

African artists come together for The One Campaign

The One Campaign is bringing together 20 of Africa's most popular urban music stars in Johannesburg this week, including Nigeria's D'banj, Congo DR's Fally Ipupa, Mozambique's Dama Do Bling, and South Africa's Judith Septhuma, as part of One's new campaign: [Do Agric. It Pays](#).



Africa's top artists will be using their voices this week to record the biggest music video collaboration on the continent in support of One's campaign aimed at pushing African leaders to adopt better policies that will help revolutionise and modernise African agriculture to make it more prosperous for both citizens and nations.

Participating artists include: D'banj (Nigeria), Buffalo Souljah (Zimbabwe), Judith Septhuma (South Africa), Vusi Nova (South Africa), Liz Ogumbu (Kenya), Nancy G (Swaziland), Dama Do Bing (Mozambique), Diamond (Tanzania), Femi Kuti (Nigeria), Rachid Taha (Algeria), Juliani (Kenya), Omawumi (Nigeria), Tiken Jah Fakoly (Cote d'Ivoire), Fally Ipupa (DRC), Kunle Ayo (Nigeria), Krotal (Cameroon), Victoria Kimani (Kenya), Mo Molemi (South Africa), Ambwene Allen Yessayah (Tanzania), and Dontom (Nigeria).

The music video, entitled Cocoa na chocolate is scheduled for release in March 2014 by One. This collaboration was co-produced by Cobhams Asuquo and DeeVee of DB Records; Asuquo, of Jailer and Fire on the Mountain fame is the executive producer. African visual maestro Godfather Productions has produced Africa's top hits and is directing the music video.

Pressures political leaders

"Do Agric, It Pays pressures political leaders to invest in our farmers, our food and our future, by adopting smart, effective policies aimed at boosting productivity, increasing incomes and helping lift tens of millions of Africans out of extreme poverty," said One Africa director, Dr Sipho S Moyo welcoming the artists to South Africa. According to FAO, agricultural growth is 11 times more effective at reducing poverty than growth in other sectors, including mining.

"This campaign seeks to change the face of agriculture from low-profit, traditional agriculture, to a high-tech and high-value chain industry. This brilliant team of African artists is helping to spread this message, particularly to our youths using their social media platforms. Seen as role models and being connected to the youths, these artists represent a powerful influence when it comes to highlighting and addressing the issues shaping the future of our youths."

Africa's biggest music stars have one purpose in Johannesburg: to make agriculture aspirational and trendy - and they are using their voices to inspire action.

Actually a cool thing

"When we were young, the farm was where your parents sent you when you behaved badly," said D'banj, who is leading the other artists on the project. "Today, we have seen that agriculture is actually a cool thing that can bring our youths the jobs they need. The richest dude in Africa is a farmer who invests in agri-business: Dangote. We are coming together to tell African youths that agriculture is that thing you see when you switch on MTV, Channel O, Trace. Agriculture is what we need to escape poverty and create business empires. Doing agriculture pays, for individuals and nations."

In an effort to make sure the Year of Agriculture is not just an empty slogan, artists are calling on their fans to take action and make sure leaders commit to invest 10% of their budgets in agriculture through transparent budgets and adopt better policies that will boost productivity, increase incomes and help lift tens of millions Africans out of extreme poverty.

"We have the best of African talent with us here in Johannesburg - from the singers and their music to the video producers on this project, the energy among them is amazing," added Moyo. "Agriculture is potentially the single most important source of inclusive growth in Africa, and it deserves the attention of our leaders as well. These artists are collaborating to communicate to their fans, the youth, that agriculture is the biggest prospect for economic development and job creation."

The collaboration is part of One's Do Agric, It Pays campaign, launched on 29 January in Addis Ababa with civil society partners including the Pan African Farmers Association (PAFO), ActionAid International, Acord International, Oxfam, East and Southern African Farmers Forum, ROPPA, Southern African Confederation of Agriculture Unions, the Africa Union Commission, Becho Welisho and the Alliance for Green Revolution in Africa (AGRA).

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