



# SUZANNE'S PROJECT

FOR ENTERPRISING WOMEN FARMERS

SOCIAL IMPACT EVALUATION  
A VISUAL NARRATIVE REPORT

**RUTGERS**


THE STATE UNIVERSITY  
OF NEW JERSEY

JERSEY ROOTS, GLOBAL REACH



PHOTOGRAPHY AND DESIGN BY MICK MINARD





To recognize and develop the technical and managerial capacities of Turkish women farmers through specialized training in enterprise skills and production methods, while supporting the region's socio-economic advancement toward gender equality and sustainable agricultural development.



# THE PILOT

- ★ **LOCATION:** Kumluca, Antalya Province, Turkey
- ★ **# OF WOMEN FARMERS:** 40
- ★ **AVERAGE AGE:** 38.4
- ★ **AVERAGE SIZE OF FARM:** 5.3 ha
- ★ **TYPE OF FARM:** Citrus & greenhouse vegetables
- ★ **AVERAGE # OF YEARS FARMING:** 18.7
- ★ **HOURS OF TRAINING:** 28-hours
- ★ **NUMBER OF INSTRUCTORS:** 13
- ★ **SOCIAL IMPACT EVALUATION:**

**INFORMED BY 'MOST SIGNIFICANT CHANGE' STORIES**



A close-up photograph of a person's hands holding a vine of green cherry tomatoes. The person is wearing a light-colored, ribbed long-sleeved shirt. The tomatoes are small, round, and green, still attached to their stems. The background shows a field of similar tomato plants with green leaves and stems, growing in a raised bed with dark soil. The overall scene is outdoors, likely in a farm or garden setting.

# THE BASELINE DATA

\*Highlights based on survey data of 40 women farmers who participated in pilot.

## EDUCATION

- ★ 70% completed high school

## MARITAL STATUS

- ★ 86.6% married

## FARM INCOME

- ★ 100% have profits < \$50,000USD
- ★ 89.7% rely on farming as main source of income
- ★ 92.3% sell products through commissioners (wholesale markets)

## FINANCIAL MANAGEMENT OF FARM

- ★ 57.9% of women manage jointly with husbands

## DIVISION OF LABOR

- ★ 96.6% of women lead on-farm and household activities
- ★ 31.5% cooperate with other farms for harvest, cultivation and crop management





**DR. ROBIN BRUMFIELD**

**DR. BURHAN OZKAN**



**Specialized technical and managerial training:**

- ★ **Business planning and management**
- ★ **Risk assessment**
- ★ **Basic computer literacy**
- ★ **Alternative production systems**
- ★ **Waste and pollution management**
- ★ **Soil productivity and plant nutrition**

- ★ **Rutgers, the State University of New Jersey**
- ★ **Akdeniz University, Antalya, Turkey**
- ★ **The Ministry of Food, Agriculture and Livestock (MINFAL), Antalya Province, Turkey**
- ★ **Municipality of Kumluca**



# THE KEY OBJECTIVE

## SUZANNE'S PROJECT

Women farmers develop agricultural and enterprise skills to calculate and manage the risks of changing their patterns and methods of production, with an emphasis on their ability to take advantage of new or growing markets by thinking entrepreneurially in order to identify income-generating, cost-saving and environmentally sound agricultural activities.





# THE IMPACT EVALUATION



## SUZANNE'S PROJECT



## STORIES OF SOCIAL CHANGE





# THE QUESTIONS

\*Guided by a participatory monitoring and evaluation technique called Most Significant Change (MSC).

- ★ What did you learn that you feel you can use immediately in terms of both improved farming techniques and improved business management?
- ★ Do you have plans to integrate these tools or practices in the near future? If so, how?
- ★ Do you plan to share what you learned with other farmers in your community? If so, how?
- ★ What would you describe as the 'most significant change' in you and in your perspective towards farming and/or your future because of this course?

## THE RESPONSES →



# SEVGI ERDOGAN



# SUZANNE'S PROJECT



**“I have more confidence now. And our local network here is strengthened. I have been farming for 20 years. This is what I do and what I love. And the business planning worksheets you provided, well, my husband is using them, too. For the first time, we have a vision for the farm, and we are beginning to develop a plan for the future.”**



# NURDAN DEMIRTAS



## SUZANNE'S PROJECT



**“A significant change in me is my willingness to learn, and I feel better for it. I am happy. I have already begun to keep records in a notebook, of both pesticide use and my expenses. My personal goal is to produce higher quality product and to develop a 5-year plan -- to organize my farm as a business.”**



# SELAHAT ELDENIZ



## SUZANNE'S PROJECT



**“As a women farmer with two daughters, one with an education in greenhouse production, I am more positive about my future. We took this course together. The most beautiful part of this training is coming together to learn. And there was this gap in my knowledge of agricultural management. Now my husband and I can understand the outputs and inputs and how to track and analyze them.”**



# HABIBE AKINCI



# SUZANNE'S PROJECT



**“The biggest change in me is a feeling of appreciation. We must give a prize to our husbands for supporting us in taking this course, which I hope will be open to them soon. The idea of producing healthier food for society is what drives me, and the technical and computer skills I gained and have put to use will help me get to this dream. For me it starts with my new Mission Statement, practicing on the computer and sharing what I learn.”**



# RAZIYE & HAMIDE BODUR

## SUZANNE'S PROJECT



**RAZIYE (LEFT):** “As a result of this experience, I feel our importance in society is recognized. Before I was thinking of our job as a small thing, now I believe I run a business. And we all feel better because we feel we can work as men do. This education has put things into perspective, with our community of women farmers as an organization of our own making, and sharing what we know is our responsibility to one another.”

**HAMIDE (RIGHT):** “I feel powerful. That is the most significant change.”



# ZELIHA CEVIKEL



# SUZANNE'S PROJECT



**“Now I know why we need to market what we grow and how to do it. Most importantly, I learned about pesticide application and storage, and how these chemicals can harm our health and our soil. My husband and I have already changed our practices and set a goal of growing tomatoes without residues, and selling them for a higher price. If I earn more, I can buy a house.”**



# THE HIGHLIGHTS

## SUZANNE'S PROJECT



- ★ **Raising awareness:** 30+ press releases (USA and Turkey), local and regional news outlets
- ★ **Gaining local support:** 100% of women farmers (and their husbands) support the program
- ★ **Meeting local needs:** 100% of women farmers reported positive responses to the program's topics, goals and participatory approach.

**Nov. 2011:** An invitation to attend and present to a joint assembly of the United Nations Food and Agriculture Organization (FAO) in support of their Right to Education Program in Turkey, in cooperation with Turkey's Ministry of Food, Agriculture and Livestock (MINFAL), the Agricultural Extension Development Program (TARGEL) and other local and regional government officials. Some of the women farmers who participated in the pilot of Suzanne's Project were in attendance, namely Habibe Akinci, who spoke of Suzanne's Project as the source of her new knowledge about the value of agri-business planning.



# THE KEY CONTACTS

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