



FEED THE FUTURE

The U.S. Government's Global Hunger and Food Security Initiative

Feed the Future Country Fact Sheet

Online Version: <https://feedthefuture.gov/article/video-workshops-and-toolkit-offer-crash-course-agriculture-projects-sub-saharan-africa>

Video Workshops and Toolkit Offer Crash Course to Agriculture Projects in Sub-Saharan Africa

Inexpensive video production has become a viable way for agricultural organizations to communicate with beneficiaries, donors, and the public. And it's not just posting on YouTube.

Devices such as handheld projectors and tablet computers have come down in price, enabling practitioners to disseminate to farmers in rural areas with minimal technology. Social networks—just a few years ago only the purview of wealthy countries—are now truly global. In regions with electricity, a well-executed video can now go viral – and become more impactful than the slickest behavior change campaigns of decades past.

[Continue reading the blog post and watch a video on the USAID IMPACTblog](#)