

iDE Canada Donor Update

GROW

Winter
2020



iDE Canada

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“

Overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life. While poverty persists, there is no true freedom.

– Nelson Mandela



CEO Hello

Stu Taylor



“

Thank you for enabling women and men to prosper on their own terms. Your support is creating new income for poor farmers and also builds dignity and empowerment.

As we move into a new year and a new decade, our thoughts turn to new opportunities, hopes and expectations. Thank you for your support over the past year to help women and men in some of the world’s poorest places realize their hopes and expectations for themselves, their children, and their communities. It is always inspiring to hear a mother from a rural village in Ethiopia proudly tell me how she has paid for her daughter to become the first person in her family to pursue a college degree. These are the life-changing opportunities you make possible by helping small farmers to earn more money.

As a market-driven organization, we are always on the lookout for new opportunities to make that happen. Your support has continued to generate new opportunities that build on the creativity and energy of the entrepreneurs with whom we work.

In Ghana, the team launched a new pit-emptying service for rural toilets, using a mini-truck that they prototyped using funds from supporters in Canada.

In Cambodia, iDE launched the world’s first “development impact bond” for sanitation in partnership with the Stone Family Foundation and the United States Agency For International Development (USAID). The Stone Family Foundation provides immediate funding for the team to expand its sanitation marketing and USAID pays out for each village in which every household is using a toilet.

In Nepal, your support enables local farm advisors to become “Plant Doctors”: effectively diagnosing and treating crop diseases, with a big impact on farmers’ productivity and profitability. By helping farmers combat disease to harvest and sell more produce, you are enabling their prosperity.

Thank you for enabling women and men to prosper on their own terms. Your support is creating new income for poor farmers (at least \$10 in new income for every dollar you donate) and also builds dignity and empowerment.

As you read through this issue, I hope you take pride in the opportunity you have already created, and close the back cover excited about the opportunities we’ll realize together in 2020.



iDE photo by Rebecca Dyck

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“Don’t Bother” Trilogy

SUCCESS

MADE

POSSIBLE

BY YOU!



Plant Doctors Nepal

These doctors make house calls

Imagine being a farmer in Nepal. It's a subsistence living at best, one you share with the majority of the country's "working poor." Your life depends on a good harvest, but you can't count on it to feed your family when you're constantly battling crop disease, invasive insects and erratic weather. Without technical know-how and support, you can fall back despite your hard work.

But help is on the way. A new iDE "Plant Doctor" program is furnishing these South Asian farmers with expertise and resources to get the most from their effort. With 80 per cent of rural Nepalese depending on agriculture for their livelihood, the potential impact of this initiative is huge.

Plant Doctors provide critical support at key points of the crop cycle.

They:

- assess plant health and spot the early threats of pests and disease so an effective strategy can be put in place;
- provide access to quality seed and fertilizer inputs as well as drip irrigation to maximize yields;
- equip farmers with weather-tracking skills to brace for extreme weather and other impacts related to climate change.



Samjhana Chaudhary & Rupa Thapa

Rupa Thapa lives in Ranagaun, Lapitpur. At 39, she is one of the program's youngest plant doctors. Rupa works with 600 farmer households to evaluate plant health and provide access to quality seed, fertilizer, drip irrigation and safe bio-pesticides.

Many plant doctors are local women whose leadership and proven entrepreneurial skills align with iDE's focus on creating prosperity by empowering people within the community. One recent success was to combat the Tuta moth, a new foe that attacks tomatoes and can shrink a crop by half. Her effective application of bio-pesticides took care of the Tuta pest and produced a crop that was healthy and undamaged.

Samjhana Chaudhary works with farmers in Gauriganga, Kailali District in western Nepal. She is a community business facilitator who sells climate-smart agricultural technologies and provides technical support to farmers. iDE facilitated and supported a pilot program to train her as a plant doctor. As part of her new role she conducted a plant clinic last year for 24 farmers. She showed them how to investigate ailments of 40 different crops, including cauliflower, tomato, potato, chili and eggplant, and suggested appropriate solutions which paid off with better yields.

iDE Canada has an ambitious plan to train almost 300 new Plant Doctors like Rupa and Samjhana and create a committed network of community-based farm advisors who can reach 100,000 subsistence farmers. They will introduce new strategies and methods to minimize the shock of naturally occurring challenges and create a robust infrastructure supporting farm production and market access. The effect on the financial well-being of rural farmers, their communities and regional economies is expected to exceed \$3.8 million.



This impact will be felt immediately as trained Plant Doctors move into communities with agronomic expertise and information.

Nepal's subsistence farmers are wholly dependent on the success of their crops. But without improved farming services and technology, even a good harvest will not free them from the cycle of insecurity and uncertainty next season.

iDE Canada is determined to help Nepalese farmers break this cycle and embrace a better future. Investing in their lives will generate huge returns in the form of better education, access to health care, gender equity and a better standard of living for their families.

Nepal may be a world away, but Canadians can make a dent in farmers' poverty by becoming part of a host community of four or more local "champions." A host community can work with iDE Canada staff to recruit volunteers and donors to raise local targets of \$330,000 through special events, direct appeals and locally-tailored initiatives.

Timely Traps

Last year Purna Bahadur Khattri lost 165 kg of tomatoes to the Tuta pest, a small worm that punctures the fruit with tiny holes, drains the juice and renders the fruit inedible. Left unchecked, it can wither vines and obliterate tomato yields.

When the pest showed up in Nepal in 2016, iDE mobilized quickly to help farmers fight it. Now, Purna and other growers have learned how to conquer the pest with iDE's Tuta traps, resulting in healthy vines of luscious pest-free tomatoes. This year Purna is on track to triple his tomato production. The additional earnings make it possible for him to send his children to school and make necessary repairs on his home.

Purna Bahadur Khattri (center)



An infestation of Fall Armyworm threatens to destroy the local corn crop.



iDE photo by Rebecca Dyck
Passion fruit: a big opportunity for small farmers in Nicaragua.



Radical Listening in Nicaragua

Rebecca Dyck (centre) with iDE co-founder and board member Gerry Dyck (right) and Stu Taylor (left)



As the daughter of iDE co-founder Gerry Dyck, few would be surprised to see the number of stamps in Rebecca Dyck's passport.

What IS surprising, is that – until recently – only one of those stamps was connected with her father's iDE work. An English tutor for online students and new Canadians who also sketches, writes and makes films in her spare time, the 24 year-old says connecting with other cultures has always been central to her family's ethos. So when asked to contribute her writing and photography skills to an iDE research and development team headed to Nicaragua last November, Rebecca agreed. But while listening to and documenting the

many discussions held with local farmers, business-people and government officials, she began hearing the story within the story.

Why did you decide to embark on this trip?

I've done lots of travel in the last few years, but it's been mostly solo European tourism. I wanted to balance my passion for exploration with my increasing desire to make use of my position as a highly privileged Canadian.

My parents prioritized travel while I was growing up, so I always had an awareness of communities and lifestyles very different to mine. The more places I get exposed to, the bigger I realize the world is and the smaller my own experience becomes. It's constantly shifting my perspective.



What was the mission of the trip?

The mission for the crew was two-fold: first, they wanted to see iDEal Tecnologías in action. It's a social enterprise that helps small-scale farmers increase their incomes by providing access to low-pressure irrigation systems. Second, they wanted to research the potential for iDEal to set small farmers up with not only drip irrigation systems, but also new crops – specifically passionfruit – and to find a way to establish new buyers and a supporting system around this business.

My mission was to collect stories and document the trip, but it quickly expanded to include something more personal for me – a better understanding of the impact of organizations such as iDE.

And as I was listening it became so clear to me that behind the technology and the distribution systems and successful crops are simply people and their livelihoods. Take the photo I have of Ricardo, a farmer in La Trinidad Region who stands proudly in front of his farm, which uses iDEal technologies to conserve labour and makes it possible for him to provide his two sons with the resources to pursue higher education. You don't have to be an expert to relate to a businessperson who wants to succeed, or a family who wants to survive.

Ricardo Garcia. iDE photo by Rebecca Dyck



You talk about how you have “seen the world, but have not necessarily listened to it” and that you “have a habit of tuning out when the story doesn’t directly involve you.” Do you think others in your generation feel the same way?

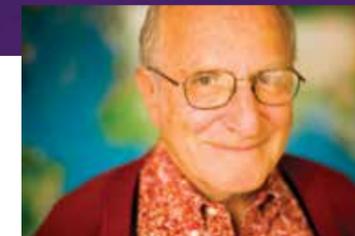
There are so many opportunities for people of my generation to talk rather than listen: through social media in particular. And I feel like we've been told that the stories most relevant to the individual are the ones that involve the individual.

I don't disagree, but I think that one must decide to become involved and that relevance will then inherently ensue. I think there are so many ways to involve new generations, but I think that, as my generation does crave story, the more narrative the 'issue' contains, the more interesting it will be. Individual's stories get me listening much more than statistics.

And with iDE specifically, I think I'd like to see some intergenerational narratives. An example is that for years iDE has told the stories of small farmers who are working their farms in order to send their children to school. Well, I'd love to hear from the children. Although the ideal is often that they are able to move from the farm into an urban centre to get education, etc., their background in farming nonetheless facilitates their opportunities, and could be very inspiring and perhaps more pertinent to young people now.

Ultimately, though, I think becoming involved facilitates relevance, and involvement can be as simple as listening, reading, researching and asking questions. My Dad says that [iDE co-founder] Paul Polak's main thing was just to listen. And Dad thought that was pretty radical.

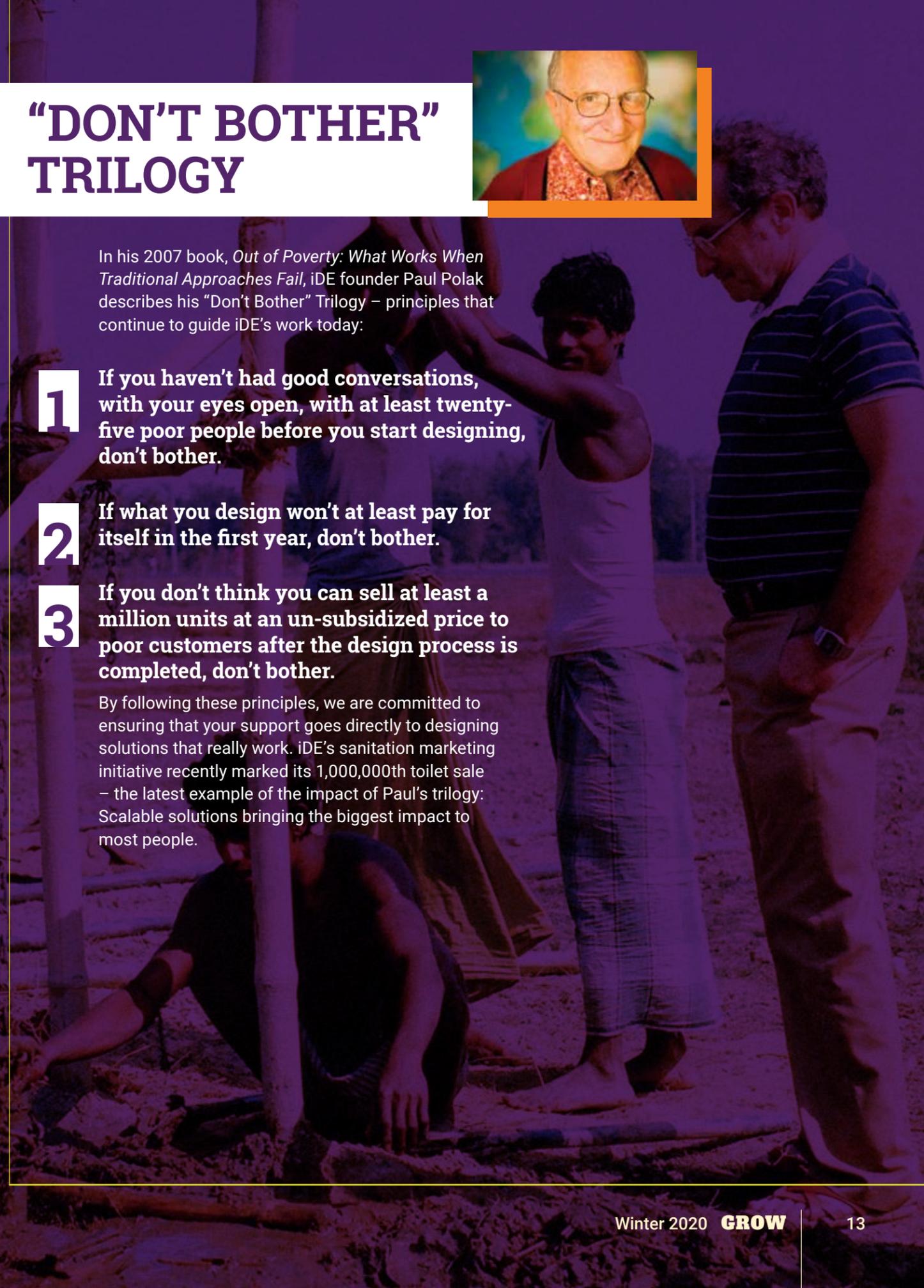
“DON'T BOTHER” TRILOGY



In his 2007 book, *Out of Poverty: What Works When Traditional Approaches Fail*, iDE founder Paul Polak describes his “Don't Bother” Trilogy – principles that continue to guide iDE's work today:

- 1** If you haven't had good conversations, with your eyes open, with at least twenty-five poor people before you start designing, don't bother.
- 2** If what you design won't at least pay for itself in the first year, don't bother.
- 3** If you don't think you can sell at least a million units at an un-subsidized price to poor customers after the design process is completed, don't bother.

By following these principles, we are committed to ensuring that your support goes directly to designing solutions that really work. iDE's sanitation marketing initiative recently marked its 1,000,000th toilet sale – the latest example of the impact of Paul's trilogy: Scalable solutions bringing the biggest impact to most people.





When women are treated equally and fairly, everyone wins.

This basic iDE insight is gaining traction across the globe. Research shows inclusive business cultures outperform others in financial results and innovation. As journalist Sally Armstrong says in her new book, *Power Shift: The Longest Revolution*, “If women farmers had the same quality seed, fertilizer, and tools as men farmers, they could feed 150 million more people worldwide.”

But women in many countries are held back through overwork and harsh gender imbalance. In Ethiopia they perform the bulk of farm labour, working 16 hours a day on top of caring for children and the elderly. “Women in rural parts of Africa spend 40 billion hours a year collecting water alone,” says Andrea Hernandez Tobar, country director of iDE Ethiopia. Plus, antiquated customs force girls into early marriages, keeping them from school and from taking productive roles in society.

iDE photo by David Graham



These challenges are being met squarely by iDE Canada, which targets gender fairness in the global prosperity equation. It equips women to wisely select what to grow and to use their added income most effectively. It brings them better sanitation and safe drinking water. It lessens their vulnerability to systemic shocks and brings more predictability to their precarious existence. As they become more prosperous they earn respect and become influential female role models. iDE helps give them a voice.

iDE’s strategy includes:

- Helping women address barriers so they can meet family needs, become agents of their own prosperity, and build a better future.
- Developing a “woman-centered design” toolkit that powers markets, drives innovation and sets an example for others to emulate.
- Encouraging top female talent – globally and at home – to become leaders, mentors and board members.

iDE Canada creates income and livelihood opportunities in developing countries around the world. We invest in local entrepreneurship, building businesses with a focus on agriculture and sanitation. With access to the right products, services and advice, farmers can transform their small farms into small businesses. With access to research and development, sanitation business owners can produce the life-saving products their customers want.

Over three decades ago, we recognized that those experiencing poverty were some of the savviest customers in the world, willing to invest in products and services that provide real benefits to their health and income. In partnership with iDE programs around the world—and with the crucial support of our donors — we have helped 30 million people so far.

Help entrepreneurs grow

Together we can support people living in poverty to build a brighter future.

We are closer than ever to making extreme poverty a thing of the past.

Show your support by donating online or by using the return envelope inside this issue of Grow magazine.

Want to receive an e-version of our newsletter instead?

Let us know at info@idecanada.org or 204 786 1490.

If you have feedback on this issue or suggestions for future issues, we would love to hear from you.



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