



WIMAC

Women's Improved
Marketing and Asset
Control Project

Empowering Female Farmers in Zambia to Succeed in Business

With the help of the WIMAC Project, Zambian entrepreneur Katina Phiri is taking the market by storm

In 2015, Katina Phiri, a 36-year-old mother of two, successfully launched her maize-milling business—a big step into a male-dominated industry for a small-scale female farmer in Zambia. Katina charged patrons a fee to mill their maize and then bought the leftover bran byproduct, which she sold as animal feed. In spite of the relative success of her business, Katina says she was still dependent on her husband's income and did not have a firm grasp of business fundamentals.

This changed after she was introduced to Agribusiness Systems International's (ASI) Women's Improved Marketing and Asset Control (WIMAC) Project. WIMAC is funded by the Walmart Foundation as part of its Global Women's Economic Empowerment Initiative, which seeks to help women lead better lives through training, market access, and career opportunities.

Through WIMAC and in partnership with the local government, Katina was able to attend a Sell More For More training, which aims to increase farmers' organizational capacity and their knowledge of sound business practices. After the training, Katina said that she "learned [about] budgeting and planning in business and also learned the importance of market research and customer needs assessment."

Now, Katina is using what she learned to evaluate her transactions and balance her expenses and income—skills that have helped her assess and redesign her



"I am no longer dependent on my husband. I can afford to pay my children's school fees and purchase household supplies."

- Katina Phiri

business model allowing her to sell her bran to larger feed companies in Zambia's capital, Lusaka. With her business flourishing, Katina was able to buy a car to transport her products and has hired people from her community as employees. The training has also positively affected her relationship with her husband as they are now working together to make decisions as a team.

Thanks to her hard work and the resources and opportunities provided through the WIMAC Project, Katina is making big strides for herself, her family, and female farmers in Zambia.

