



International Federation of Agricultural Journalists



## Join the IFAJ/Agriterra 2015 "Exposure-4-Development" Zambia media tour !

Following the great success of the Kenya tour in 2012, the Uganda tour in 2013 and the Tanzania tour in 2014, IFAJ and Agriterra are proud to offer 15 IFAJ journalists again the opportunity to have a first-hand look at farm issues in the developing world. By organizing a 6-day tour for a select group of experienced journalists to Zambia, our aim is to enable you to take a look beyond the images of hunger and poverty in Africa to explore a vibrant continent full of initiatives and business opportunities to boost agricultural production and economic development.

### *What will the program look like?*

You will travel to Kenneth Kaunda International Airport. The airport is close to Lusaka, the capital of Zambia and the largest city of the country. You will meet up with colleagues and with local experts who will take you to hotspots where fighting poverty is real and ongoing, where farmer-led initiatives are developed to improve the economic position of farmers. We focus on the difference that organized farmers make in development. In the provisional program, excursions and stops will include:

- dairy cooperative, dairy farmers and milk processing company
- vegetables and fruit, small holders and cooperative processors
- local market
- national farmers' organization
- official opening of the AGCO Future Farm
- coffee or tea cooperative
- interviews with government representatives
- meeting with Zambian agricultural journalists
- financial institutions for small holders
- several wonderful and unforgettable spots in the Zambian countryside

And what's more: thanks to our sponsors **you only pay 300 Euros** for the tour that is being provided within Zambia! IFAJ can offer 15 members a seat on the Exposure-4-Development tour, for which you have to take care of your own travel expenses to Zambia. All excursions, hotels, meals, and transport costs will be covered. The tour is organized/coordinated by Agriterra on behalf of IFAJ, drawing on Agriterra's extensive network of contacts in Africa.

### **Date:**

Arrival: Monday 25 May - arrival at hotel near Lusaka  
Departure: Sunday 31 May - End of program

### ***Professional obligations***

Those journalists who take part in the tour will share their experiences in oral, written, PowerPoint or other media, with their own agricultural journalists guild and the IFAJ and Agriterra through newsletter or web articles. This is a separate commitment from your professional role in writing/broadcasting stories for your audience.

### ***Selection of the journalists***

There is room for 15 journalists on the media tour. This means that there are tight selection criteria. The IFAJ has delegated the selection to the national guilds, who will make sure that the final applicants meet all criteria. The tour is privileged to those who have not participated in the previous E-4-D tours, unless there are enough seats left.

In order to be transparent, the national guilds will use the point system for the selection of journalists. This system and the criteria are agreed upon by the IFAJ Executive committee and will be followed by the national guilds. Both the application form and the selection criteria are attached to this invitation.

Experienced journalists who wish to apply for a seat on the tour must send their application to their guild. Each guild selects two applicants to put forward: a winner and a reserve. If 15 guilds have at least one applicant who fulfils the selection criteria, the organizers will invite participants from all 15 countries. If fewer than 15 guilds have eligible applicants, the organizers will invite some of the reserves.

### ***Do you want to join us to Zambia?***

**Are you ready for an unforgettable experience, for a firsthand look at food production in a developing country, its problems and solutions, for some great stories? Fill in the application form right away and send this to your national guild no later than March 6.**

