



**gorta**  
Self Help Africa

**UPDATE**<sup>2014</sup>

Together for  
Africa's Future

[www.selfhelpafrica.org](http://www.selfhelpafrica.org) | [www.gorta.org](http://www.gorta.org)





Mary Biikara with daughter Esther 14yrs showing improved food storage techniques.

# Three million reasons

**2014** has been a remarkable and historic year for two of Ireland's longest established overseas development organisations, Self Help Africa and Gorta.

Remarkable and historic, because as we approach the end of the 30th anniversary year of Self Help Africa and move to the 50th anniversary of Gorta in 2015, we do so as one organisation, working together to end hunger and poverty in Africa.

The merger was unanimously agreed last summer. It was an historic moment as it was the first such amalgamation within our sector. I don't believe it will be the last.

We spent several months studying closely the arguments for and against the merger, but in the end it was a simple decision. Ultimately, for the greater good, and for the benefit of the people for whom we work in Africa, we recognised that what the two organisations had in common was far greater than what set us apart.

We can achieve far more by working together, and save a significant sum in overheads by working under the one roof. Merging will save an estimated €600,000 in overheads, but that's not the most important number. That figure is 3,000,000 - the number of Africans

whose incomes and futures will be improved through our joint efforts in the coming year.

The challenge that we have set ourselves – of ending hunger and poverty in Africa – is one that we have been seeking to address ever since Gorta was first created half a century ago.

In the 50 years since the United Nations launched its first major initiative to end world hunger, much has been achieved. The Indian sub-continent has been transformed from a region where famine was rife to one that is now one of the world's major food exporters. Brazil and many other countries have a similar story to tell.

Indeed there has been huge success too across the continent of Africa, where currently, over half of the top ten fastest growing economies in the world are to be found.

Ethiopia, whose notorious 1980s famine led to the creation of Self Help Africa, is now exporting food to all corners of the world. Large agricultural cooperatives which started as tiny farmers groups when we first worked there are amongst the successes, selling their produce across the globe.

Success stories are everywhere. But so too is hunger and poverty. Today, in sub-Saharan Africa nearly 240 million people still go hungry for a part of the year. Life expectancy is short, living conditions sub-standard.

The challenge of ending poverty is not one that can be solved by national governments and overseas aid programmes alone, however. The private sector too must play its part in ending poverty in Africa.

Connecting small-scale farmers with international markets is already a critical part of our work. In the recent past, this has seen us enable thousands of poor farmers to sell their produce to large corporations and private businesses in the west.

Africa is a continent with great potential. It is home to almost 60% of the world's untapped cropland, a region where productivity per hectare is just a fraction of that in the West.

We can do something about that, and with your help can take major steps in the years ahead to ending poverty and hunger for millions in the world.

*Raymond Jordan*

Raymond Jordan  
**Chief Executive Officer**

# News

## Charity day's hitman for Africa

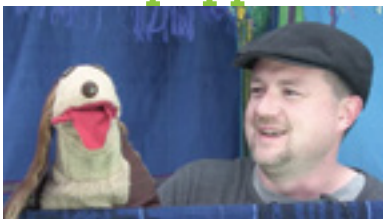


Self Help Africa's US team have some serious muscle in their corner, to paraphrase a hit American TV show.

And for the second successive year, Sopranos star 'Big Pussy' Bonpensiero (actor Vincent Pastore) brought all that influence to bear when he traded several multi-million dollar deals and raised thousands of dollars for our work during September 11th's BGC Charity Day - an event held annually to commemorate those who died during the 9/11 attacks on the World Trade Centre in New York.

With the support of some of the top names in the entertainment business, BGC raised more than \$12m for charity at their 9/11 commemoration event this year.

## Picnic puppeteers



Self Help Africa's education team returned to Ireland's leading music festival in late summer to engage with concert-goers and encourage discussion and debate about Africa.

It was the second year that 'Think Africa', was brought to the Electric Picnic festival, and through the prism of puppetry concert-goers were encouraged to think and talk about Africa at the 'Picnic Peoples' Puppet Forum.'

Lots of views were expressed and opinions shared – with the contributions included in a short YouTube video that has since attracted hundreds of views on the social media platform.

## Kitchen gardeners pioneering product

A tomato preservation business established by a group of enterprising women in Malawi has underlined the huge potential for African smallholder farmers to earn more from the food that they grow.

Just a year after the first jars of garden fresh tomatoes rolled off the production line and the women behind Kwithu Kitchen (KK) are selling their product to some of the leading supermarkets and hotel chains in the Southern African country.



50 local women in Mzuzu district of Northern Malawi formed 'Kwithu Producers and Marketing Cooperative' back in 2010, and have been working since then to develop a sustainable business around the production, preservation, packaging and marketing of processed fresh tomato.

Kwithu Kitchen began production in June 2013, and currently employ more than 30 people in the business. KK is the first Malawian-owned tomato processing venture, and its owners have ambitious plans for the future.

The business currently processes 4,500 one-kilogram jars of preserves in the Kwithu Garden Fresh Tomatoes range, but expects to be buying from up to 2,500 small-scale growers within two years, and to double that number over a five year period.

The business is being managed by Kwithu Kitchen Cooperative Ltd. on a one acre plot of land that the members use both for tomato production and for processing and jarring their product.

The group has received mentoring and enterprise development support from Self Help Africa.

## Keeper's Q & A



"What was Roy Keane really like to play with?" and "did Jack Charlton really insist that they eat fish and chips on the night before an important qualifier?"

Football fans all have questions they'd love to ask Jack's remarkable 'Boys in Green', and many of those were answered when goalkeeping great Packie Bonner put himself in the spotlight for a charity questions and answers event held recently in Galway.

The Donegal-born 'keeper was the star attraction in the fundraiser organized by Galway men Peter Keane and John Byrne, as he shared stories and anecdotes from a remarkable career at an event that was compered by RTE sportscaster Tony O'Donoghue.

## Running for Africa

Many of the streets of famed Addis Ababa may have no name, as Bono noted in his famous song, but they have resonated to the sound of the feet of hundreds of our supporters.



A group of 30 volunteers will fly to Ethiopia's capital to compete in the 13th edition of Africa's largest road race – the 10km 'Great Ethiopian Run' on 23rd November.

A popular sports event that attracts upwards of 40,000 competitors each year, a contingent of Gorta-Self Help Africa supporters has been travelling to the race for the past five years.

It has provided an opportunity for friends and supporters to take part in a memorable sporting spectacle, and also meet communities with whom we are working. To create a win-win all round, it's an event that also raises tens of thousands of euro to support our work, each year.



**This:** Zalire Yesaya and Susanna Zalira discuss their ground nuts with project officer Lovemore Chikalenda.

**Right:** Sean Gaule, Tom Corcoran and Ray Jordan.

# Historic merger's 80 year history

The historic merger last summer of Self Help Africa and Gorta brought together two Irish organisations with a long history of working to end hunger and poverty in Africa.

Ratified unanimously by two sets of members at simultaneous extraordinary general meetings convened at a Dublin hotel, the merger resulted in the immediate amalgamation of the operations of both charities, and the transition of Gorta's staff to the offices of Self Help Africa at Parkgate Street in the city.

The amalgamation concluded months of discussions led by the chair of Self Help Africa Tom Corcoran and his Gorta counterpart Sean Gaule, and resulted in the appointment of Self Help Africa CEO Ray Jordan to the helm of the agency.

The historic merger, a first of its kind for Ireland's overseas development sector creates the country's largest agriculture focused development agency working in Africa. It will result in an investment of

€19m in 10 African countries in the coming year, with the organisation undertaking agriculture-focused rural development projects in East, Southern and West Africa.

By bringing together the operations in Ireland of two of Ireland's longest established charities – Gorta, which is 50 years old in 2015, and Self Help Africa, which marks its 30th anniversary this year – the merged organisation expects to achieve savings of up to €600,000 a year, or three million euro over the coming five years planning cycle.

*“If we can achieve more by coming together then it is the right thing for us to do”*

Speaking about the development, CEO Ray Jordan said that he is confident that the new charities will work better and achieve much much more as a result of pooling their resources.

“We have nearly 6,500 registered charities in Ireland and there are around 50 organisations carrying out work in the Developing World,” he said. “For a small nation like ours it is probably too many, and we really should be looking at how we can work together.”

“In the case of both Self Help Africa and of Gorta we were working in the same region, we were doing the same kind of work, and we are driven by the same goals and aspirations. If we can achieve more by coming together then it is the right thing for us to do,” he added.

“This was an historic opportunity, and a chance for us to increase our impact on the lives of some of the poorest people on the planet,” said the new organisation's co-chairman, Tom Corcoran, whose point was echoed by Sean Gaule, adding “there were compelling reasons for merging both charities. People want to see that their donations for Africa are used in the most efficient and most effective way possible”.



Agriculture



Gender



Micro-finance



Enterprise Development



Climate Change



## WHY MERGING MAKES SENSE:

- ✓ **IMPACT:** Together, we can deliver greater impact and help more people to end hunger and poverty in their lives.
- ✓ **SAVINGS:** We estimate that we can save up to €600,000 in running costs a year by working together.
- ✓ **SKILLS:** By merging the complementary skills and knowledge of two professional teams, we can contribute much more to the global fight against poverty in Africa.
- ✓ **EXPERIENCE:** Together, Gorta and Self Help Africa bring unparalleled experience and a specific focus and expertise on agricultural development to its work in Africa.



# Supporter News



This: Florian Leavy (Mother) visit project in Malawi  
Left: Florian Leavy (Daughter)

## Florian follows in mother's footsteps

**F**lorian Leavy followed in the footsteps of her late mother when she joined a fundraising trip to Africa this autumn.

The Dublin-based architect was amongst a group of supporters who took part in a field visit to Malawi, and visited communities with whom Gorta-Self Help Africa are working in the Southern African country.

It was a trip that her late mother, also Florian, made with Self Help Africa less than a decade ago, when she took part in a trip to Malawi to support the organisation's work.

Florian Snr, from Kinnegad, travelled to Africa no less than four times in the past decade, and raised tens of thousands of euro to support the work she was visiting.

Sadly, she died at the age of just 63 this summer following an illness – prompting her daughter and name-sake to opt to pay her own visit to Africa as a poignant tribute to her late mother.

Family, friends and colleagues as well as friends of Florian Snr and of her father Dermot rallied to the cause too, enabling her to raise an incredible €10,000 from a range of activities to support her trip.

A cake sale alone that was held in her mum's honour in her native Kinnegad saw neighbours and friends mobilise and contribute €3,500 to the cause.

Florian says that she was delighted to make the trip as her personal tribute, and to commemorate her late mother by travelling to Africa and lending her backing to the organisation's work.

'She was always so enthusiastic about the charity and passionate about the work you were doing,' she recalls. 'I only learned some of the great things that she did when the Priest read her eulogy and talked about her life.'

Florian says that she has travelled quite a bit herself in her lifetime, but before visiting Malawi had never been to sub-Saharan Africa.

She recounts paying a memorable trip with her mum a number of years ago however, in the footsteps of a Loreto sister and great aunt after whom they were both named. Sr. Florian, their ancestor, had been quite a traveller, having lived for much of her life in India, to where she had travelled on an ox and cart almost a century before.

## Done Deal

### Deal is done

Gorta-Self Help Africa is grateful to both the staff and customers of one of the country's leading online classified ads websites for lending us their support, this Autumn.

Amongst three Irish charities chosen by staff at DoneDeal as their chosen causes for the month of September, we're set to receive 10% of the cost of all new adverts posted with DoneDeal during September.

We're grateful for the support of the hugely successful Wexford-based DoneDeal, which has grown to become Ireland's biggest and most successful classified adverts website since it was first started in 2005. Today, DoneDeal has more than 230,000 adverts posted on its site.

### Expanding school network

Gorta-Self Help Africa has extended its Development Education reach to post-primary schools with the creation of a regional outreach team that's available to conduct workshops and give presentations in classrooms across Ireland.

Education and fostering a deeper understanding of the issues surrounding poverty and global justice has been central to our work for over a decade, and with the recruitment of a team of school speakers, comprised mainly of past and present teachers, we are able to do much more.

These activities are not confined to the post-primary school sector either, as we also recently piloted a community-education initiative focused on development issues, in conjunction with the Education and Training Board in Co. Donegal.



Wapina Anun using her new mobile phone.

## Mobiles answer farming questions

**M**obile phones are now being employed by Gorta-Self help Africa in an innovative new project to spread farming information.

For many years, Gorta-Self Help Africa has helped farmers to access information on how they can improve their farming practices. A practice known as agricultural extension, our work in this area has seen us partner with local and national organisations to spread farming knowledge.

One of the challenges in this work has always been scale - how to build a system that can reach large numbers of farmers in a cost efficient way.

A new initiative - currently being piloted in Malawi - gives Gorta-Self Help Africa an opportunity to bring further scale to this work. The project sees us partnering with the country's main mobile network, Airtel, to push text, voice and in-person agricultural advice - in the majority of cases, for free - to farmers around that country.

There are now over 65 mobile phones for every 100 people living in Africa, so using this network to spread farming information has very significant potential.

"We have brought together a large group to advise on the content of these messages," said Amos Zaindi, Gorta-

Self Help Africa's country director for Malawi. "We've launched the service in September and hope that it will grow quite quickly. Farmers will get free text messages, with general advice on crops such as maize and groundnut; they will be able to phone a freephone number to get more specific advice on these crops, and for lead farmers, we're providing a number which they can use to get in touch directly with Ministry of Agriculture staff.

For mobile phone service providers like Airtel, providing useful 'public information' content to their subscribers gives them a competitive edge.

They have placed a commercial value on the extent of the free service at approximately \$1.25m, and hope that its success in Malawi will allow them - and Gorta-Self Help Africa - to offer it in other countries on the continent such as Kenya, Tanzania, Uganda and Ghana.



Small-holder farmers must adapt to changing climate

**A** Gorta-Self Help Africa project that supports rural communities in Ethiopia to cope with the effects of changing climate received the approval of a national forum convened under the auspices of the United Nations Environment Programme (UNEP).

Funded by Canada's Dept of Foreign Affairs, Trade and Development and implemented over an 18-months period in Ethiopia's north-western Amhara Region, the one million euro initiative set out to improve the ability of 12,000 local people to cope with changing climate.

More than 90 representatives of national and international organisations attended a two-day event in Ethiopia at which the work was amongst projects that were reviewed. The forum commended the project for being well-designed, coordinated and implemented.

## Coping with climate





# Remote, but not alone

**T**he causes of poverty affecting communities in rural sub-Saharan Africa are many and varied.

Remoteness from markets and sources of employment and opportunity are a significant factor in causing poverty and intractable economic under-development for communities in many regions of Africa however.

In the vast expanses of land-locked Zambia, the poorest and least developed regions are those at the outer reaches, far from the capital Lusaka and the industrial heartland that surrounds the country's famed 'Copperbelt.'

For a generation the Irish Government's aid programme committed resources to Zambia's poorest people, and just over

a year ago contracted Gorta-Self Help Africa to undertake a livelihoods and poverty eradication project amongst communities in some of the most isolated districts of the country's far north.

The project is fully funded by Irish Aid through the Irish Embassy in Lusaka, and over a five years period will support a total of 80,000 people - 10,000 households in Mbala District in the far north close to the border with Tanzania, and a further 6,000 households in Luwingu District.

Over its five years duration the activities being carried out will seek to increase agricultural production, develop the marketing and sale potential of farm produce, improve the nutrition and

health status of targeted communities, and improve the capacity of local government bodies to deliver services to the people. A particular focus and priority has been placed on working with women and with vulnerable groups in each district.

During the first two years of the programme, an intensive household study and number of nutrition, knowledge, attitude and practice studies were undertaken to measure and track changes in the economic, health and nutrition status of participants. Staff have also begun to use new technology to gather data digitally, enabling more efficient data collection and analysis of the impact activities are having on people's lives.





To date, 140 of 356 planned Livelihood Enhancement Groups (LEGs) have been formed at village level. Comprised of specially selected community representatives, these LEG members are being trained in a variety of skills to increase and diversify crop production via the introduction of new crops such as soya beans and orange-fleshed sweet potato; improve livestock breeding; strengthen nutrition and engage with buyers in local markets to sell their produce.

The programme is also supporting the establishment of a network of Accumulated Savings and Credit Associations (ASCAs) which over time will be incorporated into local financial institutions that will support enterprise development opportunities at a local level.



**This:** 21 year old mother Pascalina Mulinga dries maize on her farm in Malela village, Zambia.

**Right:** Grandmother Foster Simeo on her farm, Zambia.



### What impact does our work have on communities across Africa?

It's a question that's posed time and again, and one for which a complex set of measurement tools have been developed in recent years to provide an answer.

But over the next five years, we'll also measure the impact in another way – through a camera lens.

For the duration of the Irish Aid Local Development Project in Northern Zambia, Gorta-Self Help Africa aims to film the changes that occur through the eyes of the people in two village communities.

Two groups of people – from Nsundu village in Mbala and Malela village, Luwingu - have joined with us on the innovative video project that will give us a real picture of changing lives over a half-decade.

By participating in a series of interviews and allowing us an insight into their lives, on camera, we aim to compile a moving history of the lives of more than two dozen people in the two communities.



14 year old Gretas Musengo with the improved breed goats his family are rearing in Nsundu village, Zambia.

# Supporter News

## Family farm food production



The importance of family farming in Africa and around the world was the focus of the annual World Food Day Summit, hosted by Gorta-Self Help Africa in Dublin in October.

An audience of close to 100 policy makers, development practitioners and representatives from academia attended the event, which took place at Dublin's Herbert Park Hotel as the centre-piece Irish event taking place to mark UN World Food Day in Ireland, on October 16th last.

Contributors to the conference included representatives from international agriculture and

development, as well as two of Gorta-Self Help Africa's country directors - Dr. Wubshet Berhanu from Ethiopia and Rebecca Amukhoye from Kenya - also presented.

Meanwhile, Gorta-Self Help Africa's Development Education team collaborated with representatives of the Dept of Agriculture, of Agri-Aware, and Concern Worldwide on the development of an information poster for schools that was distributed through The Irish Times newspaper to mark World Food Day.

## Farming Today, Farming Yesterday

Making a connection between Irish farming of the past and efforts underway to improve African farming today were the centre-piece of activities undertaken by Gorta-Self Help Africa at this year's National Ploughing Championships.

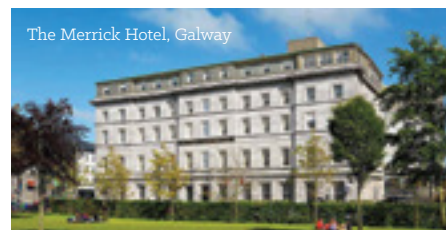


Using archive photographs to take supporters back to a bygone era of Irish agriculture, the project sought to draw parallels between the efforts and challenges affecting African small-holder farmers today, and the similar issues that Irish farmers faced in previous generations.

Hundreds who attended this year's NPC took part in the photographic project, as Self Help Africa continued its long tradition of engagement with supporters at the annual agricultural fair.

Thousands of attendees visited our marquee over the three days of the event, including An Taoiseach Enda Kenny, who congratulated co-chair Tom Corcoran on the successful merger between Self Help Africa and Gorta that he had overseen during the summer.

The Merrick Hotel, Galway



## Festive galas across country

Gorta-Self Help Africa hosts two fundraising charity galas in Ireland in the countdown to Christmas.

The events are happening back-to-back on opposite sides of the country, and will see friends and supporters gathering for the annual charity dinner in Galway on Friday night, 14th November, and for Gorta-Self Help Africa's Pre-Christmas Charity Lunch in Dublin the next day.

Minister of State for Overseas Development and Trade Mr Sean Sherlock TD and Lord Mayor Cllr Donal Lyons will join over 200 friends and supporters for the second annual Galway Ball, taking place this year at the city-centre's landmark Meyrick Hotel.

And on the following day, over 100 friends of Gorta-Self Help Africa will convene at the capital's fashionable Eden Bar and Grill on South William Street for a drinks reception and three course meal. The fifth annual festive charity lunch that we have hosted in Dublin, this year's event is being kindly sponsored once more by Newstalk FM.



Croagh Patrick

## Scaling the heights

A charity climb to the top of the West of Ireland's landmark mountain netted over €5,000 to support our work, last summer.

30 hardy volunteers flew the flag for Gorta-Self Help Africa, when they ascended Croagh Patrick on the first ever sponsored climb we have staged to the top of the spectacular 'Reek', overlooking Clew Bay in County Mayo.





**This:** Competitor cycles during The Race 2014  
**Below:** Magnus Collins-Smith (left), David Burns (right).



# Ireland's toughest event sets high bar

**I**t's a rare occasion that pride is taken in being described as 'the toughest' or 'most difficult' – but for the organisers of 'The Race' it was the supreme accolade.

Indeed, endurance event organisers David Burns and Magnus Collins-Smyth reacted with delight when they learned recently that their event had been named one of the 15 hardest extreme challenges anywhere in the world.

The two sportsmen devised and hosted the inaugural edition of 'The Race' in County Donegal last spring, and attracted close to 60 competitors from 15 different countries to a 24-hour endurance rally that took participants on a 250km cycle, run and raft across some of the toughest terrain in Ireland's North-West.

For Magnus and David, the fact that one in every three competitors failed to finish the course was a mark of its success, as they had deliberately set the bar as high as was possible in an effort to create Ireland's ultimate challenge for endurance athletes.

All profits from the inaugural event went to Gorta-Self Help Africa, and





Colaiste Lurgan group trip, Uganda.

# A song for Africa

**T**he tuck shop at Ireland's leading Irish language summer school may be a source of snacks and goodies for students, but it's also playing a remarkable role in ending poverty in Africa.

Indeed, Siopa Afraic at Galway's Colaiste Lurgan has raised upwards of a quarter of a million euro to support efforts to end hunger, since the school turned its sights on the challenges of Africa's rural poor a decade and a half ago.

For over three years Gorta-Self Help Africa has benefitted from that support, and has received over €25,000 a year since then from events staged at the school and from the profits generated from sales at the school's busy tuck-shop.

The Inverin-based college in Connemara hosts upwards of 2,500 students on summer camps every year, and has become a generous supporter of our work in many different ways.

A lively centre of both culture and music, the college came to wider prominence last year too when filmed Irish language versions of popular hit songs by students and teachers were posted online, and instantly attracted a huge worldwide audience.

Within weeks one particular hit, an Irish-language adaptation by teachers and students of Avici's 'Wake Me Up' went viral, and received more than two million views on the YouTube platform in less than a week.



The internet was quickly abuzz with comment about the group that had single-handedly brought the Irish language to a youthful audience across the globe, and both Colaiste Lurgan and their musical collective 'Seo Linn' became household names.

There were numerous national radio and television appearances in the weeks that followed, while 'Seo Linn' entertained the nation when they performed and were interviewed on RTE's primetime 'Late Late Show.' The musical dimension to Colaiste

Lurgan's support for Gorta-Self Help Africa took a further step forward following this success, as school principal Micheál Ó'Foighil and eight members of 'Seo Linn' travelled to Africa and spent a week in Uganda living in a local school, as they filmed a follow-up original song that they released as a charity single to support our work.

The song 'Ar Scáth a Chéile' (Together Again) was released as part of the annual Irish Language Seachtain na Gaeilge Festival, and was one of the highlights of the 2014 event.

Gorta-Self Help Africa's West of Ireland representative Ronan Scully describes the relationship with students and teachers at Colaiste Lurgan as unique, and says that the Irish language school are determined to play their part in ending world hunger.

A summertime speaker at the college each year, Ronan says that all involved are remarkable champions for the cause, and within a few months will have taken to over €100,000 the sum they have donated since they started their support for Gorta-Self Help Africa.



# Farming strikes the right chord

**M**isheck Mwanza struck just the right chord when his band topped the Zambian charts with their single “Lazy people run away from farming” a quarter century ago.

But the song didn't last and a career in music didn't last either for Misheck, who with his band 'The Five Senses' made the long journey home from capital city Lusaka to farm around Chipata district in the far east of the country, three years later.

Today, Misheck is a lead farmer working with Gorta-Self Help Africa, using his four-acre farm holding as a demonstration plot where he promotes a range of innovative 'climate smart' agricultural techniques to his neighbours and close to 100 other farm families around Bendo village.

A self-taught guitarist who first picked up an instrument when he was in his teens, Misheck Mwanza was newlywed when he and his young wife Gertrude set off for Lusaka and a career in music, in 1984.

Despite the fact that 'The Five Senses'



Misheck Mwanza, Zambia.

had four popular hits within the space of two years and received regular radio airplay, Misheck says that they received just 10% royalties on their record sales, while the music was also pirated and sold on cassette tape more often than it was bought officially.

In 1987 they called it a day and returned to Bendo, and set about farming a plot of scrubland given to them by the village chief. Shortly afterwards the couple's first child, a daughter was born. They named her 'Nature.'

Today, Misheck and his family grow maize, as well as cabbage, tomatoes, onions and other vegetables on a plot that is criss-crossed with irrigation channels, and on which he employs crop rotation, and uses an array of conservation agriculture techniques

including zero tillage, composting, manure making and fertility basins. We used to struggle to make enough for a young family, but today we have a good business,' Mishek Mwanza says. 'I have been supported with training to become a lead farmer, and grow and sell different crops, as well as giving advice and training to others.' Misheck Mwanza says it's as true as ever today that, to quote the song: 'Lazy people run away from farming'.

But not for a moment would he change his life or leave the land that he farms. He has long since sold his guitar, has no copies of his old records, nor any press cuttings from his day in music. He does occasionally hear his songs on the radio however, but says that he has not a single regret that he's a hard-working farmer today.



Rose Adera and her daughters, Kenya.

## Rose's Garden

**W**idowed at a young age, 34 year-old Rose Adera from Bukuma village hasn't had an easy life.

But the support she received as a member of a village widow's support group in Kenya changed that, and helped her create a flourishing kitchen garden which now supports many of her young family's household needs.

Assisted by Gorta-Self Help Africa's local partner 'Appropriate Rural Development Agriculture Programme (ARDAP)', Rose and 33 other widows in her group received start-up seed and training, and

have been assisted in finding markets for their surplus produce.

Rose now has 15 well-ordered beds in her backyard, and produces a variety of local vegetables.

She uses the income that she earns from her work to pay school fees and buy uniforms for her children, and recently bought tin sheets for her house, and poultry and a goat for her farm.

Rose is currently in the process of re-roofing her house, and says she is looking forward to their home being weather-proofed before the seasonal rains.



Groundnut processing, Eastern Province  
Farmers Cooperatives Ltd.

# Market chance for small-scale farms

**T**he vital role that private business can play in ending poverty in Africa is well documented.

To ensure that rural poor communities receive their share of the wealth that can be created from new business opportunities in Africa is a part of our mission, and our challenge.

Connecting small-scale farmers with international markets is already a critical part of our work. In the recent past this has seen us collaborate on projects that have resulted in commodities such as fruit, nuts, cereals and tea being traded into regional and global markets.

In Malawi, more than 6,000 smallholder farmers have sold their mango to a firm supplying to an international juice company, while in West Africa over 4,000 farm families have sold cashew nuts to the snack food division of one of the world's leading food and beverage corporations.

Similarly, in Kenya, small-scale tea growers have found markets for their produce with a UK-based tea producer, while negotiations are currently underway with a major international drinks firm to buy malting barley for brewing from thousands of small-scale growers in Ethiopia.

*“We can be an enabler to allow more companies to get involved in the African marketplace”*

Supporting small-scale farmers so that they can produce in the scale and to the quality required by global buyers is a vital, and increasing part of our work.

Meanwhile, our Gorta-Self Help Africa owned affiliate Partner Africa is working with producers across sub-Saharan Africa to support African suppliers so that they meet the various standards required in the international marketplace. By providing training and technical support, Partner Africa is working with

African agri-businesses, assisting them in achieving certification and meeting the trading standards that will allow them to receive both a premium for their produce, and meet the standards required by international buyers.

“Private business can play a vital role in efforts to lift people out of hunger and poverty in Africa, and we can be an enabler to allow more companies to get involved in the African marketplace,” CEO Ray Jordan said.

“We believe that increasing sustainable productivity, knowledge transfer, improving farm systems and developing markets – local, regional and international – is critical for Africa to realise its vast promise in the years ahead.”

“This is a continent that has more than 60% of the world's untapped cropland, a continent where productivity per hectare is just a fraction of those on farms in the West,” he concluded.





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## Donate to Gorta-Self Help Africa

### Contact Details

Name: .....  
Address: .....  
Town: ..... County: .....  
Telephone: ..... Mobile: ..... Email: .....

\*Please only include if you are happy to receive information about Gorta-Self Help Africa's work by email.

We will not pass your details on to others. We would like to keep in touch with you. If you don't want to hear from us, please tick here. ☐

#### By Card

Credit/debit card: Visa ☐ Mastercard ☐ Laser ☐

Card number:

.....

Expiry date: ...../..... Security: .....

Amount: € .....

Name (as it appears on the card):

.....

Signature: .....

Date: .....

#### By Cheque

☐ I enclose a cheque made payable to Gorta-Self Help Africa

#### Please return to:

Gorta-Self Help Africa, Kingsbridge House,  
17-22 Parkgate St, Dublin 8

#### By Direct Debit

I want to give: ☐ €5 ☐ €8 ☐ €20 ☐ Other € ..... monthly, until further notice

#### SEPA Direct Debit Mandate

.....

**Creditor Identifier:** IE35ZZZ304564

**Legal Text:** By signing this mandate form, you authorise (A) **GORTA-SELF HELP AFRICA** to send instructions to your bank to debit your account and (B) your bank to debit your account in accordance with the instruction from **GORTA-SELF HELP AFRICA**. As part of your rights, you are entitled to a refund from your bank under the terms and conditions of your agreement with your bank. A refund must be claimed within 8 weeks starting from the date on which your account was debited. Your rights are explained in a statement that you can obtain from your bank. Please complete all the fields below marked \*

\*Your Name: .....

Your Address: .....

.....

\*City/Postcode: ..... \*Country: .....

\*Account number (IBAN): .....

\*Swift BIC: .....

Please complete and return form to:

Creditor's Name: **Gorta-Self Help Africa**  
Creditor's Address: **Kingbridge House**  
**17 - 22 Parkgate Street**  
**Dublin 8**  
Country: **Ireland**

Signature(s): .....

\*Type of payment (Please tick)

Recurrent

☐

One-Off Payment

☐

\*Date:

**gorta**  
Self Help Africa



# FARMING FOR AFRICA'S FUTURE

**gorta**  
Self Help Africa

Kingsbridge House,  
17-22 Parkgate Street,  
Dublin 8.  
Tel +353 (0) 1677 8880



Gorta and Self Help Africa are signatories to the Dochas NGO code of conduct on the responsible use of images and messages

**Cover:** Shifine Mamo, Ethiopia. **Back:** Mable with the honey she collects as part of a beekeeping project, Uganda.