



TV UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

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Programme No. 965

Length: 3'10"

FAO HONORS SMALL FARMERS IN JORDAN

VIDEO

AUDIO

FARMER

NARRATION

The Hashemite Kingdom of Jordan faces an enormous challenge. How to feed its five million people when only five percent of its land is farmable. Spending nearly two hundred million dollars a year just to import food, Jordan knew it had to find a solution...and quickly.

FIDDAH WITH SON WORKING

And it did just that. . How? By harnessing the power of the small farmer. (22.5)

In a move that's part innovation...and part miracle, Jordan managed to turn small rural farms into major food suppliers and in so doing, changed the life of local farmers in ways they could never have imagined. (13)

LANDSCAPE

It's all part of a multimillion dollar national strategy – a joint effort of the government and the United Nations Food and Agricultural Organization, FAO. Awni Taema, Director-General of Jordan's Ministry of Agriculture says all the farmers

needed were up-to-date training...and a small investment. (18)

TEAMA ON-CAMERA

TEAMA: (In Arabic)

“We face a challenge in Jordan. We have to use new technologies and modern farming techniques to utilize these small farmable pieces of land to produce enough to secure food for the whole country.”

FIDDAH ON-CAMERA

FIDDAH: (In Arabic)

“They have brought in agricultural engineers... who come with us into the field... and teach us how to farm “ (6.5)

FIDDAH WITH SON IN FARM

NARRATION

Fiddah Ibrahim Al-Dayaat is just one of thousands of farm owners now taught modern and cost-effective farming techniques -- like how to harness the sun as a non-chemical pesticide – and how to use easily available fertilizers to boost their crops. And she’s just one of thousands to receive a small loan to modernize and expand their farms. (22)

NEW GREEN HOUSES

With a few thousand dollars, Fiddah built a pond to create year-round irrigation...and constructed ten green houses in which to grow vegetables in controlled conditions. (10)

FIDDAH HARVESTING/IN THE
MARKET

So just how successful is Jordan's campaign?
The country has seen its food production
increase by nearly fifty percent in less than five
years and today, it exports its agricultural
products to more than thirty-three countries
throughout the Middle East and Europe. (15.5)

FIDDAH AND MEDAL

As for Fiddah, it also brought her something
deeply personal -- in 2003 she was made
"Farmer of the Year" and awarded a medal for
dedication and productivity. An unexpected honor
for a woman who only a few years ago worried
about putting food on her table. (17.5)

LOGO

This report was prepared by United Nations
Television. (3)