

THE PICTURE BOX



An example of a card

80 PICTURE cards illustrate the every day life of a single farmer and the problems he is confronted with: production, transportation, exports, the market, farmer organisations, devaluation and the influence of the global market. The cards are used for training illiterate African farmers.

Made by Optimum Rural (Cameroon), in cooperation with RONGEAD and the financial support of the European Commission (DGVIII Training action and cultural cooperation), the picture box is designed as an educational tool. It is also a practical guide and connects pictured images with local African realities.

This box allows farmer organisations, rural companies and rural entrepreneurs and their promoters to gain a better understanding of the rules and interests that influence the trading of their products; it is also directed at African development agencies and officials.

The cards can only be seen at RONGEAD's head office