

BRIA in Collaboration with Partners Launches “Farmers Love Seed”



After two successful years of “Farmers Love” TV series, “Farmers Love Seed” is back on Channel 5 in mid-2016. The TV series is one of the media-based approaches BRIA has employed to extend its reach to a mass of farmers with different key messages to promote safe, responsible, and sustainable farming practices. BRIA and BASF (Thai) Limited in close cooperation with Rice Department (RD) have put on “Farmers Love Seed” to offer knowledge on quality seeds and seed management to the audience. The series started airing on 3 June, from 15:35 – 16:00 on Channel 5, a free TV with nationwide coverage.

Presently, Thai rice farmers need more than one million tons of good quality seeds per year for their rice farming whilst the public and private sectors could produce only 600,000 tons per year. Without a doubt, there is a need for the RD to increase Rice Seed Centers across the country as well as provide necessary support to farmers and encourage them to produce ‘quality seeds’ by themselves. In addition, the foundation of community seed banks or seed villages nationwide will help farmers to cooperate with the seed centers to become self-reliant.

Compared with the previous two series in 2014 and 2015, this year, BRIA expects to attract a wider audience since the series is being aired on Free TV with a wide range of target groups. “Farmers Love Seed” consists of the following episodes:

Episode	Content	Air Date
1	BRIA Project Background and Introduction	3 June
2	Flashbacks of Farmers Love Safety and Farmers Love Soil	10 June
3	Talk with Local Seed Expert	17 June
4	Talk with Local Seed Expert	24 June
5	Junior Farmer Selection	1 July
6	Knowledge about Quality Seeds	8 July
7	Production of Breeder and Foundation Seeds	15 July
8	A tour of rice seed center or seed village – where farmers can buy ‘quality seeds’	22 July
9-13	How farmers produce quality seeds (from production planning, land preparation, seed selection, cultivation, harvest, drying to storage)	29 July-2 September, except on Mother’s Day
14	Talk with Junior Farmers: What have they learned about seed and rice farming?	9 September
15	Program Conclusion	16 September



Apart from the knowledge on 'quality seed' and 'seed production,' the program also features a video clip contest under the theme of 'what would you say if you were a farmer' for high school students to participate in. This approach aims to attract more attention from younger generations especially from farmer families.

What's so special about "Farmers Love Seed"?

By watching these TV episodes, farmers will gain technical knowledge on how seeds are produced in detail from RD experts, and BRIA and BASF will also provide insights into different varieties of quality seeds (breeder, foundation, certified and registered seeds), reliable sources to buy quality seeds and how to produce good quality seeds by themselves.

The "Farmers Love Seed" TV series will shed light on seed management and how quality seed could help reduce the amount of seed by 50% per hectare according to RD, and increase productivity by 10%. Once cost is reduced, BRIA believes that profit for farmers will be improved.

Whatever seed you choose, you need 'Quality Seed' - International Rice Research Institute

"Rice seed is the heart of Rice Department; we need to produce up to farmers' needs," proclaimed Mr. Anan Suwannarat, RD Director-General, to highlight the important role that good quality seed plays. He said that RD fully supports the provision of knowledge on seed production to contribute to better rice quality. He commended "Farmer Love Series" for teaching farmers nationwide about such appropriate farming practices as soil sampling for analysis, soil testing, bookkeeping, land preparation, water management, better seed management, and proper use of personal protective equipment (PPE).