



WIMAC

Women's Improved
Marketing and Asset
Control Project

Working Together for Business Success

The WIMAC Project empowers local women's groups to pursue business opportunities and save for the future

Founded in 2013, the Matala Women Farmer's Association was established to leverage collective resources from its members—now numbering nearly 150 women—to pursue business opportunities. "We are meeting as women because of the challenges that we share," said Clare Mukupa, Secretary of the Association. "It is not easy for us to find resources and make money as individuals, so we thought that coming together would help us use our social capital and resources together."

Capitalizing on this spirit of collective action and organization, Agribusiness Systems International's (ASI) Women's Improved Marketing and Asset Control (WIMAC) Project, which is funded by the Walmart Foundation, worked with the Matala association and over 1,000 other farmer organizations to improve their organizational capacity, marketing acumen, and business practices.

After the general business training, WIMAC and the Matala association focused on the production, storage, and processing of soya beans, a lucrative and highly nutritious crop. With their newly acquired knowledge, the association set to work to maximize the profits from their first soya crop. At harvest, the Matala women pooled their soya and sold more than 6,600 pounds to Dejacks Trading, a large-scale buyer, for a total of \$1,380.

Encouraged by their successful harvest, the association decided to start a poultry production business. With their surplus production, they started producing a special chicken feed made from maize, sunflower seeds, and their first crop of soya. Starting with 20 chickens collected from group members, the association



"We want to promote women doing things outside the family. And with the coming of WIMAC, it has trained us in business practice."

- Clare Mukupa, Secretary of the Matala Women Farmer's Association





now counts 75 chickens among its flock as a result of the nutritious feed created by the group.

With the help of the WIMAC project, the association took their soya and poultry profits, along with membership fees and donations, and opened a savings account with a local bank. At their current rate of savings, the Matala Women Farmer's Association will qualify for a larger loan by the beginning of the next planting season, just in time to buy the high-quality seed they need to ensure another good harvest and continued business success.