

# Fairtrade: a World of Difference

## Producer Stories: Joyce Chibouro

Kasinthula, Malawi, Sugar



### Joyce Chibouro

Joyce is a sugar farmer and a committee member at Kasinthula Cane Growers Ltd.

"The Fairtrade programme is doing good things here. The village where I live has one borehole and is to receive electricity. It is very exciting. We never believed this would be possible!

"Now, when we are going to cook we use the firewood. When we have electricity we will be able to use it for cooking. Now I need to use a lamp but we will be able to use electricity for light and we will have fridges to keep food fresh. At the moment we can keep bread for only one day.

"I married two years ago. My husband is working as a buyer of cotton about 60kms away so he is there and tries to come home every month end."



**"I want my baby to have a good future. If I am able to get more money, I could send him to high school so he may stand by himself in the future."**



**"We give praise to fair trade. I want you to tell people that they make Joyce, a sugar farmer, very happy when they buy our Kasinthula sugar."**

*Joyce's village, Chinangwa, was the first of six villages in the region to receive electricity through the Fairtrade premium.*

Photos: Traidcraft/Richard Else  
Kasinthula supplies sugar to Traidcraft.  
Information taken from interviews in May 2007

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## Producer Stories: Alfred Butao

Kasinthula, Malawi, Sugar



### Alfred Butao



**“Before I was growing sugar my family could only manage to have one type of vegetable. Now we are able to buy cooking oil and meat so we have a balanced diet. I am able to feed my children.”**

Growing sugar cane has helped farmer Alfred Butao to achieve his dream of opening a small shop in his village of Chinangwa. Alfred moved from subsistence farming to growing sugar cane in 1999 and six years later opened his grocery shop next to the house where he, his wife, Rose, and their six children live.

“I started growing sugar cane in 1999. Before that, I was just doing subsistence farming like maize, millet and cotton. There is a great difference between subsistence farming and sugar cane farming because, when I was growing millet and maize, I was relying on rainfall. Here the rainfall is not really reliable. With the sugar there is an irrigation system and I am enjoying the benefits.

**“Before being a cane sugar farmer I had a house which was grass thatched. Now, I have managed to build a good house of burnt bricks with iron sheets for the roof.”**

“I opened my grocery shop next to my house in 2005. It was my ambition for almost two years to open the shop. I did it without any loans. I was saving some of the money from the cane sales and then I decided to open the shop. It would not have been easy to do without being a sugar farmer and then maybe on a smaller scale.

“This is the only shop in the village. The Dyeratu Trading Centre is just too far for people. It is 3kms away. Some people would have to walk there or travel on bicycle.

“I always open my shop at 6am and then I close it at 7.30am. I go to the gardens [fields] to work and then around 11am I open the shop up until around 7pm. It is open Monday to Saturday. On Saturday I am always busy serving. I go with my family to church on a Sunday. We go to church in Nedi, about 2km away.”

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## Producer Stories: Joseph and Maxwell

Kasinthula, Malawi, Sugar



### Joseph Kamangira

Joseph is a sugar farmer.



**“Before I grew sugar I was still only on the poverty line. I am very much improving now.”**

“There is a great difference between when I was doing subsistence farming because my family’s life is improving. My wife, Edina, is dressing better, so am I and so are my children. Our nutrition is also improved. I have eight children and they are grown up and married.

“At 6am I go to do some work in the field and knock off at around 10am. In the morning hours I am always doing weeding and check-up. Sometimes I also add fertiliser. After I get home, at around 12, I take lunch then rest for one and a half hours. Around 2pm I go back to the field and around 4pm I go back home.

“I am having a better life but I still cannot really manage to save some money. I want to encourage people who buy our sugar. We are relying on you for our development. Without you, we cannot improve. Buy more sugar so we can do a lot more projects to help our communities.”

### Maxwell Wyford

Maxwell Wyford and his wife, Eliza, hope that growing sugar will help them to provide a better future for their baby daughter, Tiyanjane.

“I was doing some subsistence farming then I got started as a cane grower in 1999. It is true that I have benefited from the premium. I live in Chinangwa village which is getting electricity and we have got a borehole so I can get safe water. My wife fetches it.”



**“I have got plans for our baby. We want to send her up to the best level of education we can manage so she can get a job and assist us when we get old.”**



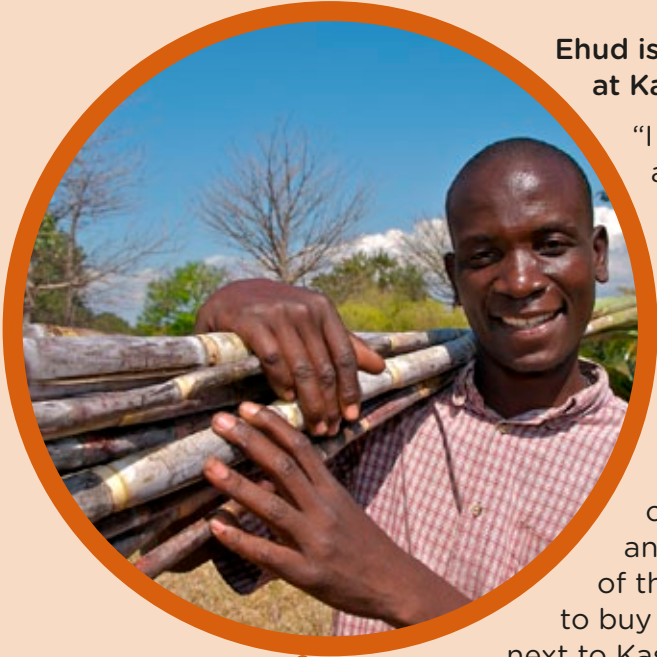
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## Producer Stories: Ehud Kafaukoma

Kasinthula, Malawi, Sugar



### Ehud Kafaukoma



**Ehud is secretary of the premium committee at Kasinthula.**

“I hope, with my new wife, Bertha, I am going to have all the things using electricity, even the lights. We could not even have dreamt that we could have electricity like this. It was something that nobody could imagine. The premium funding is making a big difference to our communities.

“Cane sugar farmers work in damp conditions with the irrigation canals and are susceptible to bilharzia. Because of that, the premium committee decided to buy some bilharzia drugs for the clinic next to Kasinthula.

**“My house is going to have electricity.”**

“We were on the poverty line but now we are improving. Before, in our village, we had only three houses with corrugated iron sheets. But with the money they are getting from the sugar cane production, we have got lots of houses with iron sheets and burnt bricks, because people are using that money to build their homes.”



#### Word list:

Burnt bricks	The way Malawian people describe bricks which have been baked. This process makes the bricks stronger and means the houses are less likely to fall down.
Bilharzia	A disease carried by snails which cling to reeds in lakes and irrigation canals in Africa.

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## Producer Stories: Brian Namata

Kasinthula, Malawi, Sugar



### Brian Namata

Brian Namata used to be General Manager of Kasinthula Cane Growers.

“To have these boreholes is a very, very great achievement. Those villages that do not have boreholes, they get water straight from the river. The water is not safe. The river is infested with crocodiles so we have seen a number of people being attacked, some of them even losing their lives. By putting boreholes right in the villages, we are keeping people away from these dangers.



“Getting your water from the river can cost your life in two ways. First of all, you can contract diseases like diarrhoea or even cholera. Secondly, you can be attacked by crocodiles and this is very, very dangerous because there are a lot of them in the river. Sometimes we find that they even attack domestic animals, like goats or cattle, when they go to drink water.”

