



REPUBLIC OF LIBERIA
MINISTRY OF AGRICULTURE



NATIONAL AGRICULTURE FAIR (NAF)
2024

PUBLICITY AND PUBLIC AWARENESS PLAN

THE NATIONAL
**AGRICULTURE
FAIR | NAF 2024**

Theme

Promoting Agriculture
for Food Security, Nutrition
& Sustainable Development

Booker Washington Institute (BWI),
Kakata, Margibi County

Venue: Booker Washington Institute (BWI) Campus, Kakata,
Margibi Count (*National Level, & across all 15 counties for County-
Level Agriculture Fairs*)

Date: November 27 – December 6, 2024



Background:

The National Agriculture Fair (NAF) is a key annual event in Liberia, celebrating the nation's agricultural achievements, innovations, and potential. Scheduled for 2024, the fair will adopt the theme “**Promoting Agriculture for Food Security, Nutrition, and Sustainable Development**” taking place at the Booker Washington Institute (BWI) in Kakata, Margibi County. The event will include a series of activities, beginning with county fairs on November 27-28, followed by a National Farmers Conference on December 2-3, and culminating in the main fair from December 4-6. This series aims to actively engage local farmers, value chain participants, policymakers, and international stakeholders.

Objectives:

1. **Raise Awareness** – Ensure the general public, farmers, stakeholders, and policymakers are fully informed about the fair’s objectives and activities.
2. **Engage Farmers and Stakeholders** – Mobilize active participation from all 15 counties, ensuring farmers, cooperatives, and stakeholders are engaged.
3. **Showcase Liberia’s Agricultural Achievements** – Highlight the progress, successes, and innovations in Liberia’s agricultural sector.
4. **Enhance the Ministry of Agriculture’s Visibility** – Position the Ministry as a leader in driving agricultural transformation and food security in Liberia.
5. **Raise Farmers' Message:** "Lets Grow More, Eat Some, and Sell Some."
6. **Recognition:** "Celebrate the Best in Liberian Agriculture."

Key Messages:

The central message for NAF 2024 is “**Liberians Feed Yourself**”, emphasizing a commitment to enhancing food security and promoting sustainable agricultural practices throughout Liberia.

Strategic Approach:

To maximize outreach and visibility for the NAF 2024, the Publicity and Public Awareness Committee has devised a comprehensive communication strategy employing a three-phase approach:

1. **Pre-Event Phase:**
 - Engage traditional and digital media, alongside grassroots communication channels, to cultivate excitement and awareness.
 - Utilize storytelling and content creation to illuminate key themes and participants.
2. **During-Event Phase:**
 - Provide live coverage of the events through various media platforms to enhance engagement and public knowledge of the event’s activities and impacts.
3. **Post-Event Phase:**
 - Disseminate outcomes, insights, and success stories from the fair to maintain momentum and ongoing engagement.
 - Assess the event’s impact and communication efforts to refine future strategies.

Alignment with National Goals:

The NAF 2024 aligns with the Ministry of Agriculture's (MOA) vision to strengthen Liberia's food security agenda and contribute to national development. By engaging a wide range of stakeholders, the fair seeks to forge a unified vision for the future of agriculture in Liberia, consistent with the National Agriculture Development Plan (NADP 2024-2030).

The Communication Strategy for NAF 2024 aims not only to celebrate achievements in Liberia's agriculture sector but also to create an actionable platform that nurtures collaboration, innovation, and a commitment to sustainability. Through focused communication efforts, the strategy will elevate the profile of the fair and highlight the critical role of agriculture in national development.

Target Audience

1. Farmers and Agricultural Workers
2. Agricultural Organizations, NGOs, and Cooperatives
3. Government Officials and Policymakers
4. The General Public
5. Media Outlets (Local, National, International)

Communication Channels

1. **Traditional Media** – Newspapers, radio, TV, and print materials.
2. **Digital Media** – Social media platforms (Facebook, LinkedIn TikTok, etc.), Ministry of Agriculture (MOA) website, and other electronic platforms.
3. **Print Materials** – Banners, brochures, and event programs.
4. **Community Engagement** – Town hall meetings, other social gatherings, MICAT Press Briefing, radio talk shows, and direct community outreach across counties.
5. **Live Online Media Coverage** – live broadcast and streaming for broader outreach.

Publicity Phases and Budget

Phase 1: Pre-Event Publicity (October - November 2024)

Objective: Build anticipation, ensure nationwide awareness, and mobilize participation across Liberia.

Total Budget: **\$15,250**

1. **Announcement Press Release & Radio Appearances**

Objective: Officially announce the event, planned activities, and its significance.

Budget: \$1,500

Justification: This will consider the airing of announcements, Press releases, and as well



fund three major radio appearances on key stations (ELBC, Spoon, ECOWAS Radio) to reach a wide audience. This initial communication will build credibility and awareness of the 2024 NAF.

2. **Social Media Campaign (Boosted Facebook Page and, coordinate with key other social media platforms)**

Objective: Create excitement by engaging a wide digital audience with countdowns, event updates, and participant stories.

Budget: \$500

Justification: A boosted Facebook campaign will ensure broader digital engagement, including urban youth and tech-savvy audiences.

3. **Radio/TV Spots & Jingles (Development, production & Airing)**

Objective: Develop, produce and air jingles in rural areas, where radio is the primary medium of communication (October 8 – December 13, 2024).

Budget: \$4,000

Justification: Costs include both the development of content (jingles) and airing on stations in all 15 counties to ensure extensive coverage.

4. **Design & Printing of Visibility Materials (Banners & Brochures)**

Objective: Enhance event visibility through eye-catching banners and brochures in public places across counties.

Budget: \$3,500

Justification: Funds will cover high-quality banners, and brochures to increase awareness of the NAF across key locations.

5. **Publicity Team Outreach (Radio Talk Shows, Town Hall Meetings)**

Objective: Maintain consistent engagement through county-level support engagements via radio talk shows and town hall meetings with farmers and stakeholders.

Budget: \$3,450

Justification: Costs cover DSA for team members, fuel, and logistics for outreach in remote areas, ensuring personal engagement.

6. **Communication Cards (Data & Voice Calls for Team Members)**

Objective: Ensure efficient internal coordination and communication for team members.

Budget: \$300

Justification: This ensures seamless communication and coordination between committee members during pre-event preparations.

7. **Video Documentaries on Four MOA Departments (5-Minute Profiles)**

Objective: Create documentaries showcasing achievements in each MOA department to broadcast during the fair and on social media.

Budget: \$2,000

Justification: Professional video production will highlight the Ministry's impact and foster public interest.

Phase 2: During-Event Publicity (November 2024)

Objective: Maximize real-time event engagement, live coverage, and media visibility.

Total Budget: **\$17,100**

1. Farmers' Conference & National Agriculture Fair Live Coverage

Objective: Provide live broadcasts of key moments from the Farmers' Conference and the main National Agriculture Fair event.

Budget: \$6,000

Justification: Live coverage will allow real-time participation by those unable to attend, reaching both national and international audiences.

2. Cultural Performances at the Fair

Objective: Showcase Liberia's cultural heritage, entertaining the event guests, promoting agricultural unity and diversity.

Budget: \$3,000

Justification: Funding covers performances that entertain and educate, tying together cultural pride with agricultural progress.

3. Jackets, T-shirts, and Caps for Branding

Objective: Promote event branding through official wear worn by participants and MOA staff at the fair.

Budget: \$4,500

Justification: Branded items will increase visibility and create a sense of unity among attendees and officials.

4. Essay Competition (four selected senior High School Level) - Prizes for 1st, 2nd, and 3rd Place

Objective: Engage high school students in the agricultural dialogue by encouraging them to write about farming innovations.

Budget: \$600

Justification: This small but impactful initiative will inspire the younger generation to think critically about agriculture's role in Liberia's future.

5. Accommodation for 5 members of the Publicity and Awareness Team (5 Days)

Objective: Provide accommodation for the publicity team during the event.

Budget: \$2,000

Justification: This covers lodging for the Publicity Committee members to ensure their presence and participation during the events.

Phase 3: Post-Event Publicity (December 2024)

Objective: Reflect on the fair's success, thank participants, and further solidify the Ministry of Agriculture's positive public image.

Total Budget: **\$1,400**



1. **Thank You Press Conference**

Objective: Publicly thank partners, participants, and the media for their contributions and support of the event.

Budget: \$1,000

Justification: This will enhance goodwill and provide an opportunity to formally share the success stories from the event.

2. **Post-Event Press Appearances on Key Radio Stations**

Objective: Recap the event's success, recognize award winners, and reinforce the Ministry's role in promoting agriculture.

Budget: \$400

Justification: This ensures that the event's highlights are shared with the wider public through key media outlets.

Work Plan Overview

#	Activity	Objective	Justification	Implementation Period	Expected Outcome	Cost (USD)
1	Phase 1: Pre-Event Publicity					
2	Announcement Press Release & Radio Appearances + MICAT	Officially announce the event and its significance.	Builds credibility and raises awareness of NAF 2024.	October 10-15, 2024	Increased public awareness of the fair.	\$1,500
3	Social Media Campaign	Create excitement through digital engagement.	Engages tech-savvy audiences and increases visibility across platforms.	October 15 - November 10, 2024	Increased online engagement and participation.	\$500
4	Radio/TV Spots & Jingles	Develop, produce, and air jingles for rural audiences.	Ensures extensive coverage in areas where radio is the primary medium.	October 15 - November 5, 2024	Enhanced awareness in rural communities.	\$4,000
5	Design & Printing of Visibility Materials	Enhance visibility through banners and brochures.	Eye-catching materials will attract attention and inform the public.	October 20 - November 10, 2024	Increased visibility of the fair across counties.	\$3,500
6	Publicity Team Outreach	Engage communities through town hall meetings and radio talk shows.	Direct engagement with stakeholders ensures their involvement and addresses concerns.	October 20 - November 5, 2024	Strengthened relationships with local farmers.	\$3,450
7	Communication Cards	Ensure efficient internal communication among team members.	Facilitates seamless coordination during preparations.	October 20 - November 5, 2024	Improved communication within the team.	\$300
8	Video Documentaries on MOA Departments	Showcase departmental achievements through 5-minute profiles.	Highlights the Ministry's impact and fosters public interest.	November 1-10, 2024	Increased public interest in the MOA's initiatives.	\$2,000
9	Total for Pre-Event Phase					\$15,250
10	Phase 2: During-Event Publicity					

11	Live Coverage of Farmers' Forum & Fair	Broadcast key moments from the events live.	Enables participation from those unable to attend, reaching a broader audience.	November 15-20, 2024	Increased national and international engagement.	\$6,000
12	Cultural Performances at the Fair	Showcase Liberia's cultural heritage through entertainment.	Ties cultural pride to agricultural progress and promotes unity.	December 4-6, 2024	Engaged audience and positive experience at the fair.	\$3,000
13	Jackets, T-shirts, and Caps for Branding	Promote event branding through official wear.	Increases visibility and creates a sense of unity among attendees.	December 1-6, 2024	Enhanced event branding and recognition.	\$4,500
14	Essay Competition	Encourage high school students to engage in agricultural discourse.	Inspires critical thinking about agriculture's role in Liberia's future.	November 15-20, 2024	Increased youth involvement in agriculture.	\$600
15	Accommodation for Publicity Team	Provide lodging for the publicity team during the event.	Ensures team presence and effective participation.	December 1-6, 2024	Smooth coordination and management of event activities.	\$2,000
16	Total for During-Event Phase					\$17,100
17	Phase 3: Post-Event Publicity					
18	Thank You Press Conference	Publicly thank partners, participants, and media for their contributions.	Enhances goodwill and provides a platform to share success stories.	December 5, 2024	Strengthened relationships and positive public image.	\$1,000
19	Post-Event Press Appearances	Recap the event's success and recognize award winners.	Reinforces the Ministry's role in promoting agriculture and keeps the public informed.	December 5-10, 2024	Sustained public interest and recognition of achievements.	\$400
20	Total for Post-Event Phase					\$1,400
21	Grand Total for All Phases					\$33,750

Total Budget Summary

#	Phase	Budget (USD)
1	Pre-Event Publicity	\$15,250
2	During-Event Publicity	\$17,100
3	Post-Event Publicity	\$1,400
4	Grand Total	\$33,750

Justification for the Budget

By implementing this appropriately structured plan, the National Agriculture Fair 2024 will not only receive wide media coverage but also cultivate deeper connections with Liberia's farming communities, ensuring this year's fair becomes a landmark event in the country's agricultural history. This is a once-in-a-year opportunity to empower farmers, boost food security, and showcase Liberia's agricultural innovation to the world.

