GLOBAL ACTION DAY

#IGrowYourFood

IFOAM - Organics International

ifoam.bio/growyourfood/
Welcome
Let us introduce ourselves

Communications Team

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About

IFOAM – Organics International

Founded in 1972, IFOAM – Organics International is a membership-based organisation working to bring true sustainability to agriculture across the globe.
Four Principles

**Principle of Health**
Organic agriculture should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible.

READ MORE

**Principle of Ecology**
Organic agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.

READ MORE

**Principle of Fairness**
Organic agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities.

READ MORE

**Principle of Care**
Organic agriculture should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

READ MORE
What is #1GrowYourFood

A global action day where we celebrate the farmers who grow our food in harmony with nature!

9 September 2021
Every September farmers worldwide share stories about their work, the challenges they face, and how we can support them. You can be part of it too!

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There are many things connecting people the world over.

Food is one of them.
Let’s watch a video

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More than an action day?

#IGrowYourFood is about hearing stories from organic and agroecological farmers, talking about their work, learning about the challenges they face and understanding how we can support them.
Does it work?

**FIGURES**

#1GrowYourFood

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Reach</th>
<th>Social Media Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>1,850,000</td>
<td>500</td>
</tr>
<tr>
<td>2020</td>
<td>2,300,000</td>
<td>1,500</td>
</tr>
</tbody>
</table>

2019

- 47,349 Social Media Views

2020

- 46 Countries represented
- 12,458 Social Media Interactions
- 10,665 Social Media Likes

[ifoam.bio/growyourfood/](ifoam.bio/growyourfood/)
Next steps on

how to participate

Decide your topic

Draft your message

Film your message

Save your video
and don’t share it yet
We will provide a social media toolkit

Check our Trello
What exactly should I do on this day?

On September 9th

Share
Share your video (yours and others) in all social media channels

# Hashtag @ + tag
Use the #IGrowYourFood hashtag and tag us

Reshare
Reshare other #IGrowYourFood related content
We collect stories from the field and we share them throughout our network.

- **Social media**: Quality material directly connected to the SDGs
- **Blog entries**: We develop compelling stories and dive deep into
- **Advocacy**: We constantly include #IGrowYourFood support material in advocacy meetings
- **Virtual events worldwide**: We feature #IGrowYourFood throughout the digital events we organised
- **News**: We generate relevant information for news outlets

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In Summary

We announce the date of the #IGrowYourFood action day.

We gather and produce videos from farmers in our own projects.

We contact like-minded influencers and journalist to join the action day.

We build momentum by releasing updates prior to the action day.

We activate our network of policy makers, like-minded organisations and farmers worldwide to populate our social media channels with #IGrowYourFood content.

During the action day, we feature videos tagged with #IGrowYourFood and schedule our videos throughout the day.

We launch the #IGrowYourFood action day with an event featuring farmers and potentially high-level speaker(s).

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Let’s share Thoughts & Questions?

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Contact us

If you need more information or have questions, contact the Communications Department.

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#1 Grow Your Food