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GFI Newsletter

This Issue: Women-Led Growth

Our Work: South to South Exchange a Reality!

The World Bank has awarded a grant to GFI's partners Pagsung and SEWA for women shea nut pickers from Ghana to travel to India to learn from SEWA's experience in building a successful model of a women-led business venture. This is a unique opportunity for women to share stories and strategies for overcoming economic, legal, and cultural barriers and for developing business practices tailored to their



needs. The training in Gujarat will be held in early September and will focus on the development of the Trade Facilitation Centers and SEWA's brand, RUDI. Read more about their history below.

Women-Led Growth



Thanks to the leadership of the Self Employed Women's Association (SEWA) and its 1.5 million members, Trade Facilitation Centers (TFCs) are now a reality in Gujarat, providing a safe space for women producers to develop business plans, learn about finance options, discuss policy changes, and more. The centers also serve as marketing and sales hubs for producers of agricultural commodities such as cumin, wheat, chili, sesame seeds, and castor oil as well as garments and other finished products.

SEIMA wood on initial grant from the



DID YOU KNOW?

Fifty percent of the world's population (less than \$2 a day and largely lacks at to basics like nutritious food, sanita potable water, education, energy, medical care.

New technologies and low-cost ginnovation can bring essential services economic opportunity but reinaccessible to the world's working communities.

GREEN ECONOMIES FOR THE POOR

The Global Fairness Initiative launched BeFair campaign to bridge this technical gap and leverage renewable technologi improve lives. Each year the B campaign promotes a new technology creates livelihood opportunities, address the innovation gap, and delivers environmental and economic sustainabile.

YOU CAN HELP

With your support the BeFair campaigr deliver over 5,000 Farmer Livelihood to smallholder farmers in Guater These kits use low-cost drip irrigation specialized trainings to help far improve their nutrition and increase incomes by as much as 50%. contribution of \$40 will deliver one irrig kit to an indigenous farming famil Guatemala.

DONATE \$40 OR MORE AND RECEIV FREE BE FAIR WATER BOTTLE MADE RECYCLED PLASTIC!





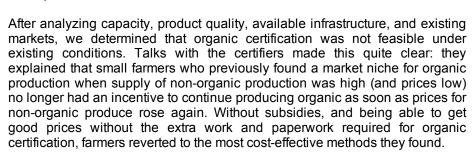
women farmers and workers.

Global Fairness Newsletter: Women-Led Growth SEVVA useu an initial grant ironi the Tecovas Foundation and support from the Global Fairness Initiative to advance the (Rural Urban Development Initiative) brand. RUDI (meaning pure and beautiful in Gujarati), which began as a pilot project for rural retail managed by small and marginalized women producers, has expanded to over \$300,000 in sales and plans to cover all 15 districts of Guiarat. The profits are shared among members of the rural selfimproving economic help group, conditions and empowering marginalized

GFI was involved from the beginning — supporting some of the first ventures helping small rural female farmers get fair prices for their goods, improve processing, and create sales jobs. SEWA's focus on stringent quality control, advance bulk purchasing, targeted marketing, strategic geographic expansion, and the recruitment and training of high quality front-line sales staff, has made RUDI a competitive venture, successfully selling its brand to local retailers. Hours are adapted to women's schedules, benefitting the poorest members of SEWA.

Feature: The Myth of Organic Certification

For a year our team in Guatemala has been searching for ways to make organic certification feasible for subsistence farmers in Northern Guatemala. With no roads, nascent quality control and uniformity of production, and not even a common language to communicate with cooperatives or buyers, the poorest producers – mostly indigenous farmers and women - have little buy-in on certification. For example. farmers many collaborating with GFI under the Verapaz Community Empowerment Program (VCEP) who did achieve organic certification for achiote (annatto) under a now-defunct non-GFI program cannot continue without the significant assistance external donor funds provided.



Organic certification is a false promise for subsistence farmers who live under extreme poverty and cannot sustainably or independently achieve certification. So how to make certification truly inclusive? Start by promoting the process



LEARN MORE AT

www.befaircampaign.org

BeFair Events Update

This year the Befair Campaign wil spreading the word about greativelihoods throughout DC!

In the month of July, the team was a Bethseda and the DuPont Fresh Markets to share on what a low technology can do to improve nutr water access and increase incomes.

Don't miss another opportunity to get hand information on the progress of campaign. Connect with the GFI tear Saturday morning August 27, at Columbia Heights Fresh Farm Market.

BeFair!!! Call for BeFair Fundraisers

Help the BeFair Campaign bring innovalife-changing technology to Guaten farmers.

Support GFI's drive to deliver ! irrigation kits to smallholder far families by hosting a local fundraise Happy Hour, or a House Party.

For just \$40 anyone can send a Fa Livelihood Kit, which includes the irrig system and trainings on v management, crop diversity, and more.

Contact Alessandra at adelgado@globalfairness.org for mo information on hosting a fundraising ev



GFI's sister organization The Synaps Market Access Fund is filling the ofte overlooked need for mid-level financin poor communities around the globe. Ma investments where microfinance cannot commercial banks will not, Synapse rather than the certification. Sustainable adoption of organic production will require small farmers to own the process, building better agricultural practices that are friendlier to the environment while also learning how to manage their small farms as a business. When small farmers see a livelihood benefit to organic production, they are more likely to pay the fees for certification themselves and then won't forego their investment easily.

helping small producer communities ac financing and connect to high-value sustainable markets for their product

Learn more about the Synapse Fund



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