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.

OF COURSE NOT! THIS WOULD BE A VERY BORING INTERVIEW AND

DONE?

WOULDN'T TELL OUR LISTENERS WHAT IT IS LIKE DO BE A FARMER FACING RISING COSTS. WE NEED CONTEXT.

CAN YOU GIVE ME

SOME CONTEXT?

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



BEFORE WE USED

TO EAT A LOT BETTER.

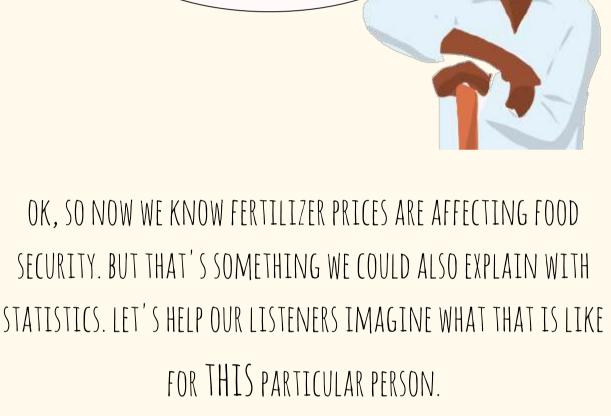
NOW THERE'S NOT MUCH

ON THE TABLE.

WHAT DO YOU FIND

HARDER NOW? WHAT'S

CHANGED?



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

TURKEY CHILE

STEW SOUNDS DELICIOUS.

WHAT IS IT?

COLOUR, AND AT THE SAME TIME GET OUR FARMER TO OPEN UP SOME MORE. 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.

