



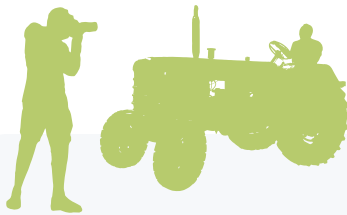
Celebrating Agriculture in the News

Agricultural industries are a cornerstone of livelihoods and lifestyle in the Pacific. It is estimated up to **80%** of Pacific Island populations depend on the agricultural sector for food, social, and/or financial security (SPC 2015).

The Celebrating Agriculture in the News (CAN) project was a joint initiative of ABC International Development and the Australian Centre for International Agricultural Research (ACIAR).

The project started with a competition open to journalists in Fiji, PNG, Vanuatu, Samoa, Solomon Islands, Tonga, Kiribati, and Tuvalu. They were asked to submit digital, visual, print, video, or audio content pieces for judging by an expert panel.

In the second phase of the project, competition winners were invited to attend the Pacific Week of Agriculture (30/09/19 – 04/10/19) and participate in a 5-day masterclass attached to the event.



The goal of the CAN Competition and Masterclass was to build the capacity of Pacific agriculture journalists so that they can better inform their communities about agricultural and related issues.

Impacts

61 unique pieces of content produced (social media updates, tv, print, digital).

75% of participants rated their ability as 'good' or better in every tested skill after the masterclass.

100% of participants said they felt confident about their ability to report on agriculture events in the future.

92% of participants rated their regional agriculture knowledge as 'good' or better after the masterclass.

Masterclass participants said:

"I have learned new things, made new friends, and I can't wait to use my learning in my work"

MC participant, Fiji

"This week has shown that agriculture is cool and worthy of being printed."

MC Participant, Samoa

"I see the importance of agri-reporting. I am now focused and know what to look for."

MC participant, PNG



Image credit: Talei Tora

Participation

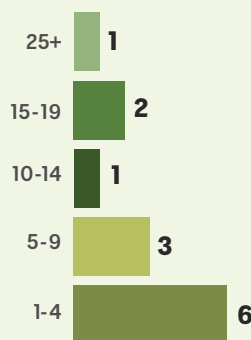
36 journalists applied

16 competition finalists

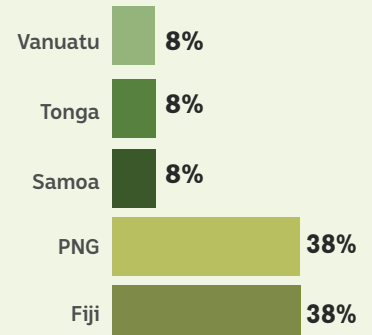
13 masterclass participants



Participants' years of journalism experience



Participants' countries of residence



Content Highlights

Selected content produced by masterclass participants following the Pacific Week of Agriculture



[Iliesa Tora, Tonga](#)



[Mereoni Mili, Fiji](#)



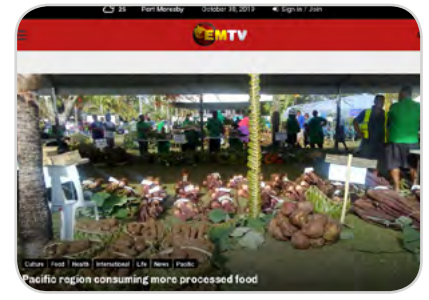
[Cedric Patjole, PNG](#)



[Elizabeth Ah-Hi, Samoa](#)



[Jean Pierre Niptik, Vanuatu](#)



[Lillian Keneqa, PNG](#)

EMTV Case Study

As a result of the CAN project Papua New Guinea's largest commercial television station, EMTV, is currently reviewing a proposal to produce and broadcast an agricultural program in PNG. After the masterclass, participant and EMTV journalist, Adelaide Kari, organised professional development with ABC editors in Brisbane to extend her learning. She and fellow participant and EMTV journalist, Lillian Keneqa, are enthusiastic about continuing to implement their new skills in practice

Images credit: Pip Courtney



Adelaide Kari and Lillian Keneqa from EMTV



Adelaide Kari in the ABC Brisbane studios

