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WHYFARM

CREATIVE DIRECTION & STORY DEVELOPMENT:

EVERYTHING SLIGHT PEPPER

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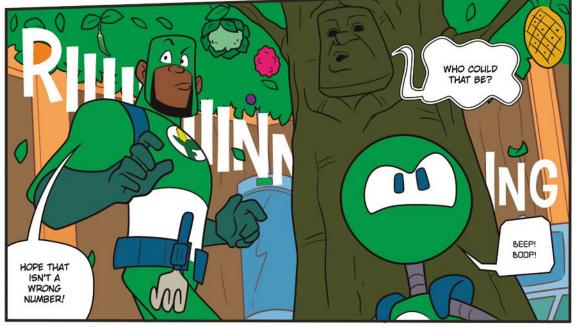
CRIA IDEIAS, BRAZIL

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RESOURCES PROGRAM

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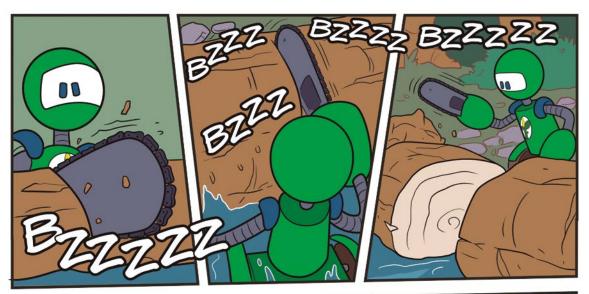




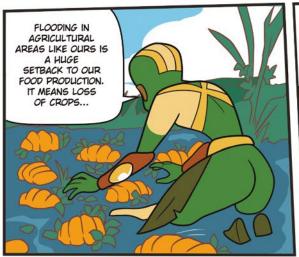
















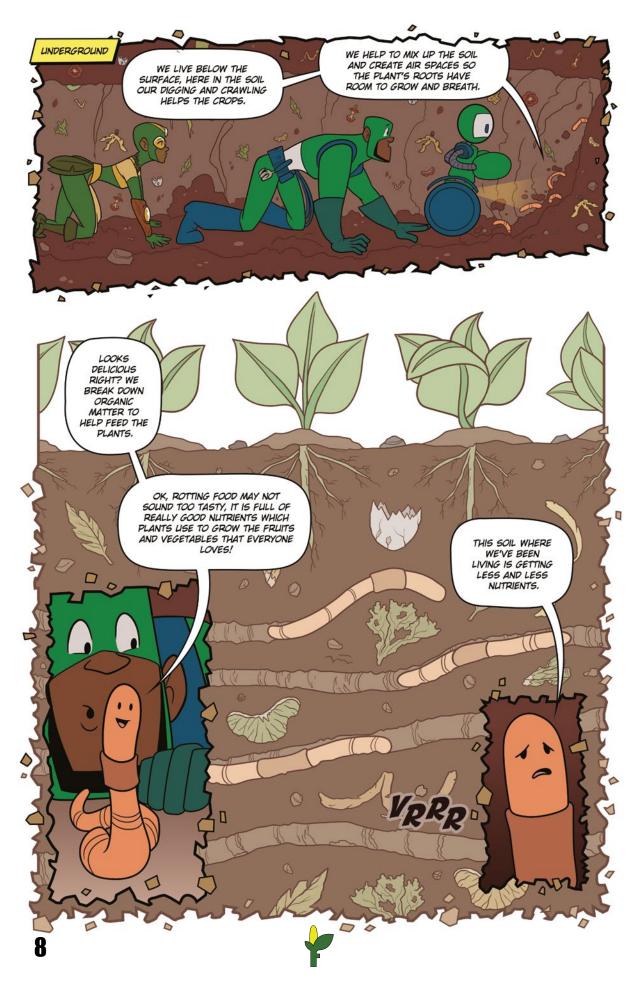










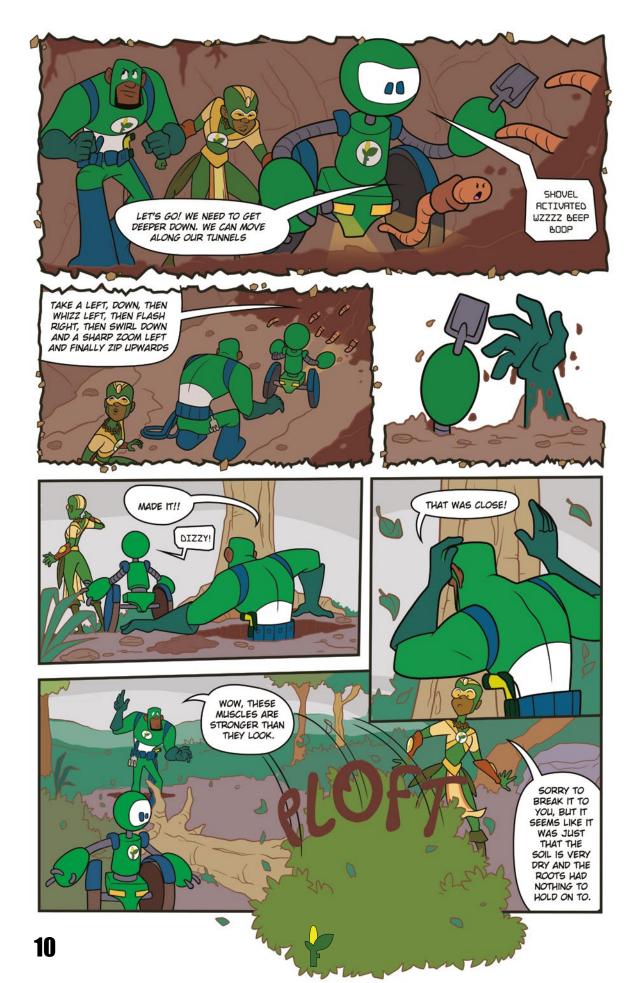


















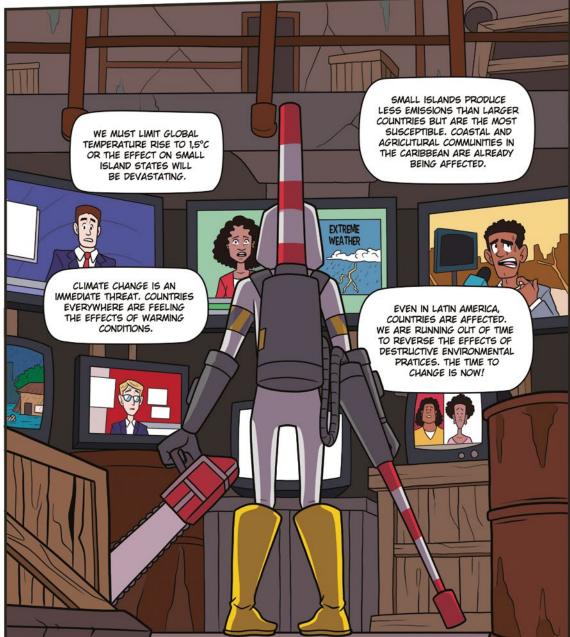






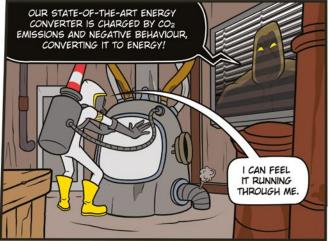


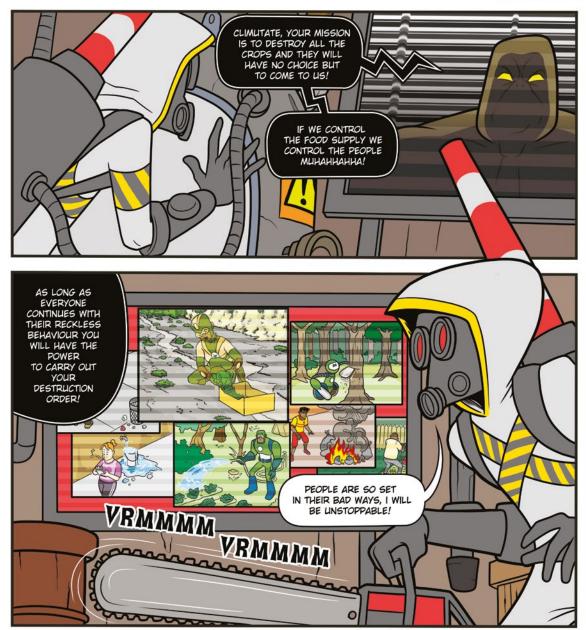
















GOOD DAY! YOU HAVE REACHED THE CARICOM HEADQUARTERS OF THE INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE, HOW CAN I HELP YOU?

HI, THIS IS AGRIMAN, WE HAVE AN EMERGENCY. THE WEATHER HAS BEEN INTENSE... MY TEAM WENT DOWN IN THE SOIL... WE NEARLY GOT FLATTENED BY A PLOUGH...

THEN THERE WAS THIS FACTORY... A CRAZY VILLIAN CALLED CLIMUTATE IS CONVERTING CARBON DIOXIDE TO MUTANT ENERGY... HE HAS PICTURES OF US UP ON HIS SCREEN...WE WERE TALKING TO THE EARTHWORMS, AND...AND...

OK WAIT. SLOW DOWN.
WE HAVE BEEN WORKING
ON A SOILS INITIATIVE IN
THE AMERICAS TRANSFERRING YOU TO
OUR PARTNER, WORLD

FOOD PRIZE WINNER 2020.



THE WEATHER HAS BEEN REALLY EXTREME. ONE MINUTE IT IS VERY DRY, THE GROUND IS SO HARD IT'S CRACKING UP AND ALL THE PLANTS ARE WILTING AND SUN BURNT. I TRIED TO HOSE THEM DOWN BUT WITH THE WATER SUPPLY RUNNING LOW IT'S NOT ENOUGH

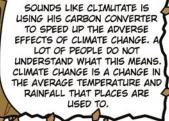
I'M JUST A FEW MILES UP THE HILL, BUT IT'S LIKE WE'RE GETTING WASHED AWAY! THE RAINFALL HAS BEEN VERY HEAVY WITH HIGH WINDS, THE PLANTS KEEP GETTING DROWNED AND THE SOIL IS GETTING WASHED AWAY.

Living Soils of the America



FASCINATING!

THE EARTHWORM
TOOK US DOWN INTO
THE SOIL AND
SHOWED US THAT THE
CONDITIONS IS ALSO
AFFECTING LIFE
BELOW THE GROUND.







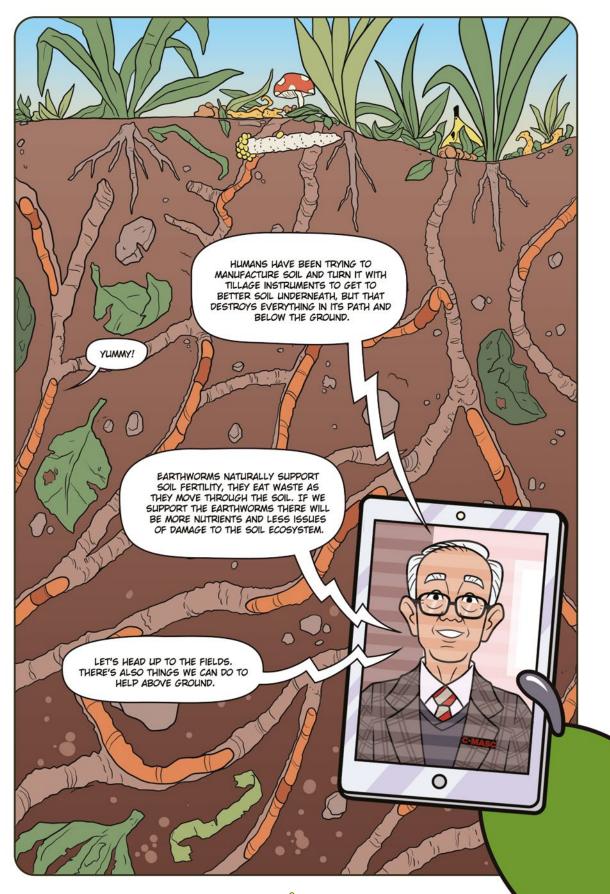




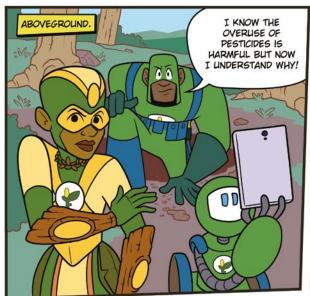


SOIL IS A NATURAL ECOSYSTEM





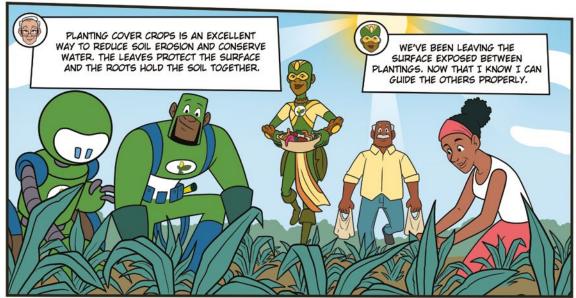




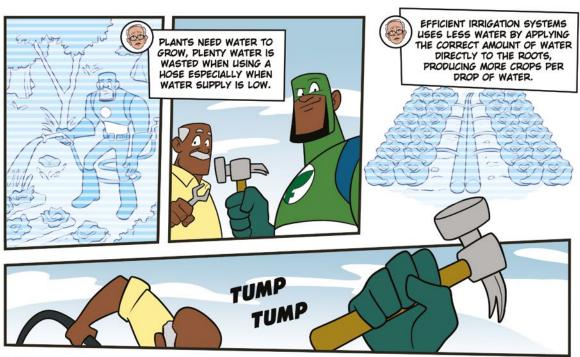


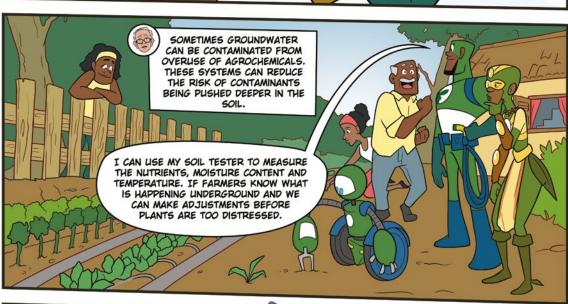










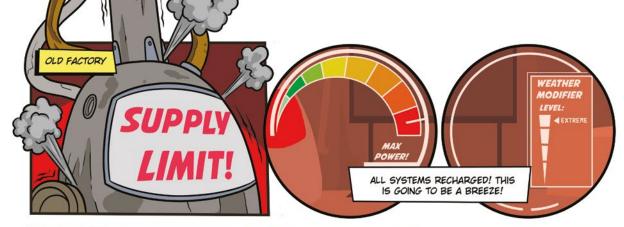
























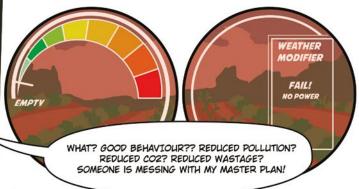
















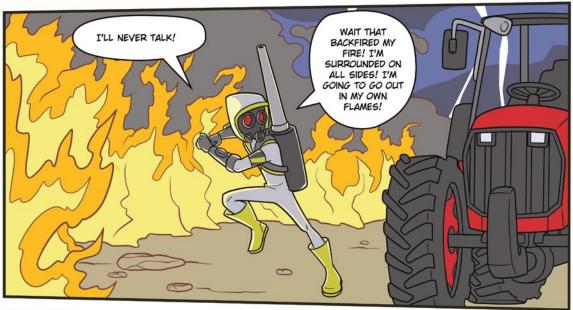












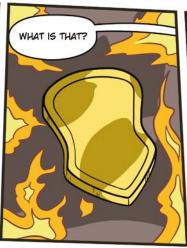




















AGRIMAN'S AGVENTURE KICKS OFF WITH DROUGHT AND BLAZING HEAT
BY PHOTOSYNTHESISTA THERE ARE OODS MOVING TO A THUNDEROUS BEAT!
THE WEATHER HAS BEEN REALLY STRANGE ALL OVER THE WORLD
ONE MINUTE IT'S RAINING, THE NEXT IT'S REALLY HOT
WHAT IS CAUSING THE TEMPERATURE TO CHANGE NONSTOP?

CROPS ARE GETTING DESTROYED AND LIVESTOCK IS IN DANGER
THE TEAM WIGGLES UNDERGROUND WITH EARTHWORMS AS THEY TOIL
WHO TEACH THEM AS THEY TUNNEL, IS THE ANSWER IN THE SOIL?

AHA! SOMEONE IS ON THE LOOSE CAUSING DESTRUCTION
HIS NAME IS CLIMUTATE AND HIS MISSION IS TO STOP FOOD PRODUCTION!

IS THERE A LINK TO RECKLESS HUMAN BEHAVIOUR?

OUR FOOD SECURITY SQUAD DISCOVERS A SHOCKING PLOT TWIST

THEY NEED THE HELP OF A WORLD-FAMOUS SOIL SCIENTIST!

HE TEACHES THEM WHAT TO DO ABOVE AND BELOW THE GROUND

CAN IT STOP CLIMUTATE WHEN HIS PLOUGH LEAVES THE COMPOUND?



WHYFARM (We Help You-th Farm) is a NGO in Trinidad and Tobago that pioneers Agricultural Educational Entertainment (Agri- Edutainment) with a mission to promote the importance of sustainable agriculture among youth and children, build their capacity in Agricultural Entrepreneurship and empower them to contribute to achieving global food and nutrition security by the year 2050.





The Inter-American Institute for Cooperation on Agriculture supports its 34 Member States to achieve a more competitive, sustainable and inclusive agricultural sector and improve rural well-being. This includes systematically addressing climate risks, tackling water challenges and promoting healthy soils.

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