

SEPALI / SEED WORKSHOP
(With farmer group leaders)
March 15, 2012

Present: Mierko (Gernamy), Tate (Armenia), Mamy (SEPALI), Lalaina (SEPALI), Kerry (SEPALI), Denis (Manambia), Mario (SEPALI), Simon's mom (Marovovonana), Rasoa (Ambodivoangy TMA), Mani (Ambodivoangy), Rafanoela (Ambinanitelo), Bernard (Ambodivoangy TMA), Simon (Marovovonana), Marie Jeanne (Anatoraka), Emilien (Ambodivoangy FTTFA), Millienette (Ambohisoa), Zanamaho (Ambinanitelo), Marceline (Marovovonana), Clotilde (Ambalamahogo)

Introductions:

- Introduction to meeting and purpose
- Introductions of visitors from Germany and Armenia
 - o Fomba of meeting - the format of the meeting will be a little different than what they are used to so be open minded
- Brief introductions of each SEPALI member present
- Introduction to SEED from Mierko
 - o SEPALI won a competition for Sustainable development
 - Award, Support, Planning and Research
 - o Overview of the plan for the day
 - Using images to discuss our work today
 - Don't be afraid of this new technique - it has already worked with many groups in different parts of the world

Hopes and Desires:

- Each person takes 5 minutes to pick three pictures from the selection on the table that represent their hopes and desires
 - o People weren't exactly sure what the pictures were supposed to mean, but they eventually chose the pictures that they liked
 - o Some people took cards that other people liked

- Ex) Marie Jeanne: These cards represent the things that I hope for—she hopes to be a person that can have a bank account and withdraw money from the bank - she would also like to find a market for handmade products
- Ex) Emilienne: She would like to be a shop keeper, and especially have cows so that she can send her children to school
- Ex) Millienette: farming, transport, and selling - she likes farming, but she needs something to carry the product to market and then a place and a way to sell it
- Ex) Marceline: She likes the development of the education and teaching/ training, have a computer to be able to work fast, and a bicycle to make her transportation easier - their choices all look similar and they are all related to development - she would like to know how the collaboration with SEPALI will help her to reach her goals and develop the community
- Ex) Clotilde: She would like to have a lot of cows, and for SEPALI to have a car to pick up the farmers in the community for meetings so that they don't have to walk very far
- Ex) Mario: the first card is him processing cocoons, the second is him working in the gardens to raise larvae - he likes both of those things and he hopes it will allow him to continue to learn at school and learn things like English
- Ex) Denise: she would like to have money in the bank to withdrawl and have cows to raise on her farm
- Ex) Rasoa: she would lke to have a bank account and make enough money from SEPALI to be developed, she would like to have good school systems for her and her children to learn, and she would like to have
- Ex) Mani: He would like to expand his knowledge base about the world and would like materials and resources

to be able to learn about the world. He also wishes to grow his knowledge base so that he can exchange information with people and teach others as well - environmental training

- Ex) Ranfanoeli: He is a farmer, but he would like to be more developed and have a way to transport his goods to market - he would like to have a good house, a way to transport goods, and to learn the computer so that he can continue to learn and make reports and be able to find a market for his products - He would also like to learn English so that he can speak to visitors directly
- Ex) Bernard: He can not do anything without a cow, so that is the most important thing- the second priority is a good house, the third thing looks like a TV, but he isn't sure what it is. He would also like to have a moto to be able to travel faster
- Ex) Denis: the priority is to increase his knowledge base, then to work because he thinks working is important, and then he hopes that working will result in earning money that they can put in the bank
- Ex) Simon: He is the president of his group and he would like to be the best leader in the group- he would like to continue his work with SEPALI and learn to work with a computer- he would like to learn and work with SEPALI at the same time

Challenges and resources available:

- On the left: Drawing resources and strengths,
- On the right: Drawing challenges
 - Marceline, Clotilde, Zanamaho - The priorities are to have enough land to farm - the challenge is to build a house for the group to sell products or as an office - and have a sustainable business

- Mani, Rasoa, Rafanoeli - first, we work with SEPALI and have training available to us for planting a nursery and planting the trees, rearing the larvae and producing a product- then we can buy food- the challenge is to have enough money to make a bank account and send their children to school -first- we have been working with Makira for a long time- they say if we don't have any trees, then the environment is degraded, but we don't like to just plant the trees if they say we can't use them. We like SEPALI because we can plant trees with SEPALI, but we are allowed to use them. The second problem is the rearing methods and the predators of the larvae - there are many predators, but if we can find a way to prevent the predators from killing the larvae, we can be successful
- Simon, Denis, and Bernard - SEPALI provides training for the new members and build trust in the communities - but the challenge is to have enough money to have a bank account. The other challenges are the predators like the rats, and the nets.
- Mario, Lalaina, Denise: SEPALI provides training and visit the communities often which builds trust and allows a relationship to form- the challenge is to have enough trees to be able to produce a profitable amount of
- Marie Jeanne, Emilienne, Millienette: SEPALI provides materials to each person and training- The challenge is to have enough rearing materials to produce enough cocoons to make money- A big problem for them is the price per kilo - they would like to see the price of cocoons raised because of the difficulty in rearing larvae

Summary of challenges:

- 1) Climate and seasonal weather patterns
- 2) Predators
- 3) Environmental conservation attempts creating a negative effect in the communities

- 4) The price of the cocoons
- 5) The difficulty of producing many cocoons

Solutions offered:

- 1) Climate and seasonal weather patterns:
 - a. Planting many trees will contribute to reforestation and the conservation projects like WCS should prevent people from cutting trees
 - b. Find a way to shade the trees (perhaps by intercropping the trees with other tall species of trees so that the sun is not as intense on the rearing
 - c. The communities should plant other species of trees in order to shelter the talandoha trees and combat climate change
- 2) Predators
 - a. The solution to the predators is to keep all rearing equipment clean and select the best trees to use
 - b. They would like to work with the mayor and the whole community to find a solution to the rat problem because it is a community wide problem
 - c. SEPALI should supply rat poison along with the other rearing materials
 - d. Use nets and keep an eye on the larvae everyday
- 3) Negative perspective of Environmental Conservation
 - a. Many people need to plant trees so that environmental conservation becomes more popular
 - b. People shouldn't cut trees and they shouldn't burn the forest - each person should plant 500-1000 trees
 - c. SEPALI should work with another NGO to spread awareness about environmental conservation and encourage people to plant trees
 - d. The group should work with the local governments to make a good plan for protection of their talandoha trees
- 4) The price of cocoons

- a. The price of cocoons need to be raised by SEPALI and many more people need to produce cocoons in the communities so that SEPALI can have enough product to sell
 - b. The cocoons should be at least 120,000 Ariary per kilo (doubled) so that we can afford food and medical care and education
- 5) The difficulty of producing many cocoons:
- a. We need to have nets without insecticide and we need to wash them before use
 - b. The nets are also too thin and the holes are too big, so we need to make sure that the nets are strong enough not to rip and a small enough hole size to keep out predators
 - c. Need enough materials and appropriate materials to protect the larvae properly
 - d. Each farmer has a lot of other important activities in order to survive - planting rice, making money for food - they would like the larvae rearing to be the second most profitable/ important activity for them
 - e. We should plant many trees in order to be able to produce more cocoons

SEPALI Inputs vs community inputs:

- SEPALI
 - Seedlings/ pot plastic
 - Trainings / books/ missions/ manpower
 - Nets / materials/ baskets / cysallide baskets
 - Rearing houses
 - Cost of the cocoons per kilo
 - Cost of the processed materials
- Communities
 - Manpower
 - Time
 - Resources such as water

- The total price of the finished product has to be able to support ALL of the costs of the project
- There is a limit to the price that we can sell the final product for
 - o Ex) coffee / rice (there is a limit to how much you will buy rice for)

LUNCH

Value Chain or Process of Production:

- Process
 - o Seeds
 - o Seedlings
 - o Mature trees
 - o Start rearing
 - o Stage 5 larvae
 - o Produce cocoons
 - o Process the cocoons
 - o Sew the textile
 - o Send the textile abroad
 - o CPALI American established commercial buyers at craft fairs
 - o Sold to commercial buyers
 - o The relationship continues between CPALI and the customers to make sure they continue to be satisfied with the product
- Responsible of each step:
 - o SEPALI Madagascar prepares the farmers to produce silk
 - Materials and seedlings
 - o Communities produce silk
 - Planting trees
 - Rearing larvae
 - Producing silk
 - o CPALI American sells the silk
 - Transportation to the US
 - Identify buyers
 - Maintain relationship with buyers
- Timeframe:

- Seeds: 2 months to germinate
- Seedlings: 3 months to germinate
- Mature trees: 12 months
- Rearing larvae: 25 days
- Processing cocoons: 1 days
- Processing the final product: 2 days
- Shipping the product: 1 month
- Selling the product: 10 days

At first (starting from a new member):

- 1 year, 7 months, and 10 days to sell the product

Now (with our members that are already experienced):

- 2 months and 10 days to make and market the product

Targets:

- SEPALI (2012): 20 kilos
 - 20 kilos (80,000 cocoons), (60 m² textile) (4800 USD)
- Lead farmer goals:

Name:	Goal: 2012	Goal: 2013
Denis	6000	12,000
Bernard	2280	6000
Rafanoela	2580	3000
Mani	200	2000
Simon	1000	3000
Rasoa	3000	5000
Denise	20	40
Clotilde	20	150
Marceline	70	140
Zanamaho	80	160
Millienette	300	500
Emillien	500	1000
Marie Jeanne	4000	8000

TOTAL	20,050	40,990
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From the Customer's perspective going backwards:

- 1) Quality
 - a. Customer is satisfied with the quality of the product and is willing to buy the product again
- 2) Timeframe
 - a. The timeframe from ordering the product to receiving it is consistent and reliable
- 3) Reliability and consistency
 - a. SEPALI is able to consistently deliver a quality product in a timely fashion and can be counted on
- 4) Quantity
 - a. The quantity is enough to produce a reliable market
- 5) Price
 - a. The price is reasonable and worth it to the customer

SEPALI has 2 faces:

- 1) ONG- for conservation and providing jobs
- 2) Business- needs to make enough money to provide the continued support and make the project sustainable

Question from Rasoa: How long will SEPALI be around?

- The longevity of SEPALI depends entirely on the farmer members
 - o If the members are producing cocoons, SEPALI will be here forever

What could your communities look like in 2015 after working with SEPALI?

- Bernard: There will be many members of SEPALI in the communities because many people already ask about SEPALI
- Mani: There will be many more members of SEPALI
- Rasoa: The rearing will be really successful, and there will be many more people in the group

- Marie Jeanne: Every SEPALI member will be able to earn more money from cocoons and from sewing the products
- Denis: The standard of life will be higher and the knowledge base will be greater because of the SEPALI workshops and trainings— People will be able to reach their goals
- Rafanoela: If SEPALI keeps its current strategy, the number of members will keep rising and SEPALI will have many people able to produce cocoons
- Mario: The SEPALI will reach a very high level of production because all members will be able to produce products
- Denise: The frequency of SEPALI's visits to the community will result in many more members
- Simon: The number of SEPALI members will be greatly increased (40 new members in Marovovonana) and each person will be able to produce 10 kilos per year
- Clotilde: Hopes that SEPALI will be well developed in Ambalamahogo and control the predators
- Marcelline: SEPALI will be well known in the Commune and the District - Marcelline will work very hard to achieve that goal
- Zanamaho: When she first began working with SEPALI, there were many people who thought ridiculous things about SEPALI, but now people are very interested in SEPALI so she thinks that it will be very popular
- Milliette: in 2015, everyone will be good at rearing larvae and the rearing will be very productive
- Emilliene: If the leaders work hard, many new members will join the group in Ambodivoangy

Wrap up: Thank you for coming

- Please write a short paragraph about what you learned today

