



SEPALI

Conservation for the Bottom Billion

News from CPALI/SEPALIM

We are moving into a new and exciting phase of the CPALI/SEPALIM program. One year from now, 2021, I will be stepping back from my work with the team and they have decided that they would like to continue to develop the program! We all recognize that our approach to conservation is unusual but we hope that our continued experiment will continue to be successful.

The team is remarkably resilient, creative and hard working and I have full confidence in their abilities. When vanilla prices outpaced SEPALIM farmers, Mamy, with the help of his team members, found new sources of cocoons. When we decided to add raffia to our product mix, he locally sourced raffia from Makira area farmers and found additional woven raffia from another village. When we needed to expand our product offerings, Mamy and Kerry wrote a grant proposal to the US embassy and received funds to purchase looms which to we've raffia.

Lalaina has become efficient at developing and discovering new products, new sources of design and color. She has become an especially skilled card weaver. She has made beautiful, shibori dyed silk baskets and now finishes them with matching raffia trims. From her experience in IFAM last year she discovered new sources of plant dyes and desert colors that are very Malagasy (and similar to Georgia O'Keefe's remarkable southwest landscapes).

In addition to their skills, the team has worked on a variety of projects in their community from developing plant dyes to farming endemic caterpillars and plants, to innovative education and training programs for young artists and

In This Issue
News from CPALI/SEPALI
News from the Field
News from the Market

**3.8 kg of Red Ruffed
Lemur**



II
**4000 silkworm pupae
plus a side of 1 kilo of
cocoons**



Give Now

[Join Our Mailing List!](#)

**Meet us in
Santa Fe
July 10,11 and 12!**

farmers. The team also put in place a cocoon savings system that allowed farmers who would never have access to a bank to save cocoon earnings. SEPALIM is still purchasing cocoons from some of our original farmers as well as farmers in other habitats. They are paying 15 artisans a salary that is, at the minimum, 2.3 times Madagascar's minimum wage. The team has been willing to sacrifice and work together to reach a common goal. I can't wait to see what their future holds!

Check out
SEPALIM's new
[website](#)

NEWS FROM THE FIELD

It is time to prepare for IFAM!! Lalaina is planning an inventory of products that the team will produce. There are several surprises and new items. The team hopes to see you Santa Fe!

On the biological side, Mamy is continuing to develop new sources of cocoons and is adding cocoons spun by two new species of caterpillar to the materials mix. His methods have changed a bit due to the needs of local farmers. Farmers are now collecting cocoons after the adults have emerged. He is also hoping to introduce local farmers to farming local plants that they can sell to SEPALIM to make natural dyes.

There is much work to be done to prepare for 2021 and we are on it!

News from the Market

We have learned a lot about markets over the last 10 years. Markets do not care if SEPALIM is successful; they are not always available and they do not always respond to our ideas. We have also learned markets are human constructs and talking about what the markets "will bear" is meaningless - we need to create markets, value chains and future market environments that allow farmers from developing countries to compete on them if we want to alleviate poverty and protect the earth.

We have also learned how difficult it is to sell a product from Madagascar due to its isolation. Shipping alone is more costly than our product prices. Madagascar has very little infra-structure and although we expect the government to build infra-structure, we do not see that happening in Madagascar. IFAM is a wonderful opportunity for SEPALIM to market its goods at retail prices.

The problems of Madagascar are worldwide.

Governments provide over £560bn in farm subsidies a year that are driving deforestation, pollution and killing wildlife. It is more expensive to purchase cocoons from a farmer in the field than it is to have them delivered to your door by Amazon. However, SEPALIM is still working to succeed. Currently the team returns about 33% of their

program costs and the rest of the costs are supported by you, our generous donors.

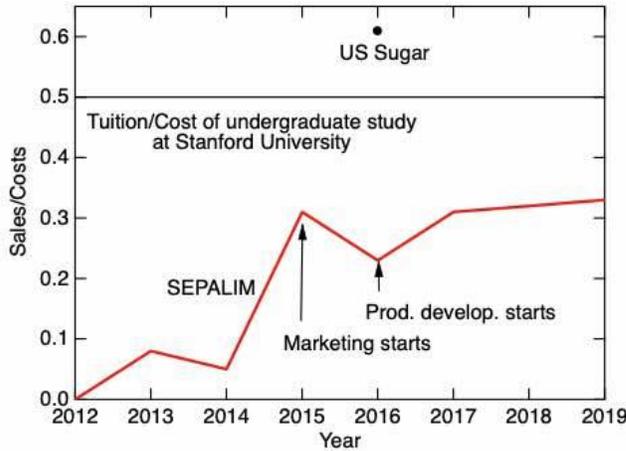


Figure 1. Progress of SEPALIM towards financial sustainability. For reference, the graph above shows Sales/Cost ratio for two enterprises that also rely heavily on subsidies: [higher education](#) and [sugar farming](#). SEPALI is subsidized by our donors but it is advancing towards financial success.

We continue to be grateful to our donors for their support both to our continued mission and our programs along what has been a difficult journey.

All the best,

Catherine Craig, PhD
CPALI President

CPALI, PO Box 398006, Cambridge, MA 02139

[SafeUnsubscribe™ {recipient's email}](#)

[Forward email](#) | [Update Profile](#) | [About our service provider](#)

Sent by craig@cpali.org in collaboration with

Constant Contact®

Try email marketing for free today!