



SOCIAL MEDIA TOOLKIT WEEK 2:

SUSTAINABLE LAND USE PRACTICES

**& FOOD SECURITY WHILE ADAPTING TO
A CHANGING CLIMATE**

Highlights from the Farming First Dialogue:

**HELPING FARMERS DELIVER
NATURE-BASED
SOLUTIONS
FOR THE SDGS**





Help us spread the word about the highlights from **Farming First's** recent Dialogue on helping farmers deliver nature-based solutions for the SDGs!

Our Dialogue explored the range of promising nature-based solutions driven by agricultural innovation and implemented by farmers. This toolkit contains social posts for **Twitter, LinkedIn, and Facebook** on the key insights from the discussion on sustainable land use practices as well as food security while adapting to a changing climate.

Check out the takeaways and join the conversation on social media using the hashtag #FarmingUNEA5!

A selection of graphics cards and videos to accompany these posts can be downloaded [here](#).

HELPING FARMERS DELIVER NATURE-BASED SOLUTIONS FOR THE SDGS
Highlights from Farming First's Dialogue

SUSTAINABLE LAND USE PRACTICES

- Carbon is at the centre and linked to soil health
- There is a need for clear, standardised benchmarks
- Farmers require better guidance on best practices

Keywords

- ✓ Soil health
- ✓ Universal metrics
- ✓ Behaviour change
- ✓ Conservation ag
- ✓ Soil carbon sequestration

What does success look like and how do we measure it?

By enabling sustainability practices you boost soil health

Avoid working in silos, bring farmers into the conversation

#FarmingUNEA5

HELPING FARMERS DELIVER NATURE-BASED SOLUTIONS FOR THE SDGS
Highlights from Farming First's Dialogue

FOOD SECURITY WHILE ADAPTING TO A CHANGING CLIMATE

- Food and nutrition security should go together
- Farmers need access to improved crop varieties
- Challenges must be tackled in a holistic manner

Keywords

- ✓ New crop varieties
- ✓ Nutrition security
- ✓ Risk mitigation
- ✓ Digital tools
- ✓ Food loss/waste

Real-time weather or pest info can help farmers make better decisions

Food security is a function of availability, accessibility, and utilisation

We need bundled solutions that address farmers' challenges

#FarmingUNEA5



SOCIAL MEDIA TOOLKIT WEEK 2 – PART 1:

SUSTAINABLE LAND USE PRACTICES SUCH AS SOIL CARBON SEQUESTRATION



Twitter

Carbon is at the centre and linked to [#SoilHealth](#) 🌱

This was one of the takeaways from the discussion on sustainable land use practices such as soil [#CarbonSequestration](#) at [@FarmingFirst](#)'s recent Dialogue!

Discover more: bit.ly/FarmingUNEA

[#FarmingUNEA5](#) [#UNEA5](#)

- 🌱 [#SoilHealth](#)
- 📊 Universal metrics
- 👨‍🌾 Farmer engagement

...were all explored at [@FarmingFirst](#)'s recent Dialogue and the discussion on sustainable land use practices!

Get the key takeaways 📌 bit.ly/FarmingUNEA

[#FarmingUNEA5](#) [#UNEA5](#)

We were delighted to take part in [@FarmingFirst](#)'s Dialogue on helping farmers deliver nature-based solutions for the [#SDGs](#) 🙌

Get the highlights from the [#FarmingUNEA5](#) discussion on sustainable land use practices such as soil [#CarbonSequestration](#)!

📌 bit.ly/FarmingUNEA

[#UNEA5](#)



"Elevating farmer voices and focusing on [#SoilHealth](#) are key to enabling sustainable land use practices."

Facilitator [@AgHawaii](#) of [@CropLifeIntl](#) on what farmers need to deliver nature-based solutions for the [#SDGs](#)!

[bit.ly/FarmingUNEA](#)

[#FarmingUNEA5](#) [#UNEA5](#)

"Innovations must be founded on the wealth of [#Indigenous](#) knowledge that farmers build."

[@shamie_zingore](#) of [@PlantAfrican](#) underlines the importance of Indigenous knowledge to helping farmers deliver nature-based solutions!

[bit.ly/FarmingUNEA](#)

[#FarmingUNEA5](#) [#UNEA5](#)

"There is a strong necessity of redirecting agriculture toward the adoption of [#ConservationAgriculture](#)."

[@GlobalFarmerNet](#)'s [@PeirettiRoberto](#) highlights the role of conservation ag to help farmers deliver nature-based solutions.

[bit.ly/FarmingUNEA](#)

[#FarmingUNEA5](#) [#UNEA5](#)



Get the highlights from [@FarmingFirst](#)'s recent [#FarmingUNEA5](#) Dialogue!

Watch [@AgHawaii](#) of [@CropLifeIntl](#) summarise the takeaways from the discussion on sustainable land use practices such as soil [#CarbonSequestration](#)

Discover more bit.ly/FarmingUNEA

[#UNEA5](#)

[WE RECOMMEND THAT YOU POST [THIS VIDEO](#) NATIVELY]

Did you know one hectare of soil can store the equivalent of 1,100 tonnes of [#CO2](#)?

Find out how fertilisers can help promote soil [#CarbonSequestration](#) in this infographic from [@FertilizerNews](#): bit.ly/SoilCarbonCaptureInfo

[#FarmingUNEA5](#) [#UNEA5](#)

[#ICYMI](#) | [@KeturakisEd](#) of [@CNFA](#) discusses the importance of [#ConservationAgriculture](#) techniques in building [#SoilHealth](#) and promoting [#CarbonSequestration](#)

Check it out over at [@FarmingFirst](#): bit.ly/3uRnZrp

[#FarmingUNEA5](#) [#UNEA5](#)



Facebook / LinkedIn

Carbon is at the centre and linked to [#SoilHealth](#).

This was one of the takeaways from the discussions on sustainable land-use practices such as soil [#CarbonSequestration](#) at **Farming First**'s recent Dialogue!

Discover more: bit.ly/FarmingUNEA

[#FarmingUNEA5](#) [#UNEA5](#)

- ✓ [#SoilHealth](#)
- ✓ Universal metrics
- ✓ Farmer engagement

...were all explored at **Farming First**'s recent [#FarmingUNEA5](#) Dialogue and the discussion on sustainable land use practices!

Get the key takeaways: bit.ly/FarmingUNEA

[#UNEA5](#)

We were delighted to take part in **Farming First**'s Dialogue on helping farmers deliver nature-based solutions for the [#SDGs](#).

Get the highlights from the [#FarmingUNEA5](#) discussion on sustainable land use practices such as soil [#CarbonSequestration](#)!

bit.ly/FarmingUNEA

[#UNEA5](#)



SOCIAL MEDIA TOOLKIT WEEK 2 – PART 2:

FOOD SECURITY WHILE ADAPTING TO A CHANGING CLIMATE



Twitter

How can farmers ensure [#FoodSecurity](#) while adapting to [#ClimateChange](#)? 🗣️

Get insights from the discussions on the topic at [@FarmingFirst](#)'s [#FarmingUNEA5](#) Dialogue, exploring how farmers can deliver nature-based solutions for the [#SDGs](#)!

👉 bit.ly/FarmingUNEA

[#UNEA5](#)

At [@FarmingFirst](#)'s recent Dialogue, the discussion on ensuring [#FoodSecurity](#) while adapting to [#ClimateChange](#) explored:

- 🌾 New crop varieties
- 🍅 Nutrition security
- 🗑️ [#FoodLossWaste](#)
- ☔ Risk mitigation
- 📱 Digital tools

See more 👉 bit.ly/FarmingUNEA

[#FarmingUNEA5](#) [#UNEA5](#)

We were delighted to take part in [@FarmingFirst](#)'s Dialogue on helping farmers deliver nature-based solutions for the [#SDGs](#) 🙌

Get the highlights from the [#FarmingUNEA5](#) discussion on [#FoodSecurity](#) while adapting to [#ClimateChange](#) | [#UNEA5](#)

👉 bit.ly/FarmingUNEA



"Farmers can be supported by investing in markets for crops and foods that are produced under environmentally-friendly conditions."

@d_i_e_h_l of @HarvestPlus on how markets can help farmers deliver nature-based solutions!

👉 bit.ly/FarmingUNEA

#FarmingUNEA5 #UNEA5

"Give farmers the knowledge and tools to incorporate sustainable farming practices at local and national levels."

@FANRPAN's @ThembiMwams stresses the need for know-how and tools to help farmers deliver nature-based solutions 🧑🌾

👉 bit.ly/FarmingUNEA

#FarmingUNEA5 #UNEA5

"To meet our #SDG ambitions, we need to innovate our agriculture toolbox, from seed breeding to crop protection to digital farming."

@pohl_matthias of @BASF calls for innovation to help farmers deliver nature-based solutions 💡

👉 bit.ly/FarmingUNEA

#FarmingUNEA5 #UNEA5



Small-scale subsistence farmers are on the front lines of [#ClimateChange](#) 🧑🌾 🧑🌾 🧑🌾

Find out how [@OneAcreFund](#) is working with [#smallholders](#) to deliver [#FoodSecurity](#) while adapting to a changing climate 🙌

[#FarmingUNEA5](#) [#UNEA5](#)

<https://bit.ly/3gKKh5B>

🍴 In the dry region of Dodoma in Tanzania, a volatile climate is cutting yields and endangering [#FoodSecurity](#).

Watch how [@FarmAfrica](#) is helping local farmers adapt to [#ClimateChange](#) by switching to improved varieties of sorghum 🙌

[#FarmingUNEA5](#) [#UNEA5](#)

<https://bit.ly/3Ltv338>



Facebook / LinkedIn

How can farmers ensure [#FoodSecurity](#) while adapting to [#ClimateChange](#)?

Get the takeaways from the discussions on the topic at **Farming First's** [#FarmingUNEA5](#) Dialogue, exploring how farmers can deliver nature-based solutions for the [#SDGs](#)!

Find out more: bit.ly/FarmingUNEA

[#UNEA5](#)

At **Farming First's** recent Dialogue, the discussion on ensuring [#FoodSecurity](#) while adapting to [#ClimateChange](#) explored:

- ✓ New crop varieties
- ✓ Nutrition security
- ✓ Risk mitigation
- ✓ Digital tools
- ✓ [#FoodLoss](#)

Discover more: bit.ly/FarmingUNEA

[#FarmingUNEA5](#) [#UNEA5](#)

We were delighted to take part in **Farming First's** Dialogue on helping farmers deliver nature-based solutions for the [#SDGs](#).

Get the highlights from the [#FarmingUNEA5](#) discussion on [#FoodSecurity](#) while adapting to [#ClimateChange](#) | [#UNEA5](#)

Check out the takeaways: bit.ly/FarmingUNEA

bit.ly/FarmingUNEA | [#FarmingUNEA5](#)