



# WIMAC

Women's Improved  
Marketing and Asset  
Control Project

## Overcoming Barriers to Market Access

The WIMAC Project is working with women's groups to break down barriers and cultivate new crops

Farming is a way of life for many women in rural Zambia. However, traditional household responsibilities and cultural norms hinder many women from selling their products at larger markets, limiting their incomes. These barriers also make it more difficult for women to access the right seeds and fertilizer to grow more nutritious and profitable crops.

To help Zambian farmers secure better futures for themselves, the Women's Improved Marketing and Asset Control Project (WIMAC), which is implemented by Agribusiness Systems International (ASI) with funding from the Walmart Foundation, is providing training and assistance to over 48,000 farmers, many of whom are women. WIMAC's work is focused on promoting modern farming techniques for increased production and incomes while fostering self-sustaining links between farmers and markets.

In cooperation with women's farming groups, WIMAC targeted cultivation of soya bean, which is a nutritious and highly lucrative crop. Through trainings, the WIMAC project "helped us to fully understand how to plant, weed, and harvest soya bean efficiently," said the chairwoman of the Luyando Literacy Women's Club.

After the trainings, the Luyando group pooled nearly \$145 and bought enough high-quality soya seed to plant half a hectare. Using the knowledge gained from the trainings, the group planted their seeds and worked with WIMAC-affiliated supply companies, farm service providers, and buyers to grow and sell their crops. In the end, the Luyando group sold their bumper crop for approximately \$372—more than double their initial investment.



**Through sales from their first harvest, the Luyando Literacy Women's Club more than doubled their initial investment.**



Buoyed by their successes, the Luyando Literacy Women's Club is keen to continue growing and selling. As part of WIMAC's efforts to facilitate partnerships between farmers and large-scale suppliers, the Luyando group is reinvesting its earnings to buy more quality seed from Zamseed, a large Zambian farm supplier. These linkages, coupled with increased production through improved knowledge, will enable sustainable and profitable relationships between farmers and large businesses in Zambia—relationships in which everyone is incentivized to work together for a more profitable future.