

A CELEBRATION OF KENYAN FARM HEROES

#FarmShujaaz

Overview

As part of #MashujaaDay2020, OFAB Kenya will kick start a three-month campaign to celebrate community leaders, farmers, scientists, policy makers, men and women tirelessly working to improve the way we produce our food. The social media campaign dubbed **#FarmShujaaz** will provide a platform to remind the public that biotech crops are developed with care and are wanted by everyday people.

Mashujaa Day on 20th October provides an ideal opportunity to launch the campaign. The timely campaign is grounded on shared sentiment and encourages engagement by requesting the public to nominate and tag their #FarmShujaaz.

The objectives of this campaign are to:

1. *Increase OFAB Kenya's brand awareness, following and engagement*
2. *Improve online sentiment in Kenya about GMOs and biotech crops*
3. *Enrich the type of words associated with GMOs in Kenya*

Metrics to watch:

1. *Social media engagement: Likes/reactions, shares, comments, follows*
2. *Percentage increase of positive mentions on GMOs and biotech crops in Kenya*
3. *Type of words associated with GMOs in Kenya*

To achieve these objectives, **Associates are strongly encouraged to share and amplify OFAB Kenya's content on their own social platforms with the help of the social media kit below.**

Social Media Toolkit

While OFAB Kenya will lead the promotion of **#FarmShujaaz** content, Associates are strongly encouraged to share content on their personal profiles and/or on their organization's platforms. To increase user generated content, Associates are also encouraged to persuade their followers to name and tag their #FarmShujaaz and give reasons why they celebrate them. Materials and sample posts have been provided below.

If you choose to create your own posts, please keep the following in mind:

1. *When posting on social platforms, be sure that each post includes a relevant visual element of some kind (video, infographic, photo, or other image).*
2. *Use the hashtags below as a guide. The two most important for Tuesday's push (20th October) are **#FarmShujaaz** and **#MashujaaDay**. While mentioning the term **#GMOs** or **#biotech**, ensure you include a hashtag. When posting about cassava, include the hashtag **#ThinkCassava**. Do not have more than 4 hashtags on one tweet.*

Video Links to #FarmShujaaz Campaign

Here is a link to 20 videos you could share throughout the three-month campaign starting off on the 20th October 2020.

<https://docs.google.com/document/d/1zKD1L3fjTyJsjGP7h9B-v4yrlBISLwQJ/edit#>

Image Location:

Here is a link to photos you could use throughout the campaign. Feel free to use your own as long as they align with the #FarmShujaaz campaign that is centred on celebration of Kenyans working towards improving how we produce our food.

https://drive.google.com/drive/folders/1mQrrMR_4wz0di0SXNF4I2-VYYJq_hV-W

Social Media Postcards:

Here is a link to social media postcards celebrating several policy makers who champion for biotech crops. The content in this folder will keep growing so ensure you keep revisiting. If your policy maker of choice is not included, please inform us and share his/her quote and jpeg image.

<https://drive.google.com/drive/folders/1Kh8Cciz92S1YMI3Q0Tbq9ELEevZB8KDP>

Tagging List:

To increase visibility, tag your nominated #FarmShujaaz as well as organisations and individuals on the following “tag list”:

<https://docs.google.com/document/d/1LQoCEs0xKWPhSxthnBfj2mXAV4bkSgRH/edit>

Sample Social Media Posts

1. Facebook Sample Posts

Sample One

The journey might have seemed insurmountable but on this #MashujaaDay, we celebrate Bernard Kipchumba, a cotton farmer from Barwesa, Baringo, and several progressive farmers like him. Bernard is among the first to plant #biotech cotton in #Kenya and is paving the way for others. He is among the #FarmShujaaz working to revive our textile industry! [\[upload image\]](#)



Sample Two

Catherine Otaga has borne the brunt of cassava brown streak disease (CBSD). As Chairperson of Tanga Corner Commercial Village, a community-led cassava processing plant in Busia County, she has personally witnessed the damage caused by CBSD. Catherine’s relentless spirit has led her to seek solutions for her community. She believes they lie in science and technology, and has been calling on the government to allow cultivation of #biotech cassava. On this #MashujaaDay, we celebrate Catherine and thousands of cassava farmers like her who despite the challenges continue to till our lands in order to feed this nation. They are indeed our #FarmShujaaz #ThinkCassava

[\[Attach video link - https://www.youtube.com/watch?v=2ZKor0STuSc&feature=youtu.be\]](https://www.youtube.com/watch?v=2ZKor0STuSc&feature=youtu.be)

Sample Three

Gilbert Arap Bor is no stranger to those with interest in agriculture news. This small scale farmer with a knack for words has contributed immensely towards educating the public on the importance of #GMOs in addressing various farm production challenges. On this #MashujaaDay, we recognise Gilbert's courage for taking on a misunderstood subject and celebrate his effort and determination towards demystifying modern #biotech. He rates highly among our #FarmShujazz who always encourages the masses to #TalkGMOFacts. You can read some of his articles here:

[Upload photo and include stories link - <https://nation.africa/kenya/gilbert-arap-bor-210112>]



Sample Four

Marstella Bahati is the Chairperson of Pwani Ufanisi Farmers Cooperative Society based in Kilifi county. When Marstella speaks on behalf of her farming community, she exudes passion and determination. She understands the challenges her cassava farmers face due to viral diseases such as cassava brown streak and champions for access to #biotech varieties that are resistant to this devastating disease. Beyond farm production challenges, Marstella also dedicates her efforts towards addressing market access issues. On this #MashujaaDay, we recognise her zeal to uplift our farming community in Kilifi county. She is undoubtedly among our #FarmShujaaz who encourages the public to #ThinkCassava

[Upload photo or video link]

Sample Five

“Tumeona. Tumesoma. Tunataka” is a popular slogan among members of the Society for Biotech Farmers in Kenya (SOBIFAK) that was coined following several seeing-is-believing #biotech study tours to cotton, maize and cassava trial sites. SOBIFAK members have called on the government to pave way for adoption of #GMOs and some of their members will soon be planting Bt cotton thanks to their relentless efforts. To all SOBIFAK members, we appreciate you for doing your bit to feed this nation and consider you among our #FarmShujaaz who champion for science, technology and innovation to improve agriculture.

[Upload photo]



2. Twitter Sample Posts

Sample One

Cassava is an important food security crop. Sadly, we are losing it to two devastating viral diseases. Fortunately, #FarmShujaaz like Prof. @dwmiano from @uonbi is leading #Kenyan scientists towards a solution. We celebrate you on this #MashujaaDay #ThinkCassava

[Attach blog story link - <https://cassavaplus.org/news/a-scientists-dream-coming-true-kalro-seeks-approval-to-introduce-disease-resistant-gm-cassava-2/>]

Sample Two

1/2: Maize is synonymous with food security in #Kenya. However, the crop's production is severely affected by a number of threats, key among them lepidopteran stem borers which causes over 13% crop loss, equivalent to 400,000 metric tons of maize every year.

[Upload image]



2/2: Fortunately, our #FarmShujaaz like Dr. Stephen Mugo have worked tirelessly to seek solutions that can manage stem borers. When Kenyan farmers eventually plant #biotech maize, it will be partly because of Dr. Mugo's effort and dedication. We celebrate you on this #MashujaaDay

[Upload image]

Sample Three



As you enjoy a scrumptious meal with your family on #MashujaaDay, remember to thank our farmers who toil tirelessly to ensure we have food on our table. They are the real MVPs. To them, we say ASANTE! Who are your #FarmShujaaz? Do let us know - let's tag and honour them!

[Upload image]

Sample Four

1/2: The journey towards adoption of #GMOs in African agriculture has been arduous. Today, seven countries in the region have delivered #biotech seeds into farmers' hands. At the core of this progress is @mkarembu, Director @afri_isaaa and Chair @OFABKenya Programming Committee.

[Attach video link: https://www.youtube.com/watch?v=hkV_gYdkaIU]

2/2: Dr. @mkarembu has worked tirelessly towards the creation of an enabling environment for #biotech development in #Africa. We celebrate her as one of our #FarmShujaaz for her unwavering efforts to uplift our farmers by advocating for application of technology in agriculture.

[Upload image]



Sample Five

In the corridors of Parliament, some refer to her as Mama #GMOs, thanks to her resolute support for #biotech crops. Hon. @florence_mutua has put up a spirited fight for Kenyan farmers and has always stood on the side of science. She is undoubtedly one of our #FarmShujazz.

[Upload postcard]

