



Geister Cachique has doubled his cocoa productivity since participating in TechnoServe trainings.

Sustainable Support for Smallholder Farmers in Peru

Geister Cachique remembers the days when he and his family depended on coca plants to earn a living. Coca, which can be processed into cocaine, was one of the only crops that would grow well on their marginal land in the community of Las Mercedes, located in Peru's tropical San Martín region. But with coca came crime and violence from drug traffickers — and fear and uncertainty among local farmers.

In the early 2000s, Geister and other members of the community began planting cocoa trees, along with beans, corn and other crops. But without proper skills and

techniques, many struggled to rise above subsistence-level farming.

HIGHER YIELDS, HIGHER INCOMES

Geister and other members of the Cocoa Producers Association of Las Mercedes began working with TechnoServe in 2011. Through TechnoServe's trainings, they learned to properly prune and fertilize their trees. The farmers also improved their handling and processing of the cocoa beans after the harvest, and earned a higher price by selling their cocoa collectively.

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Thanks to these improvements, Geister's productivity has doubled and he is receiving a higher price for his cocoa. With the extra money, Geister plans to buy more land to cultivate cocoa. He is better able to provide for his 16-year-old son and 9-year-old daughter.

"I am working to send my children to college," says Geister, president of the producers association. "I want my son to be an engineer. But most of all, I want them to be proud because this money will be earned with dignity and free from violence."

A PRODUCTIVE PARTNERSHIP

TechnoServe is facilitating training for Geister and thousands of other farmers through the Economic Development Alliance in San Martín, a program funded by the U.S. Agency for International Development (USAID) and implemented in partnership with the Government of Peru, the PIMCO Foundation, Peru Opportunity Fund, Weidemann Associates, the World Cocoa Foundation and the West Foundation.

The program is promoting a licit, prosperous and sustainable economy in San Martín. TechnoServe and our partners are working to assist farmers in San Martín to increase productivity and improve the quality of their crops while adopting processes that increase their value, such as organic certification. At the same time, we are fostering growth in both the cocoa and coffee industries by encouraging the development of small businesses and forging new market connections.

At the farm level, TechnoServe has introduced an innovative training for cocoa growers that combines fertilization and pruning. Our staff has adapted the method to suit the soil conditions in different areas of San Martín.

Critically, TechnoServe is working in partnership with local governments and organizations in order to transfer the training methodology to technical advisors in the region.

Inside a Farmer Training

The training sessions organized by TechnoServe bring together 20 to 25 producers at a demonstration plot selected by the farmers. Local technical advisors — who have been coached by TechnoServe staff on both cocoa farming techniques and adult training — deliver the curriculum to the farmers.

The trainings are designed to be interactive. The advisor demonstrates the practice — in this case, fertilizing and doing the first of a series of three prunings — and then supervises the group as they replicate the technique across the rest of the demonstration plot.



TechnoServe advisor Nixon Rojas Sandoval demonstrates how to tend a cocoa tree.

Other trainings are designed to remind farmers of water and soil conservation and disease control practices.

As the season progresses, farmers see firsthand how the new practices result in healthier, more productive trees. To date, the program has established 300 demonstration plots and trained more than 6,200 cocoa farmers in production techniques. TechnoServe and our partners are currently rolling out a series of trainings to help producers manage their farms as a profitable business that generates sustainable income.

This helps ensure that farmers will continue to receive effective support long after the program ends.

Roger Mozombite, a technical advisor from Juanjui and the son of a former coca grower, knows the importance of teaching production techniques to farmers like his father, who abandoned coca to cultivate cocoa and coffee. TechnoServe is demonstrating a consistent methodology to organizations in the region, which helps ensure that farmers receive a coordinated message

about best practices.

"As soon as the training program began to be implemented, we immediately saw the impact in the field," Roger says. "For the cocoa trees, the results of the pruning were astonishing. With these techniques, producers will raise their yields by 50 percent this year."

With higher yields and new market opportunities, farmers like Geister will continue to increase their incomes — and create a better future for their families. ●

ON THE GROUND

PARTNERS IN FASHION

In March, fashion companies Diesel and Edun are launching a new denim collection sourced and manufactured entirely in Africa. The cotton will come from farmers in northern Uganda who are participating in the Conservation Cotton Initiative (CCI), a partnership between TechnoServe and Edun that is helping more than 8,500 farmers to rebuild their livelihoods after decades of a destructive civil war. When Edun founders Ali Hewson and Bono made the announcement with Diesel founder Renzo Rosso last November in Rome, Bono invited Erastus Kibugu, country director of TechnoServe Uganda, to join them onstage. Kibugu spoke about the broader impact of sustainable economic growth in the area: "It's beginning to rebuild a community that has been decimated."



From left: Renzo Rosso, Ali Hewson, Bono and TechnoServe's Erastus Kibugu announce a new fashion line, Diesel+EDUN.

EXPERIENCING MOZAMBIQUE

Our annual international board meeting, which took place in November in Mozambique, allowed board members to see firsthand how TechnoServe's approach can transform entire industries and impact hundreds of thousands of lives. TechnoServe's leadership met with business and government leaders in the capital city of Maputo, and attended a dinner reception highlighted by a speech from Armando Guebuza, the president of Mozambique. Guebuza praised TechnoServe's role in developing and revitalizing several key Mozambican

sectors, from domestic poultry and soy to cashew processing and tourism. Board members witnessed the comprehensive market-based approach in action during visits to TechnoServe-assisted businesses in Nampula Province, including a cashew-processing plant humming with 1,500 workers and a tree nursery sowing the seeds for a thriving plantation forestry industry.

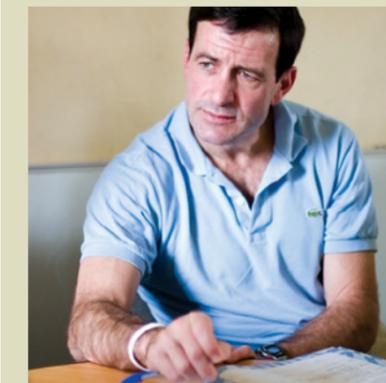
ENHANCING FOOD SECURITY

TechnoServe helps food processors in sub-Saharan Africa improve their operations and product quality in collaboration with the U.S. Agency for International Development and Partners in Food Solutions (a non-profit that draws on the expertise of volunteers from General Mills, Cargill and DSM). Through an agreement announced last October, the program has been expanded and extended for five more years. Solutions for African Food Enterprises (SAFE) will provide customized assistance and training to hundreds of processors in Kenya, Malawi and Zambia, improving their profitability and competitiveness while increasing the availability of affordable and nutritious food across the region. ●

\$76 million

revenue generated by TechnoServe-assisted businesses in Mozambique in the past five years

Watch a short video about the TechnoServe story and learn about our refreshed brand at technoserve.org/brand



Our New Look

Welcome to the new and improved World newsletter! We think it's a fitting representation of our updated brand. (See the back page to learn more about our new logo.)

Based on your feedback, we've made several changes. We're including more updates from the field. We've redesigned the format to make it more reader-friendly. And, as I'm sure you've noticed, the new color photography gives you a beautiful view into TechnoServe's work.

While this is a big upgrade for the newsletter, even more critically, we're actually saving money. By bringing the production in-house and switching to digital printing, we are producing the newsletter at a much lower cost. Greater efficiency means more resources go toward supporting our work on the ground.

It's all part of an effort to tell our story better — and show how your donations create real impact for poor people in the developing world. Thank you for your continued support!

Bruce McNamer
PRESIDENT AND CEO

Behind the Logo

TechnoServe's new logo (see bottom right) represents the elements that are critical to our vision of being the most effective catalyst and partner for transformative, on-the-ground, market-based solutions to poverty. The leaf highlights our deep expertise in agriculture while also representing the concepts of growth and transformation. The circular shape of the icon demonstrates the role that TechnoServe plays as a catalyst, promoting continuous improvement within industries. The interplay between the separate pieces of the circle represents the importance of partnership in our work. The position of the icon suggests progress and a forward-looking perspective. And the two colors in TechnoServe's name give equal emphasis to our technical expertise and our history of service across the world.

Highest Rating

TechnoServe recently received Charity Navigator's 4-star rating for the seventh consecutive year. This high distinction places TechnoServe in the top two percent of all U.S. charities.



CONNECT WITH US



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Since its inception in 1968, TechnoServe's work to create business solutions to poverty has benefited millions of people in more than 40 countries. TechnoServe is a private, nonsectarian, nonprofit organization, as defined by IRS code section 501(c)(3). TechnoServe is a member of Global Impact. Contributions to TechnoServe are tax deductible to the extent permitted by law.

OUR SUPPORTERS

Q&A: Sarah and Shay Wester

Sarah and Shay Wester have been TechnoServe Members since 2011. Members are active supporters who advance TechnoServe's mission by contributing time, talent and funds. Last year, the Westers moved from Washington, D.C., to Singapore, where Shay is a foreign policy professional and Sarah is pursuing her Master of Business Administration at INSEAD.



HOW DID YOU FIRST BECOME INVOLVED WITH TECHNOSERVE?

We wanted to get involved with a D.C.-based organization where we could donate both time and financial resources to help make an impact. Sarah is interested in the agricultural sector, having been involved in the local food movement in D.C. We chose to support TechnoServe because we were so impressed with its operations and results.

YOU PARTICIPATED IN OUR ANNUAL MEETING LAST YEAR IN NEW YORK. WHAT WAS THAT EXPERIENCE LIKE?

It was a great way to get to know the amazing staff members, plus fellow members who believe in what

TechnoServe is doing. We also heard about TechnoServe's work in Latin America and Africa directly from the field staff, which furthered our commitment to the organization.

WHAT DO YOU THINK ARE THE GREATEST CHALLENGES FOR PEOPLE TRYING TO LIFT THEMSELVES OUT OF POVERTY?

One major challenge is a lack of access to the world economy. We believe strongly in TechnoServe's approach: "business solutions to poverty." By connecting enterprising people with markets, skills and tools, TechnoServe is significantly increasing their chances of success. ●

Support Our Work

Your generous support of TechnoServe helps enterprising men and women in the developing world improve their lives and secure a brighter future for their families. In addition to direct contributions, there are many giving options to choose from.

You can support our work by scheduling a recurring donation or by making memorial and tribute gifts, bequests, appreciated stock contributions, or life income agreements, such as charitable gift annuities, charitable remainder trusts and pooled income funds.

To donate, or learn about other ways to give, call 800-99-WORKS or visit technoserve.org/donate.



TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY