

WORLD

A Newsletter for Friends
and Supporters of TechnoServe
June 2016



LETTER FROM THE PRESIDENT

Welcome to the summer edition of *World*. I am pleased to share the strong progress we're making thanks to your dedicated support.

In this issue you will read about TechnoServe's commitment to increasing the participation of women farmers and entrepreneurs in the work that we do. Engaging, empowering and benefiting women is critical for transformative impact.

Women's economic empowerment matters because when women control income and assets, households benefit more. Advancing women's equality could add \$12 trillion to global growth by 2025, according to one of McKinsey Global Institute's latest reports.

In 2015, TechnoServe implemented innovative projects in 29 countries around the world, directly benefitting 319,000 farmers, businesses and employees and improving the lives of an estimated 1.6 million household members. In many of the societies where we work, it is uncommon (or even taboo) for women to run businesses or to benefit from farming cash crops. TechnoServe employs a range of creative strategies to boost women's participation where it is not (yet) the norm. We aspire to have women comprise 40 percent of all our beneficiaries by 2017.

With 34 percent, or 110,000 woman beneficiaries in 2015, we are well on our way to achieving that target.

We hope you are as excited as we are about these prospects. As ever, we are deeply grateful for your support. Thank you!

William Warshauer
President and CEO



MIZINALA LUTOLO, (LEFT), CHAIRPERSON OF MABUBU FARMER BUSINESS GROUP.

NILE SPRAGUE

TechnoServe Empowers Women in Tanzania

TANZANIA



Mizinala Lutolo is proud to have been elected as chairperson of her farmer business group. "As the chairperson, I work hard to unite the group's members and open room for new farmers to join and create an environment where everyone's opinion can be shared and respected," she said.

As a woman in a Tanzanian cocoa-farming community, where it's predominantly men who own the farms and control the cocoa income, women in leadership positions like Mizinala can be rare. To create balance, TechnoServe uses a variety of approaches, including requiring each farmer business group to elect a woman for at least one of its three leadership positions: chairperson, secretary or treasurer.

TechnoServe also offers our trademark training on good agricultural practices and improved business skills to women in these communities. By making sure women receive this kind of training and assistance, our work has an even greater impact.

Today, the farmer business group Mizinala leads is one of the highest performing cocoa farmer cooperatives in Tanzania. In a short time, under her leadership, the group has raised membership from 48 to 65, including 18 women; waived the requirements once necessary for widowed woman to join the group, allowing nine widowed women to join; and more than doubled their processing capacity.

By working with TechnoServe to learn good agricultural practices, Mizinala was able to increase the cocoa production on her own plot and sell her cocoa at premium rates. As a result, her family has built a home and sent two of their children to school. "My sons are happy with the better education received, and my family is so happy because we see the benefits our hard work produces," said Mizinala.

Q & A with Esta Kamau

EAST
AFRICA

We asked TechnoServe's Esta Kamau, Deputy Chief of Party for Solutions for Africa Food Enterprises, about her thoughts on women's economic empowerment. For almost a decade, Esta has worked with us in many roles and her current focus is East Africa.

Q: What are some of the challenges to women's economic empowerment you've observed during your time at TechnoServe?

A: One of the big challenges which stands out, across the region and not just in Kenya, is education. Historically, there was a lot of emphasis put on educating more males than females.

Q: What do you see as TechnoServe's approach to economic empowerment and how has it changed?

A: I think what has changed is the conscious effort and focus on giving more support to women-led, women-owned businesses or entities. There has been a push to go further and find and engage women. We're improving the mentoring component - identifying people who can be mentors to other women, who can talk and encourage them to believe in themselves.



● ESTA KAMAU, DEPUTY CHIEF OF PARTY SOLUTIONS FOR AFRICAN FOOD ENTERPRISES.

Q: And what about internally at TechnoServe?

A: There has been a focus on a clear gender policy, in terms of making it more attractive for women to work at TechnoServe. I wouldn't have been able to raise my son as a single mom without the supportive environment within the organization.

➔ [Q & A with Esta Kamau continues on our blog at: www.technoserve.org/blog/qa-esta-kamau-on-women-in-business.](http://www.technoserve.org/blog/qa-esta-kamau-on-women-in-business)

Partnership Helps Coffee Farmers

GUATEMALA



TechnoServe has partnered with the Canadian Trade Facilitation Office and Canadian coffee chain

Tim Hortons to help small coffee growers in Guatemala.

Coffee is one of Guatemala's main agricultural exports and presents a significant path out of poverty for hundreds of thousands of women and men. However, many small-holder coffee farmers across the country are struggling in the face of economic challenges and fluctuating prices, as well as environmental factors. Factors like coffee rust, a disease that attacks the plant's leaves, and which has ravaged many more crops because of rising temperatures associated with climate change.

The project is providing coffee farmers with the specialized knowledge they need to combat coffee



GUATEMALA: WOMEN COFFEE GROWERS

rust and boost their yields. The partnership also aims to empower female farmers, because while many women participate in coffee production, their contribution is not always valued. The project seeks to raise awareness among the coffee farmers about gender equality and ensure that women can have greater participation in decision-making and the distribution of income.

Through this project, TechnoServe is also working with young people in Guatemala's coffee regions, helping them access new economic opportunities. Young people between the ages of 15 and 25 will receive training on agricultural techniques and business skills and the project looks to create connections between the young people and potential employers.

Women Take On Climate Change

“The program has given me hope. Hope that things can change, that my community can make progress, and that my farm can provide enough income to feed my family and send my children to school.”

ELSIE NOSENGA, MAIZE FARMER



WOMEN FARMERS PARTICIPATING IN TRAINING, SOUTH AFRICA.

NILE SPRAGUE

SOUTH AFRICA



Farmers in South Africa continue to feel the effects of one of the country's worst droughts in history.

Maize production for the 2015-16 season is expected to be at least 30 percent lower than the previous year due to drought conditions. For female farmers, who have less access to yield-increasing inputs and land, the decrease in productivity will be especially difficult.

TechnoServe, in partnership with Kellogg Company, is providing training for women in the Eastern Cape Province, which is one of the country's poorest and least productive provinces, to apply climate-smart agriculture practices in order to build resilience to climate change. The second phase of the program seeks to support small farmers in adopting climate-smart agricultural approaches.

For smallholder farmer Elsie Nosenga, the lessons of the TechnoServe program have increased her productivity. “The program has given me hope,” she said. “Hope that things can change, that my community can make progress, and that my farm can provide enough income to feed my family and send my children to school.”

Female Entrepreneurs Scale Up

INDIA



One-third of all small and growing businesses in developing countries – including India – are led by women, yet, these firms often receive less support than businesses led by men.

A TechnoServe initiative aims at supporting the growth of 40 women-led businesses in Mumbai by providing an accelerator program, offering training, intensive advisory and mentoring support to them at no cost for ten months.

The initiative has inspired women entrepreneurs including Meenakshi

Gupta Jain. She is the founder of Helper4u.in, an online database directly connecting uneducated, unskilled and semi-skilled job seekers with potential employers.

“TechnoServe's accelerator program has been invaluable,” Meenakshi said. “The entire program including training, guest speakers, advisory board and mentorship is very well designed for a start-up like us.” Program participants Jyotika Bhatia and Vaishali Shah, founders of a non-profit that helps women fight poverty, also feel their business has accelerated. “The TechnoServe team has helped us



WOMEN ENTREPRENEURS IN INDIA

NILE SPRAGUE

look at the bigger picture and think about our business more strategically. As entrepreneurs we get so caught up in the day to day operations that is easy to sometimes lose track of the objective.”

More Ways You Can Help

Join Us As A Monthly Giver

Please consider joining us as a monthly giver. Your monthly support will help lift families out of poverty all year long. Many people prefer donating this way and it saves our organization money because it reduces the volume of mail we have to send. It takes just a minute to sign up as a monthly giver.

➔ Visit technoserve.org/recurring.

Thank you!

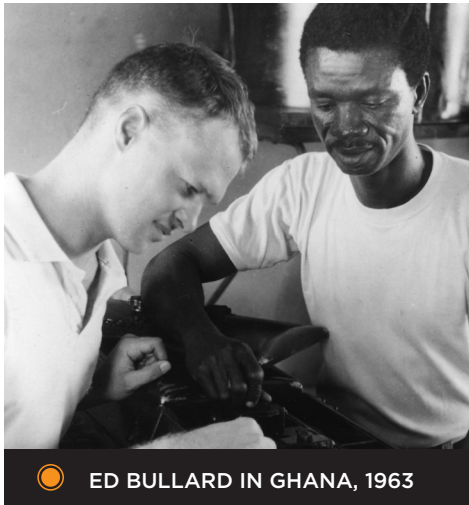
Leave A Lasting Legacy



What will your legacy be? It can be lifting families out of poverty through a planned gift to TechnoServe.

We offer many vehicles to do so and some benefit you, too. Would you like to learn about what planned gifts are right for you? Please contact John Keightley, Vice President, Development and Communications, at jkeightley@tns.org or call 202-719-1308.

➔ Visit technoserve.org/planned-giving.



ED BULLARD IN GHANA, 1963

We Want To Honor You

Have you already included us in your plans? Please let us know. When you make a planned gift you are honored as a member of the **Ed Bullard Legacy Society**. Ed Bullard founded TechnoServe and you'll be helping to preserve his vision.

How To Leave A Bequest

To leave a bequest to TechnoServe, please use the following language:

“I give, devise, and bequeath [insert amount or name of gift] to TechnoServe (EIN 132626135) located at 1120 19th Street NW, 8th Floor, Washington, DC 20036.”

For ten consecutive years, Charity Navigator has awarded TechnoServe its highest rating putting the organization in the top of one percent of all rated charities.



DONATE | To donate or learn about other ways to give, visit technoserve.org/donatenow.

Paul E. Tierney, Jr., Chairman
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