

# WORLD

A Newsletter for Friends  
and Supporters of TechnoServe  
October 2014

## LETTER FROM THE PRESIDENT



I am delighted to greet you as TechnoServe’s new president and CEO. I’ve admired TechnoServe for many years, so it’s an honor to have the opportunity to lead this dynamic organization. In August, my first trip to the field took me to Ghana, where TechnoServe’s story began 46 years ago. It was there that our founder, Ed Bullard, decided to start a different kind of nonprofit, one that would empower enterprising people to lift themselves out of poverty. And it was there that I saw Ed’s vision in action and heard inspiring stories of transformation from hardworking Ghanaians like the cocoa farmers you’ll meet in this issue. I couldn’t be more excited to be working with our exceptional staff, our partners, and of course you, our supporters, to continue creating lasting change that ripples through families and communities. Thank you for your generous support.

Will Warshauer  
President and CEO

## Your Support Made It Possible

In 2013, TechnoServe’s work made a difference in **2.2 million** lives. We couldn’t have done it without your help. Last year:

**12,866**

donors made 18,384 gifts

**\$123**

average size of donations from individuals

Learn more in our digital annual report:  
[technoserve.org/2013annualreport](http://technoserve.org/2013annualreport).



Image Expedition

● AMA NYAME (COCOA FARMER, GHANA)

## The Role Model

Ama Nyame likes to chat about farming and business with the women she meets along the side of the road, many of them balancing the day’s supply of water or firewood on their heads. “I have learned many things and I want to share,” she says.

The 36-year-old widow and mother of four wasn’t always so confident. As a teenager, she had inherited a small plot of land in Muoho, Ghana, from her father, but struggled for years with low productivity and, as a woman, limited access to resources and advice. After her husband, a school teacher, passed away, Ama joined the WCF Cocoa Livelihoods Program. With support from TechnoServe and our partners, Ama was able to access fertilizers and other agricultural supplies, bringing her land into new health and productivity.

Thanks to these improvements, Ama’s cocoa income has more than doubled, allowing her to purchase more land and diversify her farm. She’s replacing aging palm oil trees with cocoa saplings, and investing in poultry and sheep. All four of her daughters are in school, and she has become a role model not only to them, but also to other women in her community. “I bring them to my farm, tell them what I’ve learned. I give them business advice,” she says.

Read more about the WCF Cocoa Livelihoods Program on page 2.

# Cocoa Farmers Band Together For Profits

The members of the Muoho Cocoa Farmer Group are hard at work, even as the sound of their laughter echoes through the cocoa forest. They sit around a huge mound of harvested cocoa pods. Each one must be broken open to remove the pulp and beans inside, a job that requires hours of tedious work. But this cooperative makes light of the task ahead by placing a can of sardines atop the pile.

“We love sardines,” a group member says. “The worker who removes the pod that causes the can to drop, gets to take it home.”

As if on cue, a roar goes up as the sardine can hits the ground. There are cheers and smiles of encouragement all around.

Working as a community clearly brings joy to the 2-year-old cooperative located in the heart of western Ghana’s cocoa growing region. Ghana’s economy relies on cocoa and with world demand increasing, it is a booming market. Even so, several years ago these farmers struggled to earn a living from their cocoa. Now, with TechnoServe’s support, they are improving their farming practices and generating higher yields. In the two years that farmers have accessed supplies to improve the health of their farms, some members have seen their production increase from a single 141-pound bag to five bags on a 1-acre farm.

As a key partner in the WCF Cocoa Livelihoods Program, TechnoServe is helping thousands of farmers like the members of the Muoho cooperative to increase their incomes from cocoa. The program is a regional initiative, supported by the Bill & Melinda Gates Foundation and led by the



**SWEET HARVEST:** Higher yields mean higher incomes for the Muoho cooperative.



**WISH LIST:** View our online gift guide to learn about sustainably sourced chocolate and other products that support better livelihoods for the hardworking men and women TechnoServe supports: [technoserve.org/giftguide](http://technoserve.org/giftguide).

World Cocoa Foundation (WCF), that seeks to double the incomes of 200,000 cocoa households in West Africa within 10 years by improving productivity, cocoa quality and market efficiency.

TechnoServe is working across Ghana and Côte d’Ivoire to connect farmers with credit for supplies such as fertilizers and pesticides, which can revitalize their cocoa trees and more than double their yields. Our successful credit strategy is built upon a risk-sharing mechanism that ensures the farmers, their suppliers and the companies that buy their cocoa all have a financial stake in the success of the program.

TechnoServe is helping to build a culture of cooperation among smallholders in Ghana, where cocoa farmers typically operate individually rather than in business groups. We are working with

groups like the Muoho cooperative not only to access and use farming supplies properly, but to function more effectively as a business group. This year, 18 of the 30 members of the Muoho group participated in the credit program, and more are expected to join in the next growing season.

“Unless you join the cooperative, no one comes to your aid,” says one member. “TechnoServe provides us with access to resources.”

*Linda Lorenzetti contributed reporting to Ghana stories on pages 1 and 2.*

## Behind the Chocolate

4 million

tons of cocoa is consumed each year, and demand is starting to outpace supply

90 percent

of the world’s cocoa comes from small-scale farmers



# Updates: Our Impact Around the World

## TANZANIA

### MOBILE TOOLS FOR FARMERS

Grace Zakaria, a flower farmer in Mbululu, Tanzania,

used to travel more than 120 miles to get payments from Multiflower, the company that buys her seeds. Now, she can use a new app to receive payments on her phone, saving her numerous costly and risky trips. Cell phones, which are becoming ubiquitous in Africa, hold the potential to improve livelihoods. They can facilitate transactions and deliver agricultural and pricing information. Together with our partners in the Connected Farmer Alliance, TechnoServe is leveraging this technology to increase the incomes and resilience of smallholder farmers in Kenya, Mozambique and Tanzania. We are working with rural communities and businesses across these regions to develop mobile applications that enable farmers to access financial services and connect to local and multinational companies. Currently, the program is facilitating communications and transactions for more than 8,000 smallholder farmers and four businesses, including Multiflower.

## HONDURAS

### BETTER BEEKEEPING

In recent years, beekeepers in Honduras have observed a sharp decline in

their colonies. TechnoServe is working with more than 180 beekeepers to address pest and disease problems affecting honeybee populations, and to improve honey yields from their hives. We're promoting the breeding of healthier queen bees and developing an integrated pest management program



Grace Zakaria receives a mobile payment



Honduran honey



Jamela Mogodi

tailored specifically to small-scale beekeepers in the regions of Colón and Ocotepeque. With support from our partners, we're also helping beekeepers purchase more hives and better equipment to boost productivity. As a result of these efforts, participants have seen honey yields increase by nearly 300 percent over the past three years.

## SOUTH AFRICA

### FRESH SALES FOR VEGETABLE FARMERS

Jamela Mogodi started growing vegetables on her

family farm in Limpopo, South Africa, five years ago in response to increasing demand for fresh produce. Her daily summer

harvest of five to 10 crates sold well locally, but she knew there was a larger market typically out of reach for small-scale farmers. In 2012 Jamela was selected for the Direct Farm pilot program, a partnership between TechnoServe and Massmart, one of South Africa's leading retailers. Through TechnoServe's training, Jamela developed her business skills and learned best practices for irrigation, plant protection and post-harvest handling. By the end of the year, Jamela's farm was a thriving business employing 13 permanent workers and producing up to 350 crates of vegetables a day to be sold at Massmart stores.

## WORKPLACE GIVING

### Support TechnoServe through your workplace!

A number of giving campaigns allow you to designate TechnoServe as the recipient of your workplace contributions. Federal employees can donate to TechnoServe by using our CFC number: **10728**. We are also a charity member of Global Impact — you can write us in if you don't see us listed.

For more information about how to participate in workplace giving or how to design a signature campaign at your company, please contact us at 800-99-WORKS or [donorsupport@technoserve.org](mailto:donorsupport@technoserve.org).

# Get to Know Our New CEO: Will Warshauer



**Q:** What drew you to the world of international development?

**A:** I first got involved in international development as a Peace Corps Volunteer, working with smallholder farmers in Sierra Leone, West Africa.

It was there that I realized how powerful it can be to connect people to the skills and knowledge they need to improve their lives and communities.

**Q:** What was your aha moment?

**A:** There was a 10-year-old boy in my village named Bolo, who was a special kid — super smart with a sparkle in his eye. One day, it hit me like a ton of bricks that because of where he was born, Bolo was unlikely to go beyond primary school or 10 miles outside that village. His life expectancy was only about 40. And I realized that if our roles had been reversed — if he had been born to a doctor in the U.S. and given the same opportunities I had — his smarts and energy would take him very far. So I decided then to devote my career to unlocking opportunities for people like Bolo.

**Q:** How has your career led you to TechnoServe's door?

**A:** My career has long focused on applying business solutions to poverty — from distributing life-saving health products from Coca-Cola's trucks to providing



Will visits a TechnoServe cocoa project in Ghana, 2014.

small loans to poor rural women. Having worked in more than 40 countries over the past 25 years, I've seen how we can make markets work for poor communities. I believe that my strong leadership experience in international development and the private sector will help TechnoServe continue to grow and evolve.



**SAVE THE DATE**

Join Will Warshauer for a telephone town hall on November 12 at 5 p.m. EST. Details to follow.

## Planned Giving Supports Our Mission

TechnoServe's Ed Bullard Legacy Society was created to recognize individuals who have designated TechnoServe in their estate plans by including bequests, charitable gift annuities or other deferred gifts. Named after Ed Bullard, the Society honors our founder's belief in creating a reserve fund to secure a fiscally strong organization.



Ed Bullard in Ghana, 1963.

By including TechnoServe in your estate planning, you will be preserving Ed's vision while helping hardworking men and women in the developing world create a better tomorrow.

Please let us know if you have included TechnoServe in your estate plans so that we may thank you during your lifetime for your outstanding support and commitment. For more information about the Ed Bullard Legacy Society or planned giving, please contact Daniel Kemp at 202-650-5720 or [dkemp@technoserve.org](mailto:dkemp@technoserve.org).

**DONATE**

To donate or learn about other ways to give, visit [technoserve.org/donatenow](http://technoserve.org/donatenow).

Paul E. Tierney, Jr., Chairman  
Will Warshauer, President and CEO

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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.

