



United Nations  
Decade of  
**FAMILY  
FARMING**  
2019-2028



# Get started!

Family farming is the predominant form of food and agricultural production, in both developed and developing countries. The family and the farm are strongly interlinked, with the family providing the main part of the farm's labour force and resources.

Family farmers range from smallholder to medium-scale farmers, and include peasants, indigenous peoples, traditional communities, fisher folks, mountain farmers, pastoralists and many other groups that represent every region and biome of the world. They play an important role in alleviating hunger and poverty, improving food security and nutrition, sustainably managing natural resources, and protecting the environment, thus contributing to many of the Sustainable Development Goals (SDGs).

Family farmers have the unique potential to guide us towards more productive and sustainable food systems, but in order to turn this potential into reality, they need the support of an enabling policy environment to address the challenges they face. The United Nations Decade of Family Farming 2019-2028 (UNFFF) contributes to the 2030 Agenda for Sustainable Development by mobilizing global commitment to support family farmers, enhancing their multi-dimensionality and enabling them to reach their full potential as a key driver to achieve the SDGs.

This guide has been developed to support all stakeholders who want to take part in activities and events related to the UNFFF.

# Key messages

SHARE THESE MESSAGES!

**Family farmers safeguard biodiversity, environment and culture.** To ensure that they can continue to do so, it is essential to protect their cultural and natural heritage. Policies should protect smallholder farmers and provide access to social protection.

**Family farming enables sustainable food systems.** Family farming promotes food systems that are diverse and resilient to climate change, and helps to enable sustainable integration between urban and rural areas. Policies must enhance investment in interventions that build sustainable food systems and adopt approaches that protect biodiversity.



**Family farmers are agents of change.** Family farmers can implement highly resilient and productive agricultural practices that create income-generating opportunities. Improving access to services and capacity development in rural areas will increase their ability to transform.

**Supporting family farmers will help turn their potential into reality.** To ensure no one is left behind, governments must understand the diversity of family farmers, so they can better target policies.

**Promoting gender equity in family farming means supporting the leadership role of women** and facilitating their participation in creating inclusive and sustainable food systems. Ensuring women's access to land, inputs and resources will help increase outputs, preserve biodiversity and fight hunger.

**Youth are the future of family farming.** As the bridge between traditional knowledge and innovative ideas, family farmers are central agents of rural development. For this to continue, young farmers must have access to resources, markets, services and financing mechanisms necessary for farming. Policies and programmes must facilitate decent on-farm opportunities in order to positively affect rural-urban mobility and maintain interest in farming, which is vital for food security.

## Family farming in numbers

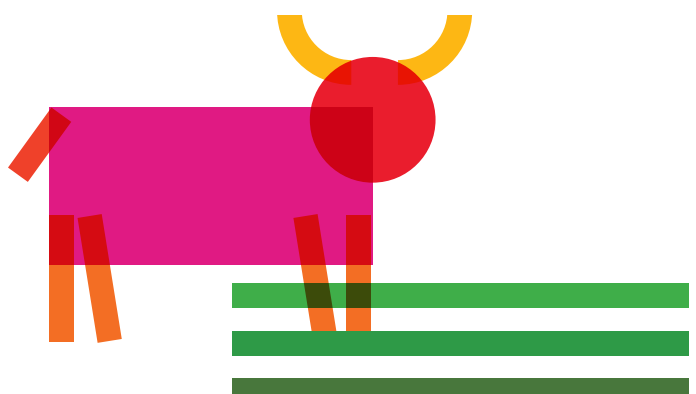
- There are more than **600 million** farms in the world.
- More than **90 percent** of farms are run by an individual or a family and rely primarily on family labor.
- Estimates suggest that they occupy around **70–80 percent** of farmland and produce more than **80 percent** of the world's food in value terms.
- **90 percent** of fishers are small-scale operators. Small-scale fisheries account for half of the capture fisheries production in developing countries.
- An estimated **200 million pastoralists** herd their animals on rangelands that cover a third of the earth's land surface.
- **Mountain farming** is largely family farming. Mountains are key ecosystems, providing goods and services such as water, food and energy, to the entire planet, providing and regulating up to **80 percent** of global freshwater resources.
- Family farmers include forest communities. Around **40 percent** of the extreme rural poor live in forest and savannah areas. The unique combination of forest and farm resources has created complex natural resource management systems all over the world.
- There are over **370 million indigenous peoples** living in more than **90 countries** across the world, who constitute about 5 percent of the world's population yet account for about 15 percent of the world's poor.
- Traditional indigenous territories encompass up to **22 percent** of the world's land surface and coincide with areas that hold **80 percent** of the planet's biodiversity.
- Although the world's youth population is expected to grow, **employment opportunities for young women and men remain limited** – particularly for those living in rural areas of developing countries.
- Women perform nearly **50 percent** of farm labor but hold only **15 percent** of farm land.

# Calls to action

Supporting family farming offers a unique opportunity to meet the needs of future generations and ensure no one is left behind. The UNDFP is a chance to mobilize global commitments and actions to support family farmers and enable them to support their communities.

Everyone can play a part:

- **Governments and legislative bodies:** As fundamental custodians of political commitments on food security and nutrition, governments and especially legislators can contribute to the objectives of the UNDFP by developing, improving and implementing coherent public policies and legislation to support family farming. Increased public investment in agriculture, and national agricultural policies that are more sensitive to the realities that family farmers face, can improve farmers' access to agricultural inputs, financial services, technology and other necessary resources.
- **Civil society and non-governmental organizations:** Civil society can help to ensure family farmers' full participation in debates that matter to them, and support them in taking action for innovative and fair solutions. Strong, well-established organizations can contribute to positive policy changes, and help family farmers exercise their rights.
- **Private sector:** Private sector entities can support family farming by developing or strengthening partnerships that help implement agricultural innovations, or by sharing their knowledge, experience, and technology. Private sector investment in family farming is key to improving family farmers' productivity, resilience and welfare.
- **Academic and research institutions:** As centers of knowledge and innovation, academia and research institutions can support family farmers by providing them with access to technical knowledge, and by working with them to foster innovations for food and agriculture. Educators can help inform their students and empower them to support family farmers by incorporating issues related to family farming, biodiversity and sustainable agriculture into curricula.
- **The media:** Media can help raise awareness around the challenges that family farmers face, and help the general public identify ways to support them. Community media, especially, can develop programs that help inform family farmers and facilitate dialogue in their communities around issues related to agriculture, food security and nutrition.
- **You:** Individuals can support family farmers by becoming more informed on where their food comes from, purchasing from local producers, and encouraging people in their networks to do the same.



# How to participate



## Share the message

Inform, educate and engage your audiences on the topic of family farming. Join the conversation online using the hashtag #FamilyFarming and share stories and related activities. Ask your partners and people in your network to do the same! Get the media involved by pitching stories about family farmers.



## Add the UNDFE emblem to your web page

Update your web page with the UNDFE emblem and link it to the website for the UNDFE. Remember to consult the [branding guidelines](#) to check where to position the UNDFE emblem!



## Place the UNDFE emblem on communication materials

Use the emblem on non-commercial communication materials (brochures, flyers, posters, maps, stickers, etc.) Remember that you cannot modify the UNDFE emblem. You can find the guidelines for using the emblem and visual identity [here](#).



## Work with community media and engage farmer organizations

Community media provide a unique platform for family farmers and their organizations to make their voices heard, and keep them informed about issues that are important to them. Work with community media and the communication focal points of local producer organizations to provide a space for family farmers to tell their stories and share their views. Programs that celebrate the diversity of family farming and highlight their contributions to food security and sustainable development will help to raise awareness of the key role that family farmers play both in their local contexts and worldwide.



## Feature your stories on family farming

We need your help to collecting stories that showcase the contributions of family farmers and/or highlight the challenges they face. These can come from farmers themselves, but also from the people or institutions that work with them. You can use the template provided [here](#) as a basis for stories. Submit your story with photos to [Decade-Of-Family-Farming-Secretariat@fao.org](mailto:Decade-Of-Family-Farming-Secretariat@fao.org) to have it featured on the UNDFE's [website](#)!



## Plan an event/exhibition

Celebrate the UNDFE by organizing a workshop, conference, festival, or symposium aimed at the general public or a specific audience.

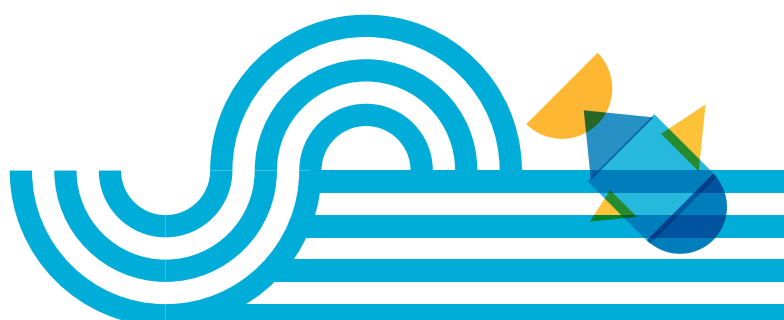
# Communication materials

Some products are already available in the six official UN languages and are available upon an **official email request to the [UNDDF Secretariat](#), attaching a signed waiver of liability.**

DOWNLOAD  
THE UNDDF  
VISUAL IDENTITY  
GUIDELINES  
[HERE!](#)

All materials can be easily shared with external partners. Please see the schedule below for an idea of when new products will be made available over the coming months.

ACTIVITIES AND PRODUCTS	DATE
Brochure	✓
UNDDF Website	24 May 2019
Social media Trello board	24 May 2019
UNDDF Poster	24 May 2019
Promo video/TV advertisement	27 May 2019
Call for human interest stories	10 June 2019
UNDDF Communications Guide and toolkit	December 2019
Activity book for children	December 2019



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