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October 2011 - Vol 3 # 10



### BEFAIR EVENTS UPDATE

Thanks to the 30s & 40s Going-Out-Group Cafe Asia, our Charity Happy Hour on October 21st was a huge success!

Over 300 guest joined us at Cafe Asia to make a difference in the lives of Guatemalan farmers. We thank you all for your commitment and contributions -- with your generous donations we raised funds for 100 Farmer Livelihood kits to improve nutrition and double family incomes!

To view pictures from the event, visit :  
[www.befaircampaign.org](http://www.befaircampaign.org)

GFI Newsletter: This Month - Celebrating Partnership,  
Honoring Leadership



**2011 Fairness Award**

**Tuesday November 8, 2011**

**The Lincoln Theatre [www.fairnessaward.org](http://www.fairnessaward.org)**

The 2011 Fairness Award promises to be as inspiring and exciting as last year's. This year's honoree, Albina Ruiz, is a true testament to grassroots leadership and commitment to integrative economic development. Albina moved from her community in the jungle of Peru to Lima, the capital, when she was 16 years old. Through her hard work she broke many barriers of her time and was accepted and studied industrial engineering at a leading national university. On her walks to class, she saw mountains of trash piled on the sides of the road, something she had never seen in the jungle. Worried about the health and environmental threats posed by inefficient public-sector solid waste disposal services, Albina worked to



### YOU CAN

The Global Fairness Initiative launched the BeFair Campaign to bridge the bottom of the pyramid technology gap and bring low-cost technologies to improve livelihoods. With your support BeFair will deliver over 5,000 Farmer Livelihood Kits to smallholder farmers in Guatemala. These kits use low-cost drip irrigation and specialized trainings to help farmers improve their nutrition and increase their incomes by as much as 50%. Your contribution of \$40 will deliver one irrigation kit plus technical trainings to an indigenous farming family in Guatemala.

**DONATE \$40 OR MORE  
AND RECEIVE A BE FAIR  
WATER BOTTLE!**

help informal waste pickers create enterprises or associations to collect and process the trash. After earning a Ph.D in Chemistry, she expanded her vision beyond collection and promotes separating recyclables, composting reuse, and more spinning off additional microenterprises to produce other marketable by-products. She works with government officials to enforce existing vaccination and health laws, bringing for the first time social services to landfill communities.

[See her work firsthand here!](#)

VIP reception will be held at the CB Twelve Twelve restaurant at 6:00pm. Don't miss the opportunity to mingle with former heads of State, the Diplomatic core and the development community of DC.



ABC's Maureen Bunyan will host an evening that promises to be inspiring and entertaining. Mingle with former Presidents, the diplomatic community, and grassroots leaders, while enjoying a performance of award-winning Peruvian dancers to honor Albina's work. [Click for tickets.](#)

### Field Update: Partnership for Success

As irrigation equipment continues to improve the income and diversity of crops cultivated in Alta Verapaz, our team identified a new challenge and opportunity. With irrigation kits allowing more efficient production, farmers have diversified their crops, now growing peanuts, parsley, onions, carrots and more. The first hurdle -- managing water for improved agriculture -- was achieved; now a new hurdle could



**LEARN MORE AT**  
[befaircampaign.org](http://befaircampaign.org)

### **CALL FOR BEFAIR FUNDRAISERS**

Help the BeFair Campaign bring innovative, life-changing technology to Guatemalan farmers.

Support GFI's drive to deliver 5,000 irrigation kits by hosting a local fundraiser, a Happy Hour or a House Party.

Contact Alessandra for more information on hosting a fundraising event at adelgado at [globalfairness.org](http://globalfairness.org)

potentially limit the possibility of farmers to expand their crops even more.

Reduction in government donations, subsidies, and corporate interests has continuously depleted the range of traditional foods produced in the region and led to lack of seed varieties. In response, our staff partnered with the Guatemalan Network for the Defense of Nutritional Independence (REDSAG) and traveled on August 18 to Campur to regional seed exchange. At this exchange, farmers throughout the region can bring their native seeds and trade with other farmers to increase their cultivated variety. Seed quality is reviewed before entrance to the activity, and trainings throughout the day give representatives from each region the opportunity to share knowledge on how best to grow certain crops. Farmers who participate have a commitment to help their communities use the new seeds to prevent profiteering and resale. GFI staff conducted a training on low-cost irrigation equipment and left the demonstration kit for the new communities to practice. In November we look forward to seeing that more communities benefit from original agricultural practices.

### **Our Work: South-South Collaboration: India - Ghana Women Farmer's Partnership**

August 29 through September 6, the first South-South exchange visit was held between Pagsung, Ghana, and the Self Employed Women's Association in India.



Facilitated by GFI, the World Bank, and SEWA, the

exchange program links, the Shea Nut women farmers of Ghana (Pagsung) with SEWA's private arm, RUDI Multi Trading Company. SEWA started decades ago with the same needs and aspirations as Pagsung: to improve the economic and social standing of women. Today SEWA has over a million members, owns several brands and provides critical social services to its members.

The objective of the visit was for Pagsung members to observe, learn and adopt practices from SEWA's RUDI trade facilitation center, enabling them to construct a similar model based on RUDI's business structure. By understanding the organizational structure, management practices, member involvement, and different activities carried out by the SEWA members, Pagsung members saw alternative sources for economic sustainability of the Shea Nut Industry.

Pagsung members visited the Weaving Centre at Sinhol village, the Community Learning Business Resource Centre in Pij village, Surendranagar Mahila, the "ASAL" Food Processing Center, and more. The women of Pagsung returned home inspired after witnessing real change under circumstances similar to their own, humbled at SEWA's hard work and years of advocacy, and with concrete plans to make their own business a competitive one.



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