

Media & lobby tactics

Linking farmers' actions with national policy processes

Tool

Purpose:

This tool, based on experience in Grenada, introduces a range of ideas and lessons on tactics and tips to make national policy work for farmers – and respond to farmers' needs and aspirations.

Activities:

Preparations

- Audit existing land use policies and do a land registry search. If possible, set up an archive of relevant policy and land title, for public access.
- Engage early with the media. Tempt the media into investigative journalism instead of being happy with press releases.

Building farmers' evidence

- Demonstrate land use. For farmers, real evidence is on the ground, not on paper – find ways to communicate actual land use.
- Map actual land holdings. Tenure on the ground is often different from land title – formal mapping helps farmers to plan and argue their case.
- Encourage and support farmers in keeping records. Help farmers develop simple systems for recording farm activities – more evidence in lobbying government.
- Articulate farmers' development alternatives. Use formal maps and farmer discussions to prepare arguments for sustainable and equitable land use, such as combining agriculture with other land uses.

Keep in Mind

★ Any work with farmers should follow basic principles of commonality and common sense.

It takes time to set up trust, build relationships, establish mutual respect and learn how to balance give and take.

★ Getting farmers' voices heard does not guarantee appropriate policy responses from government or developers – these activities are part of a long process of attrition.



Widening the picture

- Improve farmers' awareness of their role in the national economy. Help farmers develop arguments for their land use within national and international policy contexts.
- Integrate farmers' issues with national programmes such as food security, poverty reduction and biodiversity programmes.
- Build relationships between farmers and agricultural technical staff. Facilitate extension officers to work locally and farmers to press for the full complement of extension services.
- Record and share experience from similar situations to provide farmers with inspiration.
- Link food production to food consumption. Share information on product chains with farmers, officials and consumers.

Targeting, communicating, negotiating with wider groups

- Help farmers prepare for key meetings and develop negotiation skills. Hold advance meetings to discuss practicalities and "what if?" scenarios.
- Utilise political processes tactically such as elections at local and national levels.
- Use media to spread the message and stimulate public debate. Be vigilant about broadcasting farmers' views without compromising them.

Further information

Find full tool and other related tools and resources at:

www.policy-powertools.org

or contact:

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