



**TechnoServe**  
BUSINESS SOLUTIONS TO POVERTY

# WORLD

A Newsletter For Friends Of TechnoServe • Spring 2010

TechnoServe was founded on the principle that the best way to help people lift themselves out of poverty is through private-sector solutions. By giving men and women in the developing world the skills and knowledge needed to build sustainable enterprises, we lay the groundwork for new sources of incomes, jobs and hope.



We are now doing more of that in one of the neediest places on the planet. TechnoServe and The Coca-Cola Company recently announced the creation of the Haiti Hope Project, a collaborative effort to double the incomes of 25,000 Haitian mango farmers and build a sustainable mango industry in the earthquake-shattered country. TechnoServe is proud to be part of this initiative, which we hope plays a role in Haiti's long-term recovery efforts.

We continue our hard work in other parts of the world, too. This edition of the World newsletter highlights our efforts to help soy farmers in India become more productive and boost their incomes. And in Honduras, we have helped a group of oil palm farmers earn higher prices for their crops and open their own processing plant.

In recent months, TechnoServe has worked to find new ways to connect donors to our programs. You can contribute to the Haiti Hope Project via text messages on your mobile phone. Texting also played a role at our recent gala in New York City, where our text-to-pledge segment featured a one-to-one match from the Bill & Melinda Gates Foundation.

Generous contributions from donors like you make it possible for us to continue our work throughout the world. As always, I sincerely thank you for your continued support.

*Bruce McNamer  
President and CEO*

## Soy Program Boosting Farmer Incomes in India

In just one year of working with TechnoServe's soy program in southeast Rajasthan, India, Bhawani Shankar's income grew enough to bring into reach his longtime dream of a quality education for his four children.

Bhawani began to grow soybeans seven years ago, but he used too many pesticides and sprayed them at inappropriate times. He rarely visited his fields as his crops were growing, neglecting weed management. When he first met TechnoServe's advisors, disease threatened his entire crop and those of neighboring fields.

At TechnoServe's invitation, senior scientists from the national soybean research center in India visited Bhawani's field and found that his plants were infected with the soybean mosaic virus. This timely diagnosis of the disease helped Bhawani save his

crop and earned his trust.

Shankar embraced TechnoServe's scientific practices in his soy crop rotation and boosted his yields by 33 percent. With the extra income, he fixed his well in order to ensure a year-round supply of water for his crops, purchased household amenities and is sending his children to better schools.

TechnoServe has worked in India since 2006 to identify, develop and grow enterprises in poor communities, creating jobs and other income-generating opportunities. Soy is one of the areas of focus. Despite being the fifth-largest producer of soybeans in the world and representing 10 percent of the world's land under soy cultivation, India contributes only around 4 percent of the global share of soybeans due to its farmers' low productivity.

*(continued on page 3)*



Soybean scientists visit the fields of Bhawani Shankar in southeast Rajasthan, India. The scientists diagnosed a virus in Bhawani's plants, helping to boost his yields and income.

# TechnoServe and USDA Help Turn Palm Oil into Profits in Honduras

Oil palm farmers in Honduras more than doubled the amount of oil they can collect thanks to a partnership between TechnoServe and the U.S. Department of Agriculture's Food for Progress program. These small-scale farmers now own an oil processing plant, enabling them to generate income and jobs for their families and their community.

**Osman is convinced that ultimately his dreams and those of APROVA's members will be fulfilled thanks to the support of TechnoServe and Food for Progress.**

The fruit of the oil palm, a tropical palm tree, is a key agricultural product in Honduras. Before this project, the 154 farming families that now make up the Aguan Valley Palm Producers Association (APROVA) earned little for their crops. Prior to forming APROVA, farmers sold their crops individually to dealers. The farmers had no scales to weigh their crops, leaving them vulnerable to unscrupulous buyers. And



An APROVA employee enters data at the cooperative's offices. TechnoServe helped APROVA develop a business plan and implement accounting and auditing systems.

because they sold in small quantities, they were in a vulnerable and unfavorable position to negotiate the best price.

"Fruit was picked on the farms and every producer individually brought it to their local processing plants," APROVA president Osman Duarte says of the inefficient system that was in place prior to TechnoServe's assistance.

TechnoServe advisors began working with APROVA in 2007 to strengthen its organization, finance, administration, marketing and oil-processing systems.

TechnoServe's support helped APROVA double its fruit-collection capacity. TechnoServe also helped the cooperative implement a quality-control system that decreased its fruit rejection rate from six percent to just 1.5 percent. The improvement in the quality of APROVA's fruit allowed farmers to command higher prices, boosting incomes and encouraging new investments in their farms.

With TechnoServe's assistance, the producers developed a clear business plan and implemented accounting and auditing systems. The producers also adopted democratic decision-making by the board and general assembly.

By 2008, TechnoServe's assistance had contributed to a doubling of farmer profits and enabled them to create an education fund to ensure future growth and sustainability. The education fund provides training for members and develops future leaders within the company.

## More Products, More Profits

APROVA opened its first oil processing plant in April 2009, thanks to funding from the USDA through the Inter-American Institute for Cooperation on Agriculture (IICA).

With a plant capacity of 5.5 tons per day, farmers now process and refine their own palm oil, increasing their profits.

Palm oil is widely used in both cooking and consumer products. The byproducts of palm-oil processing can be used to create items such as glycerin and soap. To guarantee all products meet national quality standards, a palm



A Honduran farmer displays harvested fruit from an oil palm tree. TechnoServe and the U.S. Department of Agriculture have helped a cooperative of 154 farming families open their own oil processing plant.

oil specialist is helping the farmers develop a standardization process.

APROVA's membership increases every year, and the cooperative's progress has raised its profile in the national palm oil industry. Still, Osman believes much hard work remains before his vision for the company can be fully realized.

"To improve our competitiveness, we have to improve productivity on our farms, increase collection capacity and begin to explore new opportunities in the refined oil market," he says.

Osman is convinced that ultimately his dreams and those of APROVA's members will be fulfilled thanks to the support of TechnoServe and Food for Progress. The cooperative's members and their families already have begun to view their futures with new hope. For APROVA and its members, every day is now an opportunity to do business and improve their lives.

# TechnoServe and The Coca-Cola Company Help Farmers Enter Much More Lucrative Markets

TechnoServe and The Coca-Cola Company have partnered on two innovative programs to double the fruit incomes of tens of thousands of farmers in Haiti and East Africa.

One of the programs' aims is to help small-scale farmers to supply fruit for Coca-Cola juices.

Rolling out a model designed to be replicated in other developing countries, in January the TechnoServe teams in Uganda and Kenya launched the first project, which will work with local mango and passion fruit farmers. The Haiti project, which will work with mango farmers, started in March.

The first program has the Bill & Melinda Gates Foundation teaming up with Coca-Cola and TechnoServe to increase productivity and double the fruit incomes of 50,000 small-scale farmers by 2014.

The four-year, \$11.5 million

partnership will enable mango and passion fruit farmers to sell their fruit for use in locally produced Coca-Cola juices. The Gates Foundation is providing a \$7.5 million grant; Coca-Cola and its local bottling partner are contributing a total of \$4 million.

TechnoServe staff will show the farmers how to improve quality, increase production and organize into farmer groups. TechnoServe will also help farmers access credit.

The second program aims to help Haiti's long-term recovery following the recent devastating earthquake. Haitian mango farmers are hindered by challenges such as poor infrastructure and difficulty accessing markets. The Haiti Hope Project aims to build a competitive and sustainable mango industry that will create a viable market for thousands of farmers.

TechnoServe business advisors will

help them grow fruit more efficiently, produce additional crops to boost their incomes and create businesses that will allow farmers to access markets sustainably. The project will also improve the participation of women in fruit production and develop opportunities for entrepreneurs to establish value-adding businesses in the Haitian mango sector.

Coca-Cola is donating 100 percent of the profits from a new Odwalla juice – Haiti Hope Mango Lime-Aid – to the Haiti Hope Project. Coca-Cola has committed \$3.5 million to the five-year project; the Inter-American Development Bank is expected to provide an additional \$3 million in funding.

TechnoServe is also using this project as a platform for a new fundraising channel: texting donations. Anyone can give directly to the project by texting "mango" via their mobile device to 50555.

## India Soy Farmers *(continued from page 1)*

TechnoServe and its partners began working with about 2,800 farmers last year in Rajasthan, one of India's poorest states and the country's third-largest soybean producing state. Over the next six years, TechnoServe will help 50,000 poor families like Bhawani's to boost their soy-farming incomes by an average of 40 percent. TechnoServe hopes to eventually help 700,000 families – about 10 percent of India's soy farmers. The program is being supported by Bunge, one of the world's largest agribusiness corporations. TechnoServe is seeking additional partners to help grow the program.

TechnoServe is helping farmers learn how to more effectively grow, harvest, store and market their crops. TechnoServe will also help farmers to form sustainable farmer organizations in order to link them to suppliers, financial institutions and markets. Furthermore, TechnoServe is giving them better

access to information through print, radio and television channels, as well as mobile phone text updates.

**Friends often ask Bhawani the secret of his high yields last season and he proudly shares the best practices he learned from TechnoServe.**

Progressive farmers such as Bhawani are expected to encourage other farmers to join the farmer groups. The project sets up platforms where farmers can share their experiences with a larger audience, as well as discuss their concerns and figure out a way forward.

So far, Bhawani has followed a number of the program's recommendations. He identified the correct pesticides and mixed them with the optimum amount of water at the time of spraying. He also irrigated his fields based on the recommendations of TechnoServe advisors.

Friends often ask Bhawani the secret of his high yields last season and he proudly shares the best practices he learned from TechnoServe. He is now known as an expert on soybeans, and he helps other farmers in his village to better understand the crop.

Bhawani's dream is to provide his children with the best possible education, and as his income increases, he intends to send them to the best schools he can afford. For himself, he aspires to learn more about farming, increase his soy yields by 50 percent and plant faster-growing varieties to reduce risk from erratic weather.

# TechnoServe Gala Celebrates Entrepreneurship

TechnoServe's 42<sup>nd</sup> anniversary dinner on Feb. 23rd in New York City celebrated global entrepreneurship and leadership by honoring four extraordinary men and women.

The honorees were: Beth Brooke, Global Vice Chair of Public Policy, Sustainability and Stakeholder Engagement for Ernst & Young and TechnoServe board member; Jeff Raikes, CEO of the Bill & Melinda Gates Foundation; George Siguler, Managing Director and Founding Partner of Siguler Guff & Company; and Dina Powell, who accepted on behalf of the Goldman Sachs & Company and its *10,000 Women* initiative.

The evening celebration was especially meaningful because it highlighted one of TechnoServe's founding credos: that entrepreneurship is an incredible catalyst to lift people out of poverty in developing nations.

More than 300 TechnoServe supporters, board members, corporate partners, and friends and colleagues of the honorees attended the gala, contributing nearly \$1 million to be used for much-needed general operating support.

During the evening's text-to-pledge segment, the Bill & Melinda Gates Foundation provided a challenge in the form of a one-to-one match that yielded



TechnoServe President and CEO Bruce McNamer presents Jeff Raikes, CEO of the Bill & Melinda Gates Foundation, with an honorary plaque.

a combined total of nearly \$400,000.

Each of the four gala dinners that TechnoServe has hosted since 2005 has been unique, but February's event was notable for a special milestone. Speakers, presenters and family members fondly

remembered TechnoServe founder Ed Bullard on what would have been his 75<sup>th</sup> birthday. This year's gala, like each of the others, celebrated the vision that Ed shared with the world – making a difference and transforming lives.

## WAYS YOU CAN SUPPORT TECHNOSENVE

### Direct Contributions

Gifts of cash, real estate or personal property will support our work in developing countries.

### Appreciated Stock Contributions

Gifts of stock or other investments which have recently grown in value can be more advantageous than cash as they can leverage your tax benefits.

### Memorial and Honorary Gifts

Contributions can be made in memory or honor of a relative, friend or colleague. Your gift will be acknowledged to the honored person or family.

### Bequest Contributions

By including a gift to TechnoServe in your will, you can provide a meaningful contribution to either current operations or TechnoServe's endowment.

### Pooled Income Fund Contributions

Contributing to TechnoServe's Pooled Income Fund results in income for you proportionate to your contribution and a tax deduction based on the estimated principal that will be left to TechnoServe.

### Charitable Gift Annuities

A charitable gift annuity contract with TechnoServe provides a guaranteed lifetime income for you and a tax deduction based on the estimated principal that will be left to TechnoServe.

### Charitable Remainder Trusts

A charitable remainder trust naming TechnoServe as a beneficiary can provide income for you and a tax deduction based on the amount that will be left to charity.

*For more information please write (address below) or call Darlene Brown at 1-800-99-WORKS.*



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Since its inception in 1968, TechnoServe has helped to create or expand thousands of businesses, benefiting millions of people in more than 30 countries.