Rural Communication Services (RCS) for Family Farming

The United Nations Decade of Family Farming 2019-28 (UNDFF) aims at promoting integrated actions and cross-sectoral policies to advance family farming. It recognizes Rural Communication Services as key factors and assets to be developed and promoted as part of family farming and sustainable food systems.

Rural Communication Services (RCS) include a wide range of communication processes, activities, media applications, and institutional arrangements to respond to the communication needs of family farmers and the rural population. In collaboration with CCComDev and regional Communication for Development initiatives such as ComDev Asia, YenKasa Africa, and Onda Rural, multiple efforts are being made to mainstream RCS into family farming policies and programmes. These include a series of consultations, fora and studies to assess trends and collect evidence on RCS, which are presented below.

RCS consultations and evidence-generation

Rural communication services for family farming: Results of a global forum

This report presents a comprehensive summary of the virtual UNDFF Forum on Inclusive Rural Communication Services for Family Farming, organized by FAO in collaboration with specialized communication entities. The Global Forum on RCS marked the culmination of a series of regional consultations. This report captures key insights, and strategic recommendations of both the global and the regional processes, and offers strategic directions to advance RCS for family farming.


Transforming rural Africa: Trends and experiences in rural communication services

This study examines the role of RCS in rural transformation and family farming in Africa and provides regional insights. Through case studies and a review of communication and ICT trends and policies, it makes the case for participatory, farmer-centred communication approaches and delivery mechanisms aligned with local socioeconomic realities. It provides recommendations for embedding RCS into family farming policies and programmes in the Africa region.

Rural communication services: Trends and experiences in Asia and the Pacific

This study examines RCS trends in family farming and rural transformation in Asia and the Pacific through case studies emphasizing the need for participatory, farmer-centered communication. The study concludes with recommendations for embedding RCS into family farming policies and programmes, fostering development opportunities for family farmers and rural communities in the region.


Rural communication services for family farming in Asia and the Pacific: Regional consultation and forum

This report summarizes the results and takeaways of online consultations and a virtual Regional Forum on RCS for Family Farming in Asia and the Pacific, organized by ComDev Asia (CDA), a regional communication initiative, in collaboration with FAO, farmers’ organizations, rural institutions and communication networks.


Rural communication services for family farming in Africa: Regional consultation and forum

This report summarizes the results and takeaways of online consultations and a virtual Regional Forum on RCS for Family Farming in Africa, organized by Yenkasa Africa, a regional communication initiative, in collaboration with FAO, farmers’ organizations, rural institutions and communication networks.


Participatory video

Participatory video is a communication approach to video production and sharing in which stakeholders actively participate in video planning, creation and usage. The process empowers individuals and groups allowing them to share their knowledge, experiences and perspectives, and to raise awareness, advocating for change. This practitioner’s guide provides step-by-step guidance for using participatory video to advance sustainable agrifood systems. It can be used to orient training events or as a resource for self-learning.


Technical seminar

Rural Communication Services (RCS) and Inclusive Innovation Approaches for Family Farming

In 2024, the UNDFF reaches its halfway point, and throughout the year, a series of events and technical seminars are being organized to showcase its progress so far and the direction for its second half, culminating in a Mid-Term Forum in October. As we take stock, it is clear that Rural Communications Services (RCS) are an essential part of advancing family farming, and on 29 April, a hybrid technical seminar will dive deeper on RCS and Inclusive Innovation Approaches for Family Farming, providing the opportunity to share perspectives on RCS, achievements and innovative approaches, and crucially – set the path for the way forward.

For further information: comdev@fao.org, https://www.fao.org/communication-for-development/en/