

Pro IYFF Campaign coordination:
WORLD RURAL FORUM-WRF

**MOTIVATE
YOURSELF
AND SUPPORT
THE CAMPAIGN**

IN FAVOUR OF THE
DECLARATION BY THE UN
OF THE INTERNATIONAL
YEAR OF FAMILY FARMING.

**Campaign in favour of the IYFF
FOR OFFICIAL SUPPORT**

Visit the IYFF web:
familyfarmingcampaign.net

or write to:
secretary@familyfarmingcampaign.net

Activities to be performed:

- Circulate the conceptual document of the IYFF, the poster of the campaign, etc.
- Organise meetings, conferences and other activities about the campaign.
- Promote the Campaign in the media.
- Obtain other private or (and) public supporters, (municipalities, regional and national governments, universities, etc.)

**FEEDING
THE WORLD,
CARING FOR THE EARTH**

2009-2010 CAMPAIGN
International Year



**of Family
Farming**

www.familyfarmingcampaign.net

Objective

THE DECLARATION BY THE UNITED NATIONS, IN 2011 OR 2012 OF THE INTERNATIONAL YEAR OF FAMILY FARMING-IYFF

Family agriculture represents a way of life with a future. It is capable of guaranteeing food for humanity in a sustainable manner while taking care of the ecosystem, of the planet and respecting traditions and cultures.

The breakdown of objectives is as follows:

- To promote active policies in favour of the sustainable development of family agriculture.
- To strengthen the legitimacy of rural associations and farmers' organizations.
- To increase the awareness on the part of civil society and all social agents of the decisive role of family agriculture in the sustainable production of food and in the conservation of the ecosystem and biodiversity.

Achievements contemplated:

- Outstanding recognition of the United Nations, of international organisations, of governments and of civil society, of the essential function of family farming.
- Greater social and political recognition and legitimisation of farmer's organisations as useful partners with public powers.
- The creation, enlargement or strengthening of national and international platforms as instruments to develop policies and strategies to defend a sustainable future for family farming.
- The approval of substantial budgets aimed at providing better and greater infrastructures and services in rural areas and in family agriculture.
- Progressive recognition of the specific status of rural women and the creation of supporting tools directed to investment, credit, ownership, etc. for women in the farming sector.
- Legal framework which regulate and protect, in an effective manner, ownership of the land in its different forms: family, communal, indigenous, cooperative, etc.
- Increase in rural employment, especially among young people.
- Technical and economic boost to agrarian research.
- Increase in training programmes and the reinforcement of skills.
- Increase in social awareness about the importance of family agriculture.
- Increase communication at world, regional and national level that foments the will, on the part of urban society, to encourage the rural areas.