This initiative of Escola do Agricultor seeks, through broadcasting programs from the mass media (radio and television), to disseminate good agricultural practices, stimulate commercial level agricultural production, transmit post-harvest management techniques, and share gender-focused marketing and sales techniques for agricultural products. Escola do Agricultor works with several partners who are interested in investing and seeing its content disseminated through this initiative, and has nationwide coverage.

ALDA ALEXANDRE BAUQUE, A SUCCESS STORY IN FAMILY FARMING

Alda A. Bauque is a farmer who has been in the business for about 8 years, at the invitation of her husband. The couple owns 2 hectares of land. Initially, they explored only half of their property, because they didn’t know how to implement some techniques to have more quality production.

“The practice of agriculture is important for us (women), because instead of depending on our husbands, we also fight to end hunger and earn some money for our livelihood, helping the family as well,” says Alda, adding that “the woman in agriculture is very important, because we work, earn money, and help our husbands with the expenses. So we feel proud that we are not dependent on our husbands.”

AGRICULTURE AS A MEANS OF PROMOTING GENDER RELATIONS

Through a partnership with TechnoServe's
**WIN - Women IN Business Program,** *Escola do Agricultor* is implementing its activities with a gender focus, impacting social rules and norms and showing women playing roles not traditionally assigned to them, as well as seeking to diversify the means of dissemination and identifying stable sources of funding to ensure sustainability in the future.

Many are the farmers who benefit from this program. **Alda** says she has learned various production techniques, such as the knowledge of the schedule for managing medicines and their control, something that many did not follow, which contributed to crop destruction. According to her, *“Escola do Agricultor has helped a lot, because it has trained young people in various techniques. Escola do Agricultor must continue, because we continue to improve the techniques. With these techniques, we were able to manage several pests and get the product to sell, and with quality, to get more customers. This program has helped improve the quality (of our product).”***

**FAMILIES TRANSFORMED THROUGH AGRICULTURE**

The program has been helping to transform the lives of farmers. As a result of the partnership between the **WIN Program** and **Escola do Agricultor**, two seasons of radio programs and one season for television have been produced and broadcast, programs are being broadcast on community radio stations throughout the country, the program is being transmitted through the 84 321 mobile phone platform in a service using Interactive Voice Response (IVR) systems, and the first part of an impact study of the program has been carried out, and the mid-term evaluation of the program will be completed in October 2021.

Alda ends by saying that through the program *“we started as small farmers, then we bought cars so we could make deliveries, we got more customers, and our lives got better too. We have educated our children. I advise other women who are sometimes afraid to do farming, to come and work as farmers, so that we can stop depending on our husbands and have a better life. And I hope that the program continues, so that we can improve. Because by learning, we do more. Escola do Agricultor must exist for us to learn more and improve more!”***

Today the couple manages to produce on the 2 hectares of land they own and with quality, thanks to the techniques learned through the program and they hope to expand their production to another four hectares they own in Matutuíne, Maputo province.

**The new season of Escola do Agricultor is being broadcasted in several community radios throughout the country, in Portuguese and in local languages.**

Written by Deyzes Pereira, Senior Business Advisor for the WIN Program, TechnoServe.