



2014 INTERNATIONAL YEAR OF FAMILY FARMING



What is International Year of Family Farming?



In 2008 the **World Rural Forum**, a global alliance of family farming organisations, launched an initiative for the United Nations to declare an International Year of Family Farming.

350 organizations from 60 countries on 5 continents supported this initiative.

At the 66th session of the General Assembly of the UN the year 2014 was formally declared to be the International Year of Family Farming (IYFF).



Who is responsible implementing IYFF 2014?



UN

The FAO is responsible for facilitating its implementation, in collaboration with UN member Governments, the UNDP, IFAD, the CGIAR

Civil Society

World Rural Forum led by an *IYFF 2014 World Consultative Committee*

Brendan Hoare is the Oceania representative on the *IYFF 2014 World Consultative Committee*

<http://www.familyfarmingcampaign.net/>



In March 2013 he established an NZ Steering Committee for IYFF-2014* in New Zealand to work with all interested and affected parties on developing events and publicity for the year in NZ.

- **Brendan Hoare** (Managing Director, Organic Systems) – Convener / Chair
- **Richard Fitzgerald** (Past CEO Young Farmers) – Community, Industry Liaison / Sponsorship
- **Dr Jane Adams** (independent consultant) – Research / Programme co-ordination
- **Dr Christine Dann** (writer and policy analyst) Publicity and Communications Manager
- **Kiera Jacobson** (Rural Women NZ) – Secretariat

See <http://nzfamilyfarming.wordpress.com/>



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What is the prime objective?



Promote, strengthen, and support family farming

Four specific objectives are:

1. Support the development of policies conducive to sustainable family farming
2. Increase knowledge, communication and public awareness on family farming
3. Attain better understanding of family farming needs, potential and constraints and ensure technical support availability
4. Create synergies for sustainability

Opportunity of IYFF for NZ?



- Create discourse across the primary sector and with ourselves and our city cousins
- Collaborate to find out more: Sharing of information, combined events, research, lobbying, programmes of support to improve health, wellbeing, financial security, education and planning for succession, marketing, compliance, quality assurance etc
- Provides an opportunity to celebrate and publicise the important role that families play in rural sector and primary production
- Offers the opportunity to link with international events and initiatives that support FF

Our Approach



Systems approach

- ✓ **Positive**- Identify issues and opportunities and collaboration
- ✓ **Inclusive** - Acknowledge existing activities
- ✓ **Rigorous** - Gap analysis and opportunities for collaboration
- ✓ **Leadership** - Stimulate national dialogue and action

Key events to date:

2 October 2013– Key stakeholder meeting

24 November 2013 – Launch, Parliament , Wellington

Agreed Actions for 2014



1. Share knowledge and information – website, media

2. Film festival - creative

3. Lead forum in agreed critical issues

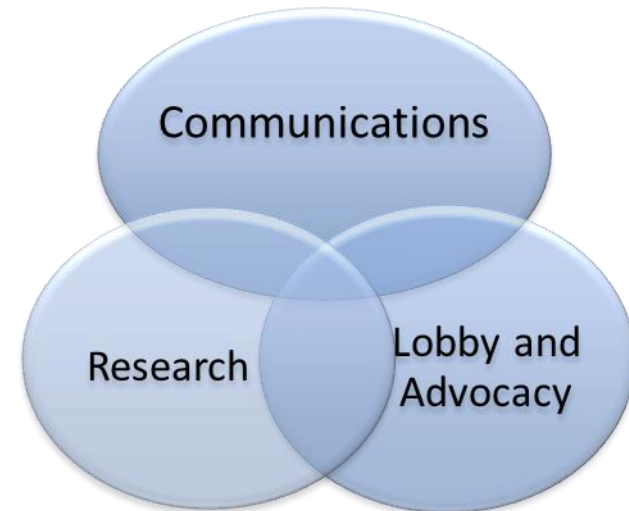
✓ Debt

✓ Succession

✓ Rural Connectivity

✓ NZ identity

✓ Sustainability - Water, Energy, Biosecurity, GMO



Founding sponsors:

Beef and Lamb

Vodafone

Want to know more, or be involved ?



Talk to me

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