

# INTERVIEWING FARMERS 4



## TELLING A STORY

MOST INTERVIEWS ABOUT ISSUES THAT AFFECT FARMERS COULD BE WRAPPED UP WITH ONE SIMPLE QUESTION

DO YOU THINK FERTILIZER PRICES ARE TOO HIGH?

YES.



DONE?

OF COURSE NOT! THIS WOULD BE A VERY BORING INTERVIEW AND WOULDN'T TELL OUR LISTENERS WHAT IT IS LIKE TO BE A FARMER FACING RISING COSTS. WE NEED CONTEXT.

CAN YOU GIVE ME SOME CONTEXT?

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NOBODY CAN ANSWER A QUESTION THAT VAGUE! FARMERS, WHO WORK WITH SOIL, SEEDS, PLANTS AND OTHER PHYSICAL OBJECTS, ARE ESPECIALLY USED TO TALKING ABOUT CONCRETE DETAILS, NOT ABSTRACTIONS. TRY ASKING A MORE SPECIFIC QUESTION.

HOW HAVE RISING FERTILIZER PRICES AFFECTED YOU?

IT HAS MADE LIFE A LOT HARDER FOR ME AND MY FAMILY.



THAT'S BETTER, BUT WE CAN GET MORE SPECIFIC.

WHAT DO YOU FIND HARDER NOW? WHAT'S CHANGED?

BEFORE WE USED TO EAT A LOT BETTER. NOW THERE'S NOT MUCH ON THE TABLE.



OK, SO NOW WE KNOW FERTILIZER PRICES ARE AFFECTING FOOD SECURITY. BUT THAT'S SOMETHING WE COULD ALSO EXPLAIN WITH STATISTICS. LET'S HELP OUR LISTENERS IMAGINE WHAT THAT IS LIKE FOR THIS PARTICULAR PERSON.

DESCRIBE WHAT YOU EAT NOW, COMPARED TO LAST YEAR.

WELL, BEFORE WE USED TO HAVE BEANS AND PORK. TURKEY CHILE STEW. FRIED STEAKS WITH TOMATO SAUCE. NOW WE'RE LUCKY IF WE GET MEAT ONCE A WEEK.



NOW WE'RE GETTING SOMEWHERE. LET'S SEE IF WE CAN ADD A BIT OF COLOUR, AND AT THE SAME TIME GET OUR FARMER TO OPEN UP SOME MORE.

TURKEY CHILE STEW SOUNDS DELICIOUS. WHAT IS IT?

IT IS DELICIOUS! BUT NOT EVERYONE CAN MAKE IT. YOU NEED A CHILE THAT ONLY GROWS IN THE HILLS AROUND HERE. AND FIRST YOU TOAST IT OVER A FIRE. NOT THE STOVE. THAT'S IMPORTANT! AND YOU TOAST IT TIL IT BURNS. I MEAN BLACK, BLACK BLACK...



IT MIGHT SEEM LIKE WE'VE GONE OFF TOPIC, BUT NOW WE CAN PRESENT OUR LISTENERS WITH AN INTERESTING, LIKEABLE, RELATABLE PERSON. AND WE CAN TELL THEM EXACTLY HOW RISING FERTILIZER PRICES AFFECT THEM.

A YEAR AGO, YOU COULDN'T WALK DOWN THE STREETS OF SAN PEDRO DE DIOS WITHOUT RUNNING INTO THE SMELL OF TOASTING CHILI. TODAY, WITH FERTILIZER PRICES AT AN ALL TIME HIGH, THAT SMELL IS GONE, WHILE MEAT STALLS IN THE LOCAL MARKET STAND EMPTY...



DONE.