

**WHY WOMEN?**

As pillars of their families and communities, women like Nadege Gabriel (left) hold the key to breaking the cycle of poverty.



## The Fruits of Women's Empowerment

Like many women in Desvarieux, Haiti, Nadege Gabriel works hard to make ends meet. In a rural economy burdened by instability and poor market infrastructure, she struggles to maintain a steady income and worries about how to keep her young son and daughter in school.

A small grove of Francique mango trees is offering Nadege new hope and a sustainable source of income. A variety unique to Haiti, the Francique mango is prized on the export market for its sweet and spicy flavor. Yet for years farmers had little choice but to sell their mangoes through local traders at far below market value.

TechnoServe is transforming the industry through the Haiti Hope Project, a private-public partnership which is helping smallholder mango farmers increase their incomes and connect to international markets. We train farmers in the best ways to produce, handle and market better quality fruit, and we help them organize into producer business groups so they can sell directly to exporters at higher prices.

"Our mangoes have importance in our community now. We are learning how to manage our trees as valuable assets," says Nadege, whose mango income has grown 75 percent a year since joining

the project in 2012.

Nearly half of the 27,000 farmers enrolled in Haiti Hope are women. As the *poto mitan* ("central pillar" in Haitian Creole) of the family and the economy, women play a vital role in the mango industry's growth.

TechnoServe believes that supporting opportunities for women is critical to alleviating poverty. Projects like Haiti Hope demonstrate how we can create greater impact by engaging and benefiting both women and men.

From the outset, we responded to farmers' needs and held trainings at times that fit women's busy

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GHANA: SMALL BUSINESS

PERU: COCOA

EAST AFRICA: YOUTH EMPOWERMENT

INDIA: VEGETABLES

MOZAMBIQUE: GRAINS

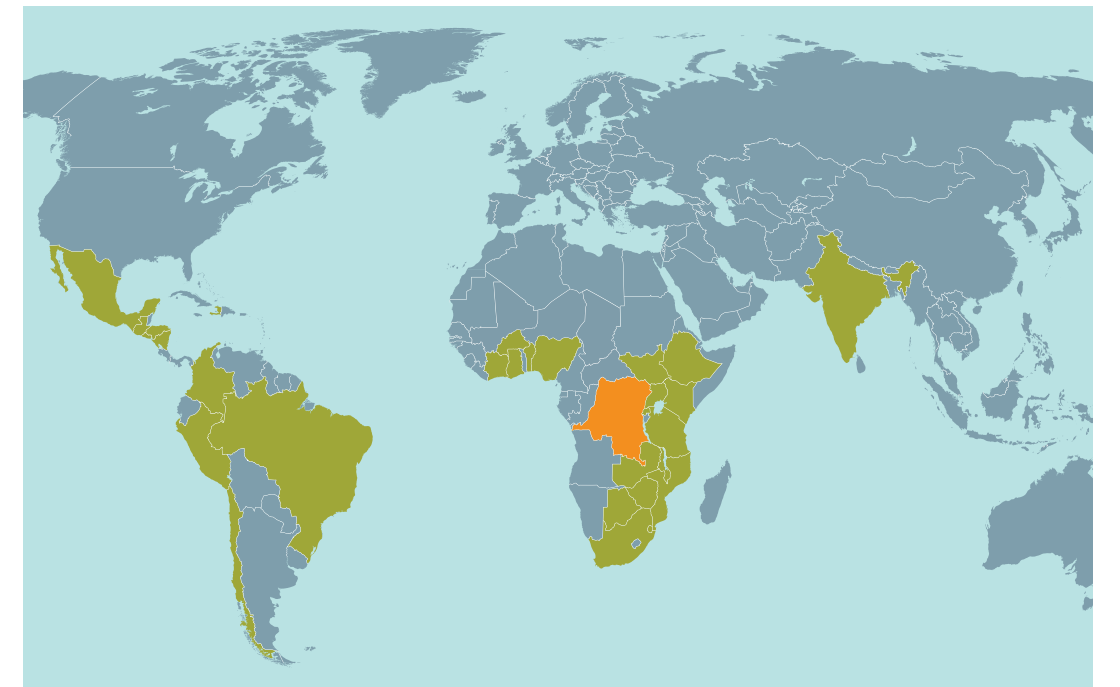
## Where We Work

### Active Countries

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

### Emerging Countries

- Democratic Republic of the Congo



## Updates: Our Impact Around the World

**GHANA**  
**GROWING A BEAUTY BUSINESS**  
For Ghanaian business owner Francesca Opoku, opportunity took the form of an email. She received an announcement for Enhancing Growth in New Enterprise (ENGINE), a new TechnoServe business plan competition organized with the support of the British government, and saw it as the perfect chance to grow her small line of natural beauty products. Working with TechnoServe, Francesca developed her plan and her pitch, and then wowed the judges. She won seed capital and mentorship, and is already putting them to good use: she has increased production and improved the quality of her products, which she hopes to export soon.

**PERU**  
**SWEET RECOGNITION**  
The twelve Peruvian women behind artisanal chocolate business Mishky Cacao drew industry-wide attention last November by winning a

merit award for sustainability at the International Chocolate Awards. When the women first formed Mishky as a cocoa cooperative in the San Martín region, they knew little about processing cocoa or running a business. With support from TechnoServe and our partners, the women learned business management, improved the quality of their products and invested in better marketing. The award, announced at the Salon du Chocolat in Paris, marks the first international recognition of its kind for the Peruvian cocoa industry, and gives the women confidence in their plan for growth. They are already building a new processing facility.

**EAST AFRICA**  
**EMPOWERING THE NEXT GENERATION**  
Building on the success of our flagship youth empowerment program, STRYDE, TechnoServe and the MasterCard Foundation are partnering on a new five-year initiative to address the urgent problem of youth unemployment in Africa. The first

STRYDE program trained more than 15,000 young people across East Africa and helped participants increase their incomes by an average of 233 percent. The expanded STRYDE 2.0 program will reach 48,000 more young women and men in Kenya, Rwanda, Tanzania and Uganda, providing participants with the skills to start small businesses, secure formal jobs or pursue opportunities in agriculture.

**INDIA**  
**HARVESTING SUCCESS**  
Manju's 7.5 acres of farmland in Rajasthan, India, is her family's only source of income. However, pests and the high cost of bringing her vegetables to market long made it a struggle to earn a living. Now, thanks to support from TechnoServe, Manju has received training in agricultural innovations, including sustainable pest control, and she is selling her crops directly to a major retailer. With her income up and her transportation costs down, Manju

has been able to invest in a new irrigation system and a compost kit for her farm.

**MOZAMBIQUE**  
**WOMEN-LED MILLS**  
Pounding maize by hand used to be a labor-intensive process for rural households in Mozambique. Now, a growing number of female entrepreneurs are providing local farmers with time-saving milling services, while improving nutrition and spurring growth in their communities. TechnoServe has pioneered a new micro-franchise model for community grain mills, which are managed by women and do much more than simply process grains. Since 2013, TechnoServe has helped set up three pilot mills offering services such as flour fortification, grain storage and sales of household products. A proposed new joint venture with a private company aims to roll out the successful model throughout the country, giving even more enterprising women opportunities to bring social and economic benefits to their communities.

**LATIN AMERICA**  
**TECHNOLOGY ENHANCED LEARNING**  
We are pioneering e-learning tools for busy entrepreneurs. Featuring interactive modules on how to design and implement an effective business plan, the electronic format allows participants to complete the training at their own pace. These tools are especially well suited for female entre-

preneurs, who may have child care responsibilities and other competing demands. In Chile and Peru, TechnoServe has provided the e-learning training to more than 280 participants, 60 percent of whom are women. In Central America, TechnoServe's Impulsa Tu Empresa program will roll out its new e-learning platform to 200 participants this year.

### IN FOCUS: BREWING EQUALITY



*TechnoServe has helped more than 195,000 East African farmers improve their coffee quality and connect to better markets through the Coffee Initiative. In a region where coffee is traditionally seen as a "man's crop," we prioritized women's participation across all aspects of the program.*

**ENGAGEMENT:** We proactively invited women to enroll through community leaders and other channels, and we arranged trainings to accommodate women's schedules. One-third of all farmers trained were women.

**EMPOWERMENT:** We ensured that women served in key leadership roles, demonstrating that they can be experts in traditionally male-dominated fields. Women represented 40 percent of Coffee Initiative farmer trainers.

**EQUALITY:** We encouraged husbands and wives to participate in farmer training together; as a result 70 percent of interviewed farmers reported significantly more equitable control of coffee income in their household.

## Coffee and Clean Water: Sustainable Solutions in Ethiopia

For Aschameyekesh Bogale, the harvest season used to be both a blessing and a curse. Like other farmers in Ethiopia's Sidama zone, the mother of four relied on coffee to support her family. But she knew that the harvest season would also bring pollution to the Kolla River, the area's main water source, central to her family's daily life.

The local wet mills, which wash and process the coffee harvest, were discharging large amounts of wastewater and pulp directly into the river. "I used to dread when the harvest season was coming because of the smell and the pollution," Aschameyekesh says. No longer able to use water from the Kolla for drinking and basic household chores, she and her two young daughters had to make



long trips to fetch piped water.

An initiative led by TechnoServe and Mother Parkers Tea & Coffee is changing that. Working with 26 wet mill owners along the

Kolla and Malabo Rivers, we are implementing a low-cost, sustainable solution: the creation of vetiver grass wetlands. The grass's deep roots suck up the wastewater, slowing down flow and infiltration into the soil. Any remaining effluent is stored in a small pond at the bottom of the wetland to evaporate. The coffee pulp is separated from the wastewater, composted and returned to the farmers to use on their coffee fields.

With the mill near Aschameyekesh's house now filtering its wastewater using vetiver grass, the difference in the river is noticeable. "Since the grass was planted, I use the river for washing again," Aschameyekesh says. "It has stopped the pollution."

## The Fruits of Women's Empowerment

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schedules. We facilitated access to credit for women at equal rates to men. And we worked to ensure that women are represented in leadership positions.

Initially, women performed tasks such as washing mangoes during the harvest; now they are also managing payment from the exporter and taking on key marketing responsibilities. TechnoServe has provided group leadership trainings that emphasize how men and women can create a stronger business when they work together and make collective decisions. Women now hold a third of the leadership roles in Haiti Hope's producer business groups.

"It creates a supportive environ-

ment," says Yasmine Joseph, a Haiti Hope farmer who serves as her group's marketing agent. "We do not have to rely on men all the time to do the work involved in harvesting and selling mangoes."

Soon after she joined the project, Nadege was elected treasurer of her 125-member-strong producer business group, which has turned a profit for over two years.

"We need to work actively to keep up the momentum," Nadege says. She is planning for the future by planting more mango trees.

"I'm pursuing a better life for my family. I want my kids to stay in school," she says.

By Daniella De Franco and Isaac Gardner

### OUR IMPACT

## The Haiti Hope Project



27,000

farmers enrolled, 47 percent of whom are women



43 percent

of business advisors are women



269

producer business groups formed, with 31 percent of leadership roles held by women



\$2.3 million

in loans disbursed, with 52 percent of loans issued to women

[Learn more at technoserve.org/haiti-hope](http://technoserve.org/haiti-hope)