

INTERVIEW TO SMALL FARMERS



AgriXPlainer

Description of the activity

Interview with a farmer encourages him to be contributing information that will be useful for future policy design, or that will contribute to change that will have a long-term impact by helping industry organizations, government departments and others better interact with farmers in general.

The farmer might perceive that they gain from the interviews because they can:

- Feel **validated** as a person through having an opportunity to convey their expert knowledge
- Take a break from their work to talk to someone else (farming is an occupation that can be tedious and isolated)
- Achieve an added understanding of something important to them including enhanced **self-awareness**
- Develop an enhanced sense of purpose and enjoy the **prestige** and the **attention** of being involved in the interview

Easy operations to be replicated

- **Define a clear reason and goal for the interview.** Goals and objectives should be the driving force for every question asked in an interview. The more specific the objectives, the easier it is to create questions and extract the appropriate answers for analysis.
- **Identify the Farmer:** Find a farmer who is willing to participate in the interview. You can reach out to local farming organizations, agricultural cooperatives, or agricultural extension services to connect with farmers who may be willing to share their experiences.
- **Set Up the Interview:** Contact the farmer to schedule a convenient time for the interview. Make sure to explain the purpose of the interview and how the information will be used.
- **Prepare Questions:** Develop a list of questions that will help you understand the challenges and issues faced by the farmer in their agricultural activities.
- **Ask for Examples:** Encourage the farmer to provide specific examples or anecdotes that illustrate the challenges they face in agriculture. This can help you gain a deeper understanding of the issues at hand.

- **Discuss Potential Solutions:** In addition to understanding the problems, it can also be helpful to discuss potential solutions or strategies that the farmer believes could address these challenges.

Expected outcomes

Purpose	Added value	Target Audience
Increase the knowledge and familiarity of taking an interview with a farmer	Interviews offer a unique opportunity to deliver messages to a wide audience quickly	<ul style="list-style-type: none"> ● Farmers ● Farm families ● General rural population

Type of experts to be involved

- Videomakers
- Photographers
- Journalist (optional in case you need help with interview questions)

Requirements

Geographical requirements	Type of products	Legal requirements
An interview can be distributed globally through internet platforms like Youtube, Facebook etc.	You can connect any product you wish with the objective of the interview.	You should avoid publishing details about farmer's private life that will embarrass or humiliate him.

Tips & tricks/successful case study

1. Learn about the farmer and their farm beforehand.
2. Understand the specific aspects or practices you're interested in discussing.
3. Begin with a polite and concise introduction.
4. Make an effort to fit in, and behave in a way that you think the farmer expects.
5. Think of the interview as a purposeful conversation.
6. Recognize that the farmer may see the interview as an opportunity to create or bolster their identity.
7. State who you are, and your purpose, and express genuine interest in their work.
8. Clearly state the purpose of the interview, its duration, and how the information will be used.

9. 9. If it's for a specific project or publication, share details.

10. 10. [A nice example from interview with small farmers](#)

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union