



# CPALI/SEPALI Madagascar Newsletter

15 May 2013

## SEPALIM's EXTREME team on CNN



**NEWS FLASH:** SEPALIM's EXTREME team to be interviewed on CNN. Showtime is **Saturday, 18 May, 2013, 11:30 AM PST and 2:30 PM EST.** Over the past 6 months CPALI/SEPALIM has been partnering with a team of Stanford students to improve our project and in particular textile production efficiency. We don't know for SURE, but the team was interviewed by Sanjay Gupta and we think that the team will be featured on CNN's "What's Next". The program is focused on the Stanford course, "Design for Extreme Affordability" taught by the fabulous Jim Patel and that we have been privileged to participate in. We hope that you will tune in - it's a great course and great program (for a sneak peak:

<http://whatsnext.blogs.cnn.com/2013/05/14/addressing-tough-poverty-problems-with-innovation-and-design>).

### In This Issue News from the Field

3.8 kg of Red Ruffed Lemur



II  
4000 silkworm pupae plus 1 kilo of cocoons



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### THANK YOU, KERRY - WE WILL MISS YOU GREATLY

**Mamy Ratsimbazafy** continues to lead the team in building up the soils at our new training site but harvesting truckloads of the invasive plant, water hyacinth. It is a huge effort but we are hoping other farmers in the area will follow our lead and improve their fields. Farmers are continuing to deposit cocoons in the bank and building up "savings".

**Maminirina Randrianandrasana** has just completed a survey of insects eaten in the Makira area as we get ready to introduce caterpillar pupae as an alternative source of protein. As a first step we are comparing the nutritional value of different species as well as the effect of host plant on the nutritional value of *Antherina suraka*.

**Lalaina Raharindimby**, the head of our women's training program, has figured out how to roast *suraka* pupae so that they can be ground and their nutritional value analyzed. We hope to generate enough funds to allow these analyses while we pick the next endemic species of silkworms that will be introduced and raised for silk production. Our goal is to enable our farmers to earn cash and increase their protein intake.

We are sad to say good-bye to our fabulous Peace Corp volunteer **Kerry O'Neill**. Kerry has been a delight to work with and formed many fast friendships in the community and with the farmers allowing SEPALIM to continue to extend its Social Capital approaches to conservation. She has been a critical force and developing new partnerships in Mahalevena where new farmers have already planted trees and produced silkworms. Kerry, we thank you and will miss you greatly.

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## Marketing update



## Market news

We are thrilled to announce that CPALI/SEPALIM's textiles are now advertised and available not only to designers through **Source4Style's website ([www.source4style.com](http://www.source4style.com))** but also to retail buyers at **Habu Textile in New York** (and soon, Tokyo; [www.habutextile.com](http://www.habutextile.com))! In fact Habu has 7 m in stock as of yesterday. It is wonderful to be working with two such environmentally conscious and effective companies.

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**Global Giving, is our primary source of online fundraising.**

**We have several new initiatives on the table. First we would like to build a new training center at our training site. Architects for Humanity have designed a small effective training area that we would like to build for 2014. Second, we would like to introduce a farmers and women's insurance program to encourage deposits into the cocoon bank. Third, we need to raise funds to support caterpillar nutritional analyses as we move to introduce new species to farmers for farming. We would**

like to maximize both cash returns as well as protein inputs. Please consider giving a donation to these new, innovative conservation programs to help ups push the program forward.

Let the adventure continue!



Catherine Craig, PhD  
CPALI President

We welcome your suggestions and comments - please contact me at: or suggest additional products or markets, please contact ccraig "at" cpali "." org or Mamy Ratsimbazafy at Mamycpali "at" gmail "." com.

Donations can also be gratefully accepted and acknowledged through Global Giving (<http://www.globalgiving.org/projects/help-farmers-produce-silk-and-enhance-nutrition/>) but if you would like a special 4"x4" sample of our silk be sent as a gift, please make a donation of \$100 or more by sending a check to: CPALI, 221 Lincoln Road, Lincoln, MA 01773. Don't forget to include the recipient's address!