

**2014: THE INTERNATIONAL YEAR OF FAMILY FARMING**

TechnoServe believes family farmers like Joska Aweko (right) hold the key to alleviating poverty and promoting sustainable development.



## Part of the Solution: Stronger Farms, Stronger Families

Joska Aweko's family will never take its farm for granted. For two decades, armed conflict ravaged northern Uganda, forcing Joska and hundreds of thousands of others from their homes. When the conflict abated, Joska, a mother of eight, was one of the first people to return with her family and rebuild their farm. They planted cotton, the area's main cash crop, and staple crops such as corn and beans.

TechnoServe worked with Joska through the Amilobo Growers

Cooperative Society, a group of 110 farmers that market their cotton collectively. Our business advisors showed its members improved farming techniques, such as planting seeds in rows and controlling pests by spraying their crops. We strengthened the cooperative's governance, improved its financial management and connected it to new markets. Today, income from cotton is helping to pay school fees for Joska's children and improve her home. And the staple crops provide both food security and a source of income.

**THE KEY TO SUSTAINABLE DEVELOPMENT**

The United Nations has designated 2014 the International Year of Family Farming, focusing the world's attention on the potential of farming families like Joska's. In the developing world, 2 billion people live and work on small farms. These farms are rarely simple enterprises. Instead, they feature a shifting lineup of crops and products, each meeting a specific need. Families cultivate

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KENYA: SMALL BUSINESS

INDIA: SOYBEANS

MOZAMBIQUE: CASHEWS

GUATEMALA: COFFEE

NICARAGUA: COCOA

## Updates: Our Impact Around the World

**KENYA** **ROSE-COLORED DREAMS**  
 Rose Amachi, 24, is inspiring young women in Nairobi's Kawangware slum to follow their dreams. Rose opened a small tailoring company after receiving business training three years ago from TechnoServe, supported by the Nike Foundation. She saved enough to buy a new sewing machine and move to a larger and safer space. Rose now earns \$100 per month in an area where many live on less than \$1 a day, and she plans to expand her business. She is training other girls in tailoring, providing them with an opportunity for financial independence.

**INDIA** **A FARMING FAMILY'S FUTURE**  
 In India's Rajasthan state, Mustaq Ahmed is building a better future for his family through soybeans. TechnoServe worked with Mustaq and his neighbors three years ago, training them on farming techniques and connect-

ing them to markets. Today, the changes have taken hold. Farming families in Mustaq's village are earning higher incomes from soy and improving their standard of living. Mustaq has doubled his yields, and he's able to provide his three sons with an education. "If we have money, we can think about the future," Mustaq says.

**MOZAMBIQUE** **NEW OPPORTUNITIES FOR CASHEW FARMERS**  
 With support from the U.S. Department of Agriculture's Food for Progress program, TechnoServe is working to harness the cashew industry to lift Mozambican farming families out of poverty. We're supporting seven processing companies to meet the safety and quality standards of the world's most demanding buyers. Already, Whole Foods Market and Costco Wholesale have committed to help develop the cashew industry. The program aims to make 30,000 smallholder cashew farmers more productive and competitive.

**GUATEMALA** **BRIGHTER DAYS AHEAD FOR COFFEE**  
 In 2012, the disease known as coffee leaf rust nearly wiped out Alicia Yucute's farm. Today, Alicia is discovering newfound potential from coffee thanks to a partnership between McDonald's and TechnoServe. Over the past year, Alicia and 6,000 other farmers have learned best practices for the entire production cycle, from maintaining their trees to harvesting and processing the coffee beans. "This is the first time in my life that I have learned the right techniques to produce coffee," Alicia says. "I can already see the changes on my farm."

**NICARAGUA** **QUALITY COCOA ON THE HORIZON**  
 Cocoa was an inheritance for Cándida Busto—her parents left her about 20 cocoa trees on their farm in southern Nicaragua. With support from the PIMCO Foundation, TechnoServe is working with Cándida and other

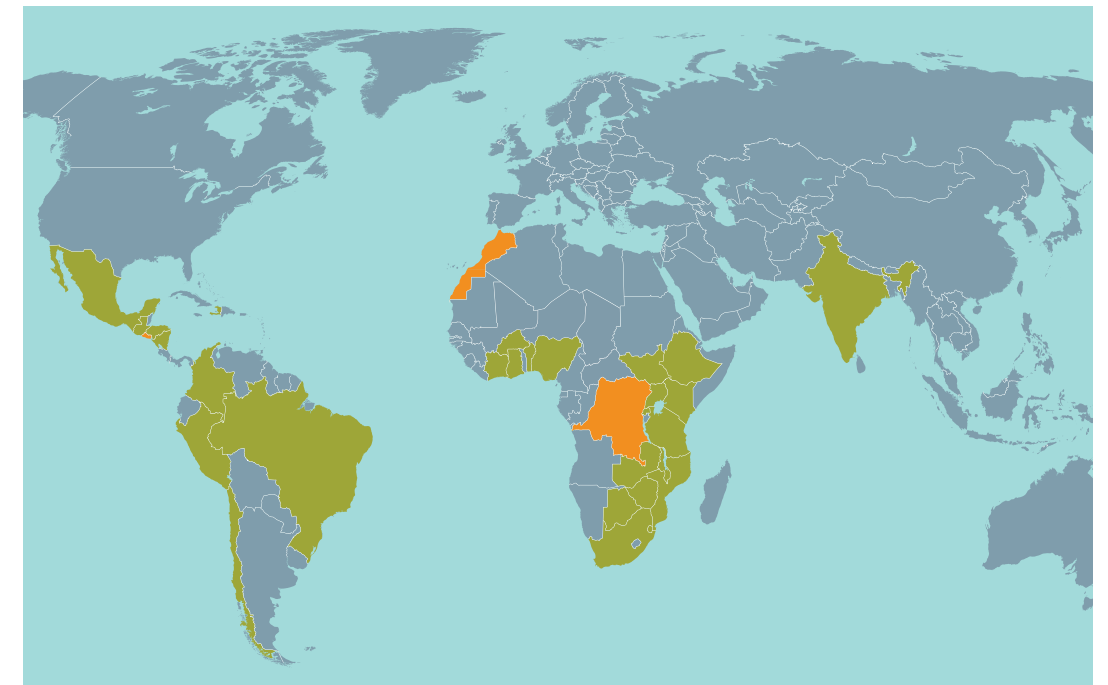
## Where We Work

### Active Countries

- |               |              |
|---------------|--------------|
| Benin         | Malawi       |
| Botswana      | Mexico       |
| Brazil        | Mozambique   |
| Burkina Faso  | Nicaragua    |
| Chile         | Nigeria      |
| Colombia      | Peru         |
| Côte d'Ivoire | Rwanda       |
| Ethiopia      | South Africa |
| Ghana         | South Sudan  |
| Guatemala     | Swaziland    |
| Haiti         | Tanzania     |
| Honduras      | Uganda       |
| India         | Zambia       |
| Kenya         | Zimbabwe     |

### Emerging Countries

- Democratic Republic of the Congo
- El Salvador
- Morocco



local farmers to improve the quality of their cocoa and sell their beans in specialty markets. Cándida has adopted a new production system to grow plantains, avocado and coconut together with her cocoa. She has more than doubled her income from fruit, and she and her fellow producers are developing a business plan to establish a collection and processing center for their cocoa.

**CÔTE D'IVOIRE** **YOUNG AND ENTERPRISING**  
 Côte d'Ivoire's growing youth population faces limited economic opportunities. Supported by the World Bank and other donors, TechnoServe is using business plan competitions and training to help young entrepreneurs create sustainable jobs in both urban and rural communities. These entrepreneurs have launched nearly 160 businesses and created more than 1,300 jobs.

### IN FOCUS: AFRICAN COFFEE



**BETTER COFFEE:** TechnoServe has supported farmer cooperatives to build 400 wet mills, centralized processing stations that help produce high-quality beans.

**BETTER FARMING:** More than 130,000 farmers have received training in sustainable farm management practices that improve productivity and promote healthy farms.

**BETTER BUSINESS:** By connecting to specialty coffee markets, participating farmers have increased their incomes by an average of 22 percent.

## A Wealth of Opportunities: Expanding Access to Finance

Orelia Charles once had little choice but to harvest her mangoes before they had ripened. She settled for a lower price so her family would have money for immediate needs. In 2011, TechnoServe partnered with a local financial institution to launch a credit program that would help Haitian farmers like Orelia access cash before the harvest. Part of the Haiti Hope Project—a five-year public-private partnership that aims to double the incomes of 25,000 mango farmers—the credit program has unlocked short-term loans for more than 6,000 farmers.

Across the developing world, smallholder farmers and small businesses face challenges in accessing the loans, advice and other financial services that businesspeople in the developed



HAITI: MANGOES

world take for granted. TechnoServe works in more than 30 countries to improve access to finance that allows our clients to reach their full potential and create impact in their communities.

We work with local banks and other financial institutions to meet the unique needs of the smallholders and small businesses we assist. We help enterprising men and women develop financial literacy and business skills to prepare them to take advantage of financing, and we provide support throughout the transaction process. In 2012 alone, TechnoServe helped connect farmers and businesses with \$43 million in financing.

For Orelia, the loan helped meet her family's immediate needs, ensure that she received the best price for her mangoes and establish a credit history for sustainable financing in the years to come. With better access to finance, enterprising people like Orelia can unlock new opportunities for a more prosperous future.

## Part of the Solution: Stronger Farms, Stronger Families

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the farm together, taking on roles and responsibilities often dictated by cultural customs.

TechnoServe believes family farmers hold the key to alleviating poverty and promoting sustainable development. We work across Africa, Latin America and India to help farmers apply business skills and knowledge to their work. We train farmers in agricultural practices that increase productivity and improve the quality of their crops, and we connect them with buyers, financial institutions and other market participants. Our work helps diversify farms so farmers can both feed their families and earn

an income from their crops. We also focus on engaging and benefiting women, sometimes challenging perceptions of gender roles.

Today, the benefits of our work can be seen throughout Joska's village. The members of her cooperative now see farming as more than just a way to subsist. Families are improving their standard of living. The children are healthy and in school, and their parents can envision a future in which they have more choices. This kind of hope is growing on family farms throughout the developing world.

## Our Strategic Plan



1,000,000

enterprising people will directly benefit from our work in a single year by 2017.



\$500,000,000

in cumulative financial benefits will be generated between 2013 and 2017 by the farms, businesses and industries we assist.

Learn more at [technoserve.org/strategicplan](http://technoserve.org/strategicplan)