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RADIO MICAH: A COMMUNICATION TOOL TO SERVE AGRICULTURE IN AFRICA

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Radio Micah was launched in Lomé on May 1, 2015 by its founder, Mr. Attivi, Okey to broadcast programmes to listeners online with the goal of transmitting content about Togolese agriculture on the airwaves and thereby increasing the visibility of the work performed by the community, various supervisory authorities, national and international organisations. The company MICAH FARM S.A.S recognized and responded to the need for a suitable communication medium, resulting in the birth of Radio Micah. The intentions behind the creation of Radio Micah can be summarised in the following statements:

- Radio Micah, the Farmer's Voice, is an initiative of the MICAH FARM S.A.S agricultural society, which works in the production, promotional and distribution sectors of agriculture, dealing with agricultural products, breeding, farms, and the importing and exporting of commodities.
- Radio Micah is the voice of the agriculturalist and a dynamic website containing both written and audio-visual information.
- Radio Micah, the Farmer's Voice, presents programming in French, English, and various indigenous languages of Togo, such as Ewé, Kabyè, etc. Broadcasting from our website, www.radiomicah.com, and from our Android app, we discuss issues of interest and importance to farmers, as well as matters pertaining to our organisation.

Conscious of the fact that our African homelands cannot experience development without particular emphasis being placed on agriculture, the Togolese people launched the National Agricultural Investment and Food Security Programme (Programme National d'Investissement Agricole et de Sécurité Alimentaire, or PNIASA) in 2011. Its areas of focus are threefold, namely the creation, distribution, and adaptation of technologies which could have a significant impact on three subsectors of the agricultural industry: plant, animal, and fish production. Enthusiastic and supportive towards this undertaking, and indeed Togolese agriculture in general, Radio Micah wishes to shine a spotlight on PNIASA and serve as a medium of communication for all participants therein. Specifically, our vision is to create a forum where all players in African agriculture can exchange their views, share their experiences, and suggest improvements. The vision of the Farmer's Voice, according to its founder, Mr. Attivi, Okey is thus: "We intend to impact the agricultural industry through our radio programmes. Our reporting is meant to vitalize this growing sector and involve African youth at the centre of it." At present, Radio Micah has two studios. One, in Lomé, houses its production studio, where the network's content is created, while another in Canada hosts a team of dynamic, young anchors and correspondents on the North American continent.

Radio Micah, the Farmer's Voice seeks to be a leader in information technology and heighten public awareness on agricultural matters. Our ambition for the future is to expand the scope of our coverage, educating more and more people by reaching out on the FM airwaves and by satellite.