

EDGET

Ethiopian farmers, weavers on paths to success

EDGET mid-point survey shows impact to date

Thanks to you, MEDA's EDGET project (Ethiopians Driving Growth through Entrepreneurship and Trade) is helping farmers and weavers raise their incomes, learn new production techniques, improve their products, find new markets and save for their futures!



Ethiopian weaver takes step in right direction

Wondemu Mersha came from SNNPR (Southern Nations, Nationalities, and People's Region, Ethiopia) in Chencha woreda (district) to the capital of Addis Ababa to access a better market and income that would help his family.

He has stayed in Addis for the last 15 years and attended school up to seventh grade. Wondemu, with his significant experience, is chairperson of Ytebebegnoch Tebeb Weaving Cooperative.

Through MEDA's EDGET (Ethiopians Driving Growing through Entrepreneurship and Trade) project, Wondemu has expanded his skill set and knowledge by attending training and visits to other weavers.

He has demonstrated his skill by developing unique artistic designs, like

shoes made of woven materials, and it is this dedication to quality and innovation that has made him a role model in his weaving group. High-end market buyers have appreciated his attention to detail and commitment to the order delivery schedules, which has fostered a natural connection among buyer and Wondemu's lead weavers.

Wondemu is now realizing an increased, more viable income through his participation in networking events at a trade fair, development of a VSLA (village savings and loan association) in his cluster, and the improving connections to renowned Ethiopian designers.

It's all because of you that new opportunities are possible for weavers like Wondemu!





Isn't it exciting to see the difference you are making in the lives of budding Ethiopian entrepreneurs? Thank you for helping them to create a stronger future for their families. Here are some results to date, taken from our annual survey:

- EDGET has reached over 80% of the 10,000 rice farmers and weavers targeted over five years.
- Rice farmers are accessing improved seeds, training, new markets and financial services.
- Weavers are benefiting from training, superior materials and designs, improved production, and links to better markets.
- Incomes are rising – 18% for weavers, 32% among farmers.

- New weeding technology is saving time: What used to take three days now takes two hours.
- New spinning technology means women can spin half a kilo of cotton in only 2.5 days – which used to take a week!



Women “early adopters” earning more than men

Earnings of women participating in EDGET are increasing faster than their male counterparts. Why? Women farmers are more willing to try a new seed variety, pre-germinate seed to increase productivity, and intercrop to keep soil fertile. Women weavers also are faster to use improved weaving equipment, get design, pricing and leadership training, and market their products.

What's Next

Over the next two years, EDGET will reach more rice farmers:

- promoting the use of new farming and environmental practices and milling machines,
- offering new ways to access equipment to improve productivity, and
- providing access to financial services and innovation funds.

In textiles, EDGET will encourage the adoption of modern looms, increase access to new markets, and expand markets through exhibitions. The project will also urge women to continue to use new spinning technology.



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