This is where change begins.
TechnoServe helps grow strong markets that create opportunities for poor people. Our programs:

**DEVELOP CAPACITY** We help individuals and communities acquire skills, share knowledge and apply the technologies needed to build successful farms and businesses.

**STRENGTHEN MARKET CONNECTIONS** We coordinate among industry players and connect emerging businesses and farms to capital, networks and suppliers.

**IMPROVE THE BUSINESS ENVIRONMENT** We encourage self-sustaining economic activity by addressing the policies, information and incentives that help markets function better.

Our teams combine world-class business expertise with local knowledge, relationships and context. We take a flexible approach to problem solving, learn from our experiences and innovate in support of our mission. We understand that the transformation we seek is too great to bring about on our own. So, we strive to be a catalyst and partner at all points in competitive markets, working with a range of stakeholders to jumpstart widespread change that lasts long after TechnoServe exits. We are scaling up our efforts in order to respond to the daunting challenge of global poverty.

TechnoServe aims to build lasting solutions in all that we do. Our work helps poor people not only to increase their incomes, but to recover from setbacks using their new skills and knowledge. The benefits of this type of development ripple through families and communities, promising a better future for people facing poverty.
Africa: Food Crops

Cultivating a New Approach to Staples

As Eshetu Abote, a member of the Shegole coffee farming cooperative in western Ethiopia, crouches near his maize (corn) crop, the difference is apparent. The shorter plants — cultivated using traditional methods — barely reach his shoulder. The taller plants were grown during monthly training sessions delivered through TechnoServe’s Coffee Initiative.

**A SUCCESSFUL FARM**

This maize was intercropped with beans, which provide nitrogen to the soil. The plot was weeded regularly and fertilizer was applied at the bottom of correctly spaced holes. These measures have helped boost productivity on the demonstration plot, where local farmers see firsthand the impact of their work.

Eshetu, like other members of the cooperative, sells his coffee for income while growing maize mainly for household consumption. But productivity is low, and many farmers in the area remain net buyers of maize because of low-quality seeds, nutrient-deficient soil and poor pest and disease management.

As part of the Coffee Initiative, funded by the Bill & Melinda Gates Foundation, Eshetu and thousands of other Ethiopian farmers are learning farming and business skills that will help them increase production of both food and cash crops. TechnoServe believes that a successful farm should be an integrated and diversified system, where multiple crops help to ensure food security, maximize income and manage risk.

**IMPROVING BUSINESS MODELS**

Many smallholder farmers grow staple crops such as maize, rice and beans for subsistence. But with higher productivity, a business mindset and an accessible market, these crops can offer an income opportunity as well. As we focus on improving practices at the farm level, we are also promoting improved business models across entire sectors — from the field to the end consumer.

For example:

- In Mozambique, with support from the Dutch Government, we are working to transform the seed system by empowering local entrepreneurs and small-scale commercial farmers. This effort will help 3 million smallholder farmers to determine the right production strategy for their circumstances.

- With support from the Alliance for a Green Revolution in Africa (AGRA), TechnoServe is helping to build a sustainable warehouse system that gives farmers a choice to sell or store their crops. Our efforts will assist 20,000 smallholder maize and rice farmers in Tanzania to reduce their post-harvest losses and operate their farms as a business.

- TechnoServe is working with Partners in Food Solutions — a nonprofit that draws on the expertise of volunteers from General Mills, Cargill and DSM — and the U.S. Agency for International Development across several African countries to strengthen the food processing industry, a critical market for smallholder-grown staple crops.

These efforts show that staple crops can offer more than just subsistence for smallholder farmers. When the entire market system is strengthened, these crops can provide income, create jobs and improve food security for families.
**Program Highlights**

**HAITI**

*Credit Brings Hope to Mango Farmers*

Mango farmers often feel pressure to sell their fruit before it is ripe, sacrificing much of its value. The Haiti Hope Project — a partnership to help 25,000 farmers double their fruit income — is helping to find a solution. Haiti Hope brings together public and private partners, including the U.S. Agency for International Development, The Coca-Cola Company, the Nikkiflateral Investment Fund, a member of the Inter-American Development Bank Group, and TechnoServe. This project is partnering with local financial institutions to support farmers in Haiti who are largely excluded from the Haitian financial system. Some 1,400 farmers have received loans, and the program aims to enroll 3,500 borrowers by 2015.

**CENTRAL AMERICA**

*Smallholder Farmers Reach New Markets*

TechnoServe is helping smallholder Central American farmers increase their incomes, with support from the U.S. Department of Agriculture. In Honduras, we are working with 9,000 farmers to improve their livelihoods — to improve milk quality, increase productivity, and connect them to new markets. In Nicaragua, TechnoServe is helping farmers establish community seed banks. In Nicaragua, TechnoServe is helping smallholder coffee farmers increase their incomes, with support from the U.S. Agency for International Development, The Coca-Cola Company, the Nikkiflateral Investment Fund, a member of the Inter-American Development Bank Group, and TechnoServe. This project is partnering with local financial institutions to support farmers in Nicaragua who are largely excluded from the Nicaraguan financial system. Some 1,400 farmers have received loans, and the program aims to enroll 3,500 borrowers by 2015.

**GHANA**

*Sustainable Support for Farms and Businesses*

With support from the U.S. Agency for International Development, TechnoServe is providing sustainable support to farms and businesses in Ghana. The program is partnering with farmers in the Upper West Region to help them improve the quality of their crops and increase their incomes. The program aims to improve the quality of the crops and increase farmers' incomes by improving access to critical supplies, facilitating credit, increasing productivity and connecting farmers to new markets.

**PERU**

*Higher Yields, Higher Incomes from Maize*

TechnoServe is collaborating with agricultural firm Wiano and the Masaya Group to support 24,000 smallholder maize farmers in northern Ghana. The program aims to improve the quality of their crops and increase farmers' incomes. The program is partnering with farmers in the Upper West Region to help them improve the quality of their crops and increase their incomes. The program aims to improve the quality of the crops and increase farmers' incomes by improving access to critical supplies, facilitating credit, increasing productivity and connecting farmers to new markets.

**EAST AFRICA**

*Strengthening Economic Opportunities for Youth*

In East Africa, where the average age is 18 and youth unemployment is a major issue, young people often lack the skills and knowledge to unlock economic opportunities. TechnoServe has partnered with the MasterCard Foundation to help 15,000 rural young men and women transition to economic independence in Kenya, Rwanda and Uganda. The Strengthening Rural Youth Development through Enterprise (STRYDE) program delivers a comprehensive package of services including skills training, business development and mentoring. The confidence and knowledge that participants gain from STRYDE helps them identify and capitalize on opportunities.

**UGANDA**

*Learning Lessons with Enterprising Women*

The Women Mean Business program aims to empower women in Uganda's Central region with the knowledge and skills they need to grow thriving businesses. In the program’s second phase, TechnoServe is working with 10,000 women to help them improve the quality of their crops and increase their incomes. The program aims to improve the quality of the crops and increase farmers' incomes by improving access to critical supplies, facilitating credit, increasing productivity and connecting farmers to new markets.

**ZIMBABWE**

*Integrated Rural Development Creates Broad Change*

An industry can drive change on a large scale. TechnoServe is supporting the development of a competitive and environmentally sustainable plantation forestry sector that will bring a range of benefits to rural areas. With support from the U.S. Department of Agriculture, we are working with seven firms and one company that plans to plant 2.5 million acres of trees and employ more than 100,000 workers in Mozambique. Through an integrated approach to rural development, we also aim to transform smallholder maize farmers into commercial farmers, promote investment in the grain and poultry industries, and develop the capacity of local governments to catalyze economic development.

**INDIA**

*New Opportunities for Tibetans in Exile*

Tibetans living in exile in India and Nepal face major economic challenges, including a lack of employment opportunities and a growing number of people moving away from settlements. The Economic Development of Tibetan Settlements (EDOTS) program is creating sustainable livelihood opportunities by promoting competitive farms and businesses. With support from the U.S. Agency for International Development, TechnoServe is training farmers in organic production and helping them to improve supply chain practices for organic crops. The program also provides training and support to 60 entrepreneurs, along with skills training to help 500 young Tibetans find work.

**WHERE WE WORK**

Active Countries:

- Argentina
- Bangladesh
- Bolivia
- Brazil
- Burkina Faso
- Chile
- Colombia
- Costa Rica
- Côte d’Ivoire
- El Salvador
- Ethiopia
- Ghana
- Guatemala
- Haiti
- Honduras
- Indonesia
- Kenya
- Morocco
- Mozambique
- Peru
- Rwanda
- South Africa
- South Sudan
- Spain
- Tanzania
- Thailand
- United Kingdom
- United States
- Uruguay
- Venezuela
- Vietnam
- Zambia
- Zimbabwe

 Emerging Countries:

- Brazil
- Mozambique
- South Sudan

Headquarters:

Washington, DC
Latin America and the Caribbean: Enterprise Development

Small Businesses, Big Impact

Jeannette Severino’s business was born from an unlikely opportunity. Her children were tall and skinny, so she was constantly tailoring their school uniforms. When a bout with cancer drained her family’s savings, she saw that she could earn a living by offering the same service to others. So she launched the uniform business J&J Confecciones from her home in Santiago, Chile.

In 2009, Jeannette (above left, with TechnoServe’s Corina Rivas) entered Idea Tu Empresa, a regional business plan competition run by TechnoServe. Through trainings and one-on-one consulting, Jeannette developed a plan for growth. TechnoServe’s business advisors helped her expand production, improve her marketing and set her business on a sustainable path.

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Since participating, she has grown her sales fourfold. Her business has grown from three to 20 employees — mostly young, single mothers and elderly women.

“It’s tiring sometimes,” Jeannette says, “but I know I have something of my own, something I can share with my family.”

Small and growing businesses like Jeannette’s can be an economic engine that benefits families and communities. But across Latin America and the Caribbean, enterprising people face a number of constraints — information, business skills, financing and access to markets, to name a few.

From Haiti to Chile, TechnoServe is fostering competitive businesses that generate jobs, income opportunities and key products and services in poor communities. Our evolving approach to enterprise development aims to identify the most promising entrepreneurs and provide them with seed funding, business plan training and consulting support. We help connect them to markets and sources of financing.

INNOVATION AND CHANGE

We tailor our programs to the needs of individual communities. Our predominantly local teams understand how to foster innovation and change, and how to develop the local institutions needed to support a vibrant private sector. Our staff draws on extensive experience in the private sector to mentor entrepreneurs and catalyze growth. TechnoServe works in partnership with donors, corporations, and local governments and institutions to create a sustainable support system for the private sector.

This approach has generated results. Idea Tu Empresa, for example, helped businesses across six South American countries to increase their sales by 342 percent. These businesses have created 1,735 jobs and accessed more than $5 million in financing.

As we move forward with our next generation of enterprise development programs in Latin America and the Caribbean, we are continuing to evaluate what works best. Our program Impulsa Tu Empresa, for example, will test different methodologies for entrepreneur selection, training and consulting in order to determine the most effective model.

Lessons Learned

LOOK FOR TALENT
Entrepreneurial ability, not knowledge, is the best predictor of business growth. We are incorporating a test for entrepreneurial talent into our selection process.

IT’S ABOUT ACCESS
Most entrepreneurs cite access to capital as a significant obstacle. TechnoServe helps entrepreneurs figure out their financial needs and negotiate with potential sources of funding. We also place an emphasis on helping businesses access markets for their goods.

PARTNER FOR SHARED VALUE
Corporations such as Cargill, SABMiller and Anglo American are contributing more than just money to our enterprise development programs — they’re sharing the expertise of their employees and incorporating small businesses into their supply chains. This support strengthens the communities where these businesses operate.