



# LOBO PA LUPUR' THE FARMING WORLD 102 MEGA FM

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# 102 MEGA FM

- **Mega Fm:** 102 mega fm is a radio station based in northern Uganda in the heart of Gulu town

# Radios are the most used means of communication in Uganda

- Radios are the most used means of communication in Uganda and Africa at Large. In N. Uganda its considered to be the most cost effective means of communication

# A farmer listening to radio



# Grace talking to farmers on group formation.



# Farmers field day organized by Mega Fm



# OFSP FOR SALE ON THE DAY



# Farmers listening to a cooperative officer During the day.





# A BANKING OFFICIAL TALKING TO FARMERS



# Cookies made from OFSP



# A child enjoying OFSP Cookies



# TRAINING

- We had series of training here at the station where farmers were trained on how to make Juice and cakes from Orange fleshed sweet potatoes, how to make candles and medicine from bee products, how to make animal feeds from maize etc.

# Marketing OSFP .



# Marketing OFSP.



# Farmers back to school



# PLANS FOR PROMOTION OF OFSP.

- Introduction of school farms
- Have a training for bakery owners and chapati makers
- Plan to sponsor the lunch request hour
- Have a billboard promoting OFSP
- Sending sms to some farmers urging them to plant OFSP