



Editorial Guidelines

Thank you for considering submitting a contribution to Farming First, the world's leading source for the latest insights, news and case studies on agricultural innovation for development.

Farming First is a hub for diverse voices from across the agriculture sector globally. We capture, centralise and amplify the thought leadership and evidence of the organisations and experts driving progress in support of the sustainable food systems of the future.

We aim to share interesting stories of promising innovations and the ways they are addressing complex and interconnected challenges from hunger and malnutrition, to climate action and vibrant rural livelihoods.

Importantly, Farming First accepts both original content as well as content originally appearing elsewhere, as long as it fits within our editorial guidelines. All pieces should be written in a conversational style for non-specialist audiences.

All content should be solutions-oriented (or constructive in its analysis), should use evidence and examples to support its arguments and should be non-commercial (i.e. it should not promote/critique specific products/services but rather explore a topic at large). In other words, we look for pieces that uniquely unpack how agricultural innovations are helping to solve global challenges, rather than focusing on a problem or being overly promotional.

Submitting your work

Farming First welcomes unsolicited, non-commercial contributions – preferably single-authored, although co-authored pieces will also be considered.

To submit your piece for consideration, email info@farmingfirst.org with either an initial 150-word synopsis or a 500-800-word full draft. If submitting an initial synopsis only, it should include, at minimum, the following so that we can determine whether to invite a full draft submission thereafter:

- A catchy headline
- Author(s) name, title and affiliation(s)
- Three to five bullet points that outline your argument, along with any key case studies intended to be featured
- Any connection to news events, report launches, etc. (if relevant)

If your guest piece has been approved, we ask for:

- 150 x 150 pixel headshot of the author(s), preferably on a white background (JPEG or PNG format)
- A short biography of the article's author (50-70 words ideally)

- If available, 1-3 landscape photographs to illustrate the piece (JPEG or PNG formats) with clear captions and any publishing credits noted. Images should not include violence or discrimination, nor should they depict people in a demeaning way.
- Permission for Farming First and CropLife International to have perpetual, non-exclusive rights to all content and confirmation that contributors own or have the license to all content.

Farming First retains full and exclusive editorial control over all articles and reserves the right to not publish content which does not conform to its editorial guidelines. For further guidance on Farming First’s editorial style, please consult the table below.

Publication process

Farming First typically requires a minimum of two weeks lead time for publishing.

Once published, Farming First will promote the article via social media and the Farming First newsletter. Farming First will provide contributors with a graphic card and a sample social media post for easy sharing.

Contributors are also encouraged to follow Farming First on [Twitter](#) and [LinkedIn](#) and to engage with the blog post once it has been published. Other sharing ideas include:

- Posting it to your organisation’s social media channels such as Twitter, Facebook and LinkedIn
- Including it on your organisation’s e-newsletter or intranet
- Re-posting an excerpt on your organisation’s blog (including, when the content is original to Farming First, a line such as “This post was originally published by Farming First” along with a link to the article on the Farming First site)
- Adding your blog post to the signature of your email

Editorial style guide

Abbreviations and acronyms	<p>Abbreviations and acronyms should not be used for words or titles that appear only once in a piece. If the phrase appears more than once, a short form may be used thereafter, as long as it has appeared in parentheses after the first use of the full term.</p> <p><i>Example: The United Nations (UN) was founded in 1945. The UN is comprised of 193 member states.</i></p>
Discriminatory language	<p>Discriminatory language based on sex, gender, race, language, disabilities, ethnicity or age is prohibited. Utilise non-gender-specific language when the topic for discussion is not based on gender.</p> <p><i>Example: The businesspeople invested in the extension services programme that works to empower women farmers.</i></p>
Dates and times	<p>Dates are written [Day Month Year]. The day may be omitted if unnecessary. Do not use “th” or “st” to write dates.</p> <p><i>Example: “25 July 2020” NOT “July 25, 2020” or “the 25th of July 2020”</i></p>

Headings	<p>Headings should be 10 words or fewer and provide insight into the content of the article in a catchy and interesting way while still maintaining a serious tone. Subheadings should be used throughout the piece to break up long sections.</p> <p>Headings follow title-case while subheadings use sentence case.</p> <p><i>Example: "Levelling the Playing Field: Seed access for farmers"</i></p>
Numbers and measurements	<p>The numbers zero to nine should be written as words while 10 onwards may be written using figures, except when a sentence begins with a number. For ranges of numbers, do not use hyphens. Rather, use "and".</p> <p><i>Examples: "between 30 and 40" NOT "between 30-40"</i></p>
	<p>Percentages should be written out fully, not using the per cent symbol (%).</p> <p><i>Example: "one per cent" NOT "1%"</i></p>
	<p>Metric units of measure are preferable to imperial.</p>
Plain English	<p>Pieces must use plain English, meaning concise, clear and understandable for a non-specialist audience. Avoid the use of colloquialisms and idioms where possible.</p>
Punctuation	<p>Double quotation marks should be used for direct speech. Single quotation marks should be used for quotations within quotations and the names of documents, phrases, etc.</p> <p><i>Examples: She said, "We must plan the project."; She said, "The farmer told me, 'We're having a dry season,' so we must adjust the plans."; The FAO 'SOFI 2022' Report</i></p>
	<p>Avoid the overuse of parentheses, commas and semicolons. Where possible, break up sentences with multiple commas.</p> <p>Do not use the oxford comma in lists.</p>
	<p>Hyphens and hyphenated compounds should be avoided unless they help avoid ambiguity.</p> <p><i>Examples: "long term" NOT "long-term"; "a little-used tool" NOT "a little used tool"</i></p>
Spelling	<p>Pieces must use British English spelling.</p> <p><i>Examples: "programme" NOT "program", "capitalise" NOT "capitalize"</i></p>