

WORLD

A Newsletter for Friends
and Supporters of TechnoServe
September 2016

LETTER FROM THE PRESIDENT



Innovation. It's at the heart of successful businesses.

And innovation is an important part of the equation as

TechnoServe offers up business solutions to poverty in the world.

In this issue, we focus on innovation. You'll learn about a groundbreaking partnership that resulted in TechnoServe winning the P3 Impact Award. You'll read how farmers are harnessing innovation to adapt to climate change, and how entrepreneurs are using mobile money and other innovations to meet market needs.

On these pages you'll be introduced to the creative farmers and entrepreneurs in whom you've invested. People who only needed a small amount of training and information to create farms and businesses that provide a more promising future for their families and communities.

Thank you for joining us in this work. We are deeply grateful for your support, and so are the many people whose lives you touch and transform.

William Warshauer
President and CEO

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TechnoServe Partnership Wins P3 Impact Award



TechnoServe is proud to announce that one of its partnerships, Project Nurture, has won the prestigious P3 Impact Award. This award, given by the U.S. Department of State, the University of Virginia, and Concordia, honors model public-private partnerships that provide innovative and impactful work around the world.

Project Nurture created a unique, shared value solution to challenges in Kenya and Uganda's fruit market. Despite the large supply of locally grown fruit, the Coca-Cola Company had to import fruit puree to produce juices for their East African market. Project Nurture empowered the country's mango and passion fruit farmers to enter the company's supply chain and increase their incomes, while at the same time helping Coca-Cola cut costs by sourcing locally for its juices.

"Many farmers just didn't believe it was possible to all of a sudden sell their mangoes," said Sam Koole, mango farmer and chairman of a local mango farmers association in Uganda. "It wasn't until they actually saw, with their own eyes, the people coming here to buy all our mangoes that they started believing."

The project helped nearly 54,000 farmers, one-third of them women, to organize into 1,100 producer business groups, which sold more than 132,000 metric tons of fruit. Producer incomes increased by an average of 142 percent.

Developing World

HOW TO START A BUSINESS WHEN FAILURE IS NOT AN OPTION

Global Entrepreneurship Director, Juan Carlos Thomas, reflects on addressing the risk of failure in TechnoServe's work with small and growing businesses.

In developed countries such as the United States, the business culture accepts risk-taking, and failure is embraced as a learning opportunity. There are social safety nets in place to catch an entrepreneur should they fall. And there is access to capital to change course and begin again.

But in 99 percent of the world, failure is devastating. It means entrepreneurs cannot feed their families, pay for education, or afford healthcare. So how do you start a business when failure isn't an option?

TechnoServe's approach is to help entrepreneurs build businesses in incremental steps, so starting or growing a business does not mean risking their entire livelihoods. Working with TechnoServe business advisors, entrepreneurs learn to implement solutions that require a minimal investment, such as conducting a simple market survey and developing a marketing strategy. They're encouraged to test their



TECHNOSERVE FARMER TRAINER REWUDA NURADIN (LEFT) CONSULTS WITH ESHETU ABOTE, A MEMBER OF THE SHEGOLE COFFEE FARMING COOPERATIVE, IN HIS CORN FIELD IN WESTERN ETHIOPIA.

VINCENT L. LONG

ideas early on and expand their business based on demand for their services or products in their community.

Step by step, hardworking men and women are able to build solid, stable businesses that are stronger than the risks that could have derailed them. These men and women become the leaders who drive transformative community change and help fight poverty.

Overcoming Obstacles to Business in Africa

RWANDA



Out of necessity, people in developing Africa are more likely to be self-employed than people in other

regions of the world. Yet, due to obstacles in accessing finance and markets, even the most eager and diligent entrepreneur can struggle to earn a sustainable income.

TechnoServe helps young African entrepreneurs overcome barriers to success through The Strengthening Rural Youth Development through Enterprise (STRYDE) program. STRYDE offers skills training, business development and mentoring to young people so they can capitalize on economic opportunities and increase their incomes.



STRYDE PARTICIPANT, RWANDA

Creative and energetic, the 12 young members of the Icyerekezo Cooperative in Kinigi, Rwanda only needed some STRYDE business training to launch their business—selling improved seeds for potatoes. Members then

wisely reinvested the seed income to run their own side businesses.

Emmanuel Bunani grows garlic and has hired five people to keep up with buyer demand. Thacienne Ahunkuye decided to launch an egg farm. She said, "I knew it could be a good business because I had seen others doing it, but I didn't know where to start." Thacienne now earns \$300 to \$400 a month from her egg farm, well above Rwanda's average monthly income of \$60.

The successful businesses created by young entrepreneurs, like Emmanuel and Thacienne, are key to creating lasting prosperity in communities throughout Rwanda.

Innovation in the Sorghum Sector

NICARAGUA



The grain sorghum is growing in importance in many parts of the world due to its ability to better tolerate drought—an increasingly critical trait in the face of climate change. In Nicaragua, a partnership between TechnoServe and global food leader Cargill is addressing the challenges faced by sorghum farmers: lack of quality seed. Most of the seed is imported from North America and is not suitable for Nicaragua's hot and dry climate. And imported seeds are more expensive than local seeds. A seed variety that is better adapted to the dry conditions faced by farmers was developed

through the IMPULSOR program. The variety, named IMPULSOR, has reduced costs by 30%. To further improve yields, the project also provides agronomic training to farmers, helping them maximize the hybrid seeds' potential.

The project is also helping to strengthen local farmer cooperatives by giving them a reliable market—selling directly to Cargill. IMPULSOR is creating shared value for smallholder farmers and Cargill, and making it more attractive for more farmers to join in the budding seed industry. Now the goal is to get improved seeds into the hands of more farmers.



IMPULSOR FARMER IN TRAINING, NICARAGUA

NILE SPRAGUE

Improving Guar Harvests

INDIA



Guar is a remarkable legume that has a wide range of uses that are driving global demand and fueling innovative uses for the bean. You may have seen its derivative, guar gum, listed as an ingredient in ice cream and other foods. Around 80% of the world supply of guar comes from India, mostly from the Rajasthan region.

TechnoServe saw that the guar farmers faced challenges that limited their harvests and stood in the way of sustainable businesses that could support their families. One challenge was seed management. With our training, 1,500 farmers in Bikaner, Rajasthan learned how to identify healthy, quality guar seeds and how to secure, harvest and store them for the next year's crop. They also learned how to prepare the land and sow the seeds—an



FARMER HARVESTING GUAR, INDIA

improvement over their standard practice of scattering the seeds on the ground in hopes they would germinate. The farmers were impressed with the results after they applied the sustainable agricultural practices they had learned.

TechnoServe also helped women farmers establish kitchen gardens,

providing their families with green leafy vegetables such as spinach and fenugreek, which were not part of their diet before. Participants are delighted with the harvest and say the home-grown vegetables save them money, provide additional income and taste better than those bought from the market.

Alice and Rudy Ramsey

“Teach a man to fish.” That proverbial phrase drew Alice Ramsey to the mission of TechnoServe, as it has drawn many of our supporters. That was 25 years ago. Since then, impressed with TechnoServe’s approach, she and her husband Rudy have been regular contributors to TechnoServe’s work.

“Our primary emphasis is always on supporting long-term, sustainable, scalable solutions, not just fixing today’s problem,” Alice explained.

In 2009, the Ramseys joined TechnoServe’s Global Advisory Council and became further involved with TechnoServe’s work. Since then the Ramseys have traveled to Chile where they visited programs that assist small businesses. They’re planning to go to Mozambique to see our work with smallholder farmers.

According to Alice, **the TechnoServe approach is effective**. She said, “So many charities rush in with a hammer, and start looking for nails—or worse, start hammering things regardless of whether there are nails or not. It’s so important to start with the need and the context, analyze the situation carefully, and then, only then, choose or develop appropriate tools. And of course, you can always ‘teach a man to fish.’”

Join the Global
Advisory Council
today!



The Global Advisory Council is a community of members from around the world united in support of TechnoServe’s mission. Members receive many exciting benefits, including special recognition, insider updates, and invitations to TechnoServe events. Learn more at:

 technoserve.org/gac

Make A Gift In Your Will

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 one percent of all rated charities.



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

1120 19th Street NW, 8th Floor,
Washington, DC 20036
202-785-4515 or 800-999-6757
technoserve@tns.org

technoserve.org
facebook.com/technoserve
twitter.com/technoserve

