

## Sustainable markets may help small farmers out of poverty

TechnoServe is a not-for-profit organisation with international experience in alleviating rural poverty and linking small entrepreneurs and farmers to commercial markets. According to the *M & Guardian*, Massmart-Walmart has committed to a three-year supplier development programme with TechnoServe, enabling small-scale farmers to supply to large retail or wholesale chains.

TechnoServe provides business solutions to small-farmer agriculture, tourism, construction and light manufacturing. It says that the Massmart deal stems from one of the key elements of the approval for Massmart's entry into South Africa - the creation of a R100-million supplier development fund to improve the competitiveness of South African manufacturers and producers. Locally, TechnoServe is trying to link up with the large wholesalers and retailers whose distribution systems handled 80% of fresh produce.

"A fundamental lesson we have learnt in the many countries in which we work is that, if you secure sustainable markets, small farmers will pull themselves out of poverty," said Earl Sampson, TechnoServe's country director in South Africa told the *Mail & Guardian*.

Read the [full article](http://mg.co.za) on <http://mg.co.za>.