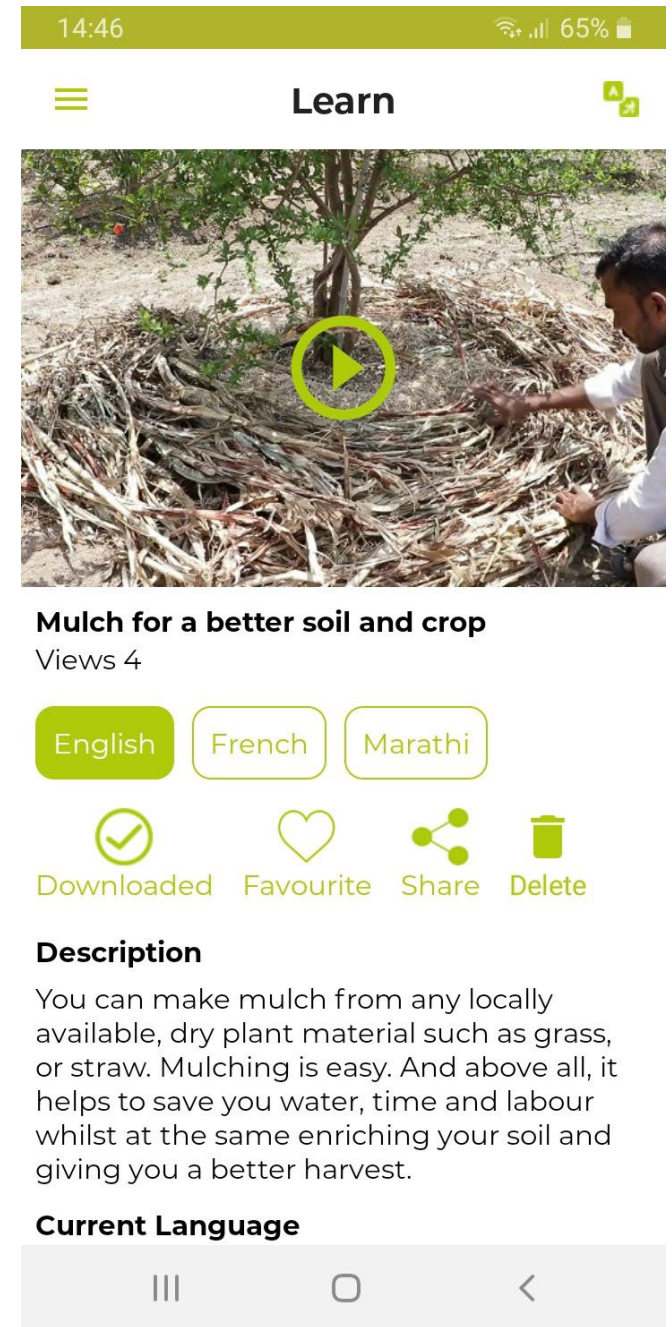
- The Access Agriculture video platform with interface in 6 world languages
- Hosts over 220 training videos in 90 languages, continuously updated
- Covers a wide range of topics from crops, livestock, to soil and water management, VSLA, climate change adaptation, post-harvest, business skills, ...
- Since 2018 farmers are largest professional group registering through mobile





We currently only support within app sharing. Please choose the appropriate platform you are receiving from.

The Access Agriculture app
Farmers can re-watch videos,
share and learn at their own pace





The Digisoft smart projector has the entire Access Agriculture video library offline and can be powered by solar.



Access Agriculture identifies, equips and coaches **young entrepreneurs** to make a business from **bringing videos to farmers** using the smart projector



Access Agriculture partners with multiple **digital service providers** for impact at scale





Scale

- Over the past decade, Access Agriculture has served over **5,000 organisations**, including extension services, farmer organisations, TV and radio stations.
- Through its network, Access Agriculture has reached over **90 million people** with its videos, contributing to improved food security and food safety.

Access Agriculture survey 2021

Q: How have videos impacted farmers?

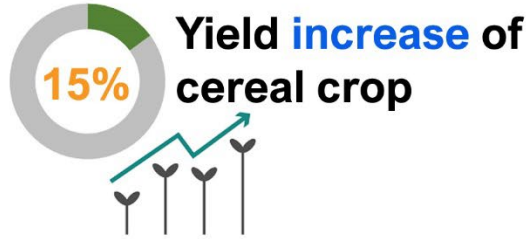




Reduction of
pesticide use



Adoption
of **green technologies**



Yield **increase** of
cereal crop



150%
Higher chance of
additional income



80%
Group formation
for food processing



60% Women
Economic
empowerment



30% engage in
village savings
and loan associations





All Categories All Video Languages Search terms Search

Signup / Login



On the social media video platform **EcoAgtube**, “project” managers can:

- Group all videos related to a project
- Designate others to upload videos within the project
- Manage their own project’s viewer analytics.

Create your own channels

All your project's vid

Navigation bar with icons and labels: Agriculture, Capacity building, Climate & environment, Ecotourism, Food & health, Forestry, Green buildings & energy, Inspiring action

Secondary navigation bar with icons and labels: Food processing, Food safety, Food security, Food waste, Medicinal plants, Nutrition & health, Recipes

Sustainable Development Goals



AccessAgriculture



- ✓ **Promote** our resources and tools to your networks
- ✓ Invest in **video translations in local languages** to enhance social inclusion
- ✓ Equip partners with **smart projectors** to strengthen resilience in food systems
- ✓ Invest in **Entrepreneurs for Rural Access** to build digital skills and **create rural employment**
- ✓ Use **EcoAgtube** as a social platform to share experiences and innovations South-South-North



COMMUNITY

**Access Agriculture wins
2022 Arrell Global Food Innovation Award**

 **ARRELL
FOOD INSTITUTE** 
AT THE UNIVERSITY of GUELPH

 Food and Agriculture Organization of the United Nations  Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Access Agriculture
wins prestigious
**INTERNATIONAL
INNOVATION AWARD**
FOR SUSTAINABLE
FOOD SYSTEMS **2021**

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www.ecoagtube.org

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