



CPALI ANNUAL REPORT 2012-2013

CPALI Mission

Conservation through Poverty Alleviation, International (<http://www.CPALI.org>) is an international, non-profit organization that identifies, develops and implements new means of income generation for poor farmers living in areas of high biodiversity or conservation value. We were founded in 2002, incorporated in Massachusetts in 2003, and approved as a provisional 501(c)(3) by the US Internal Revenue Service in 2004. CPALI achieved permanent status in 2007. We are dedicated to a community-centered approach to conservation. CPALI focuses on strengthening the existing relationship between local people and their environment through the development of sustainable livelihoods. Our current project is in rural Madagascar on the borders of the largest remaining area of continuous forest in the country, which hosts over 1% of the world's biodiversity within its borders. There, CPALI works with a network of subsistence farmers to cultivate native resources and secure a market for their products. Farmers working with our project experience the value of conservation directly, not through tourism, but through tangible products from the land they steward. With our project, farmers living on the borders of the protected areas are now planting native trees in former clear-cut zones, intercropping them with edible plants, raising native silkworms to produce silk, using larvae as a protein source, and (starting this year) investigating the production of edible mushrooms. The result is a native ecosystem of production from which the farmers can improve their own lives with their own resources.



CPALI/SEPALI Women at a recent multi-village meeting

Letter from the President

Dear Friends and Colleagues,

CPALI is celebrating its tenth anniversary this year and its partner SEPALI Madagascar is celebrating its fourth. CPALI and SEPALIM work with a continuously growing network of 300 farmers from 13 different communities. Together, our farmers have planted over 30,000 trees and have reforested more than 75,000 square meters of buffer forest.

Agricultural Enterprise: Our small-scale enterprise approach to conservation progresses steadily despite the challenges of the rugged environment, poor soils and severe poverty of those with whom we work. The majority of our farmers grow the silk moth host tree, *Talandoa*, on steep slopes that edge the Makira Protected Area. Many must walk two hours to reach their lands. Hence, on their own initiative, the most active farmers have planted “breeder trees” near their homes that help them monitor the state of the crop further afield.

To enhance the benefits of the silk program to the farmers, SEPALI is expanding the products it helps farmers produce. In the coming year the team is introducing by-products of current silk production, insect pupae and edible mushrooms, for local consumption and local markets. To further encourage silk production, SEPALI has established a “cocoon bank.” Farmers can deposit any number of cocoons at the bank and build a savings account. So far, 28 farmers have taken advantage of this opportunity and only 4 have withdrawn the

Fenozaro Justin gets help from CPALI team.

money they earned.

Citizen Science and Natural Resource

Farming: CPALI/SEPALIM is helping to expand natural resource farming--in contrast to natural resource gathering--to support the Makira Protected Area and take advantage of the farmers' proximity to it. We are teaching farmers how to grow different types of host trees in the border forest of the protected area. Some trees are fast-growing habitat colonizers; others are slow-growing mature forest trees. CPALI and breeder farmers place egg-laying females on the host plant to ensure a crop of silk cocoons. The protected area supplies “volunteer” females who lay their eggs on the planted host trees as well, an ecosystem service that reinforces the value of CPALI's work towards conservation.

We have learned that one agricultural product, silk cocoons, is not enough to meet farmer's economic needs. Therefore, CPALI/SEPALIM have started to introduce a suite of inter-related natural products that farms can grow and benefit from. For example, after the silkworms are reared and have consumed all of the trees' new leaves, farmers coppice the host tree to insure the new growth for the next crop. The cut branches are left in the field to decay. The SEPALIM team discovered that two species of wild edible mushrooms, *Auricularia sp.* and *Lentinus sp.* (both can be purchased in Tana market and eaten fresh), colonize the rotting limbs.

Edible mushrooms add a second by-product to the CPALI/SEPALI program, increasing its economic and nutritional value.



To extract maximum benefit from this new activity, we are planning to add nutritional analyses of the fungi to the ongoing nutritional analyses of the pupae. People in the local area already eat *Auricularia* sp. in Chinese soups served in restaurants in the nearest market town.

Monitoring: CPALI/SEPALIM are working to gather background data on the potential of the host plant to recondition soils. Thanks to a partnership with the Atkinson Center for Sustainability at Cornell University, the team was able to sample soils from 3 types of sites in which the farmers work: alluvial, steep slope, and sand. We hope to continue this partnership and resample soil sites in five years. Future monitoring will include studies of whether increased numbers of endemic trees lead to an increase in plant pollinators.

Markets: CPALI/SEPALIM farmers have produced and sewn 30 m² of textile to date. About two thirds of that was from cocoons made by caterpillars reared by our farmers and on our demonstration sites; the other third was from a new species, *Ceranchia apollina*, that spin the lighter colored silks shown in the figure. We hope that by the end of 2014 we will be able to breed *Ceranchia* for farmers to raise.




Wild silk (1m² textiles)

Our rate of production of wild silk textile is lower than we wish, but we have built a profitable niche market and have been able to sell all that has been made.

Finally, in the coming year, and together with the Canadian jewelry company dconstruct (www.dconstruct.ca), we hope to introduce a new line of jewelry that uses our wild silk textile in dconstruct's designs. The company makes both jewelry and home goods – exactly the markets we have been hoping to develop. I am crossing my fingers that we will have something for the holidays.

Thanks: All of the work outlined above has required a significant investment from you, our donors, as well as grant support from Rufford Small Grants for Conservation. We greatly appreciate the support you have given us as we put conservation in the hands of the people most capable and best situated to protect the resources we all need and cherish. Let the adventure continue!!

Sincerely,



**Catherine L. Craig, PhD
President, CPALI**

CPALI TIMELINE

- 2003 Cay's first visit to Madagascar
Initial meeting with potential stakeholders and partners in Madagascar
CPALI established as 501(c)3
- 2004 Field surveys at Ranomafana National Park
Rainforest silk cooperative established
CPALI board writes strategic plan
- 2006 Field surveys in Makira/Masoala
CPALI House established in Maroantsetra
- 2007 Experimental work at CPALI House; Mamy Ratsimbazafy, SEPALI's current director, identifies *A. suraka* host tree
Field trials continue
Permanent field team organized
Demonstration sites established in Maroantsetra
Three initial target species identified
- 2008 Second demonstration site and nursery is organized at Manambia
Mamy completes CPALI training manual
CPALI competes at the World Bank Development Marketplace
CPALI achieves permanent 501(c)3 status
Farmer nursery established in Ambodivoagany
- 2009 3 year contracts with first farmers
7 additional farmers join the project
First farmer in Ambodivoagany completes transplant of 1000 trees
First crop of cocoons sold and exported to Thailand
- 2010 Sehatry ny Mpamokatra Landy Ifotony Madagascar (SEPALI Madagascar), is founded by Mamy Ratsimbazafy, CPALI local director
SEPALI Madagascar introduces silk program in 3 new communities, Marovovonana, Ambinentelo, Amblalmahago
Provisional Patent filed for non-spun textile
Non-spun textile juried and accepted into Material ConneXion's Worldwide libraries
- 2011 CPALI skirt appears in Tara St. James Collection, Fashion Week, NYC
SEPALI Madagascar begins publishing monthly newsletters for farmers
Tom Corcoran's CPALI film wins \$10,000 prize to support SEPALI programs
Patent pending for non-spun textile
Peace Corps volunteer Kerry O'Neill joins SEPALI Madagascar
Lalina Raharindimby appointed to organize women's program
45 farmers plant a minimum of 250 trees and are awarded SEPALI t-shirts
10 breeders receive ponchos and rain-proof notebooks to keep records
60 women participating in artisan groups are paid for making baskets and nets to support farmers
Lead farmer and Lead artisan programs established
First farmer's picnic and awards ceremony
4 farmers produce cocoons
SEPALI Madagascar receives SEED Award (UNEP, UNDP, UNESCO)
SEPALI Madagascar Equator Initiative Finalist

- 2012 SEPALI purchases permanent demonstration site
 15 farmers produce cocoons
 Partnership with Stanford dSchool; 4 students visit SEPALI for 2 weeks and discuss new products and more efficient ways to make them.
 Farmer communities extend to Mahalevona and other sites that border Masoala National Park
 First Global Giving project completed after reaching its \$50,000 target!
 SEPALI bank accepts its first cocoon “deposits”
 William Barclay joins the CPALI board
 Cornell University partners with CPALI/SEPALI to sample soil from farmer sites and initiate a long-term monitoring program
- 2013 28 farmers produce cocoons (to date)
 300 farmers join SEPALI Madagascar
 SEPALIM welcomes second Peace Corp volunteer, Donald Quinn-Jacobs
 CPALI expands its program mission to include the integrated production of natural resources for food and cash
 SEPALI begins training and introduction of insects for protein
 SEPALI initiates biological studies on *Ceranchia apollina*, a new species of silk-producing moth
 SEPALI sells 25 m of non-spun textile to Habu Textile
 James Toupin joins CPALI as Chairman of the Board
 CPALI self-imposes an audit by Tonneson and Company
 Kerry O’Neill joins CPALI as Assistant Director
 Heidi MacClean joins the CPALI board
 CPALI partners with dconstruct

WHAT’S NEXT?

NEW HIRES: The coming year is looking to be exciting and productive. CPALI has just hired its first employee. Kerry O’Neill, who spent the past 2 years working with the SEPALI Madagascar team, will work with the CPALI’s US director to deliver on new training programs, heighten CPALI/SEPALIM’s visibility and assist with CPALI US program development. We are looking for new board members to contribute to our mission and help us extend the CPALI approach to new sites, especially in Africa, where farmers have been displaced from protected areas and national parks.

NEW TRAINING CENTER: SEPALI Madagascar recently purchased about 1 acre of land at the edge of Maronatsetra between the airport and the town’s finest hotels. The site is being developed as a new demonstration site and we hope will soon include a training center. Architects for Humanity, Boston, have generously devoted their time to design a multi-use center where artisans will make textiles and eventually finished products will be sold. The center will also be used to enhance our educational programs. In addition, multiple species of caterpillar host plants and larvae as well as edible mushrooms will be grown in SEPALI experimental plots.

NEW SITES: CPALI’s programs are most appropriate to border forests that edge protected areas because we make use of only native plants and animals (those adapted to local ecologies) for natural resource farming. Our approach inspires communities to nurture the resources that are immediately available to them and makes it possible for even the poorest to participate. Natural resource farming frees farmers from dependence on foreign seeds, foreign inputs and foreign technologies. Our social finance approaches build on farmer’s immediate savings. In the long range, we hope that farmer cocoon banks will be able to make loans to depositing farmers that help them increase their financial security. We will, however, continue to develop new foreign niche markets for cash products.

DONORS AND GRANTS 2012-2013

We have been fortunate in obtaining funds from several extremely generous family donors, family foundations and individuals. Below we thank our donors from 2012-2013.

\$20,000-\$30,000

Anonymous
Barclay Family Trust

\$10,000-19,999

Peter and Kris Norvig
Rufford Small Grants for Conservation

\$1,000-9,999

Petra Stilton, Michael and Noah Listgarten
Jean Blamey
Judy Munzig
Paul Charitable Trust

\$10- \$999

| | | | | |
|--------------------|--------------------|------------------|-------------------|---------------|
| D. Abrashkin | M. Bright | C. Craig | Gonzales | R. Kikng |
| Anonymous (14) | S. Brown | K. Crowe | A. Grimsditch | K. Kan |
| D. Berenbaum | L. Brunetta | L. deGroff | G. Havenur | A. Laster |
| Sue and Henry Bass | C. Burkhardt | B. Endsley | C. Hunter | C. Levin |
| S. Bass | D. Byman | M. Everaert | M. Keutmann | N. Listgarten |
| J. Bennett | A. Cherson | M. Fazekas | S.P. Kilty | G. Love |
| T. Boylan | M. Craig | G. Giribet | J. Kim | Y. Lubin |
| H. MacClean | C. Pidduck | C. Sebens | L. Sullivan | D. Wardrop |
| M. Merrick | L. Rayor | W. Simons | J. Toupin | L. Wiberg |
| M.&A. Molina | J. Edgerly-Rooks | F. Speert | R. Tran | P. Williams |
| B. Mostue | L. Rumpf | D. Spencer-Acker | H. Ulbrich | D. Ytves |
| B. Opell | M. Saxton | E. Stevens | K. Vanommeslaeghe | |
| B. Milner | Schneider Electric | P. Streator | F. Vialas | |

Global Awareness Project, Cambridge Rindge and Latin School

In-kind support:

Harvard University
Steptoe & Johnson LLP
Tonneson and Company

Collaborations and Partnerships

Design for EXTREME Affordability, Stanford University
Atkinson Center for Sustainability, Cornell University
Material ConneXion
Habu Textiles
dconstruct

Board of Directors

Tim Barclay
May Berenbaum, PhD.
Leslie Brunetta (Clerk)
Catherine Craig, PhD.
Walter Simons
James Toupin, Esq. (Chair)
Robert Weber, PhD.

How You Can Help CPALI

CPALI is reviewed on Guidestar and Great Nonprofits' websites, and our financial data is posted on the www.CPALI.org website. We appreciate any and all donations of volunteer assistance, money, equipment, stocks (please contact C. Craig for Merrill Lynch account details), frequent flyer miles, and Amtrak miles. All of your gifts and donations are tax deductible. Donations can be made by credit card through Global Giving, Network for Good, PayPal directed to ccraig@cpali.org, or by a check made out to CPALI and sent to:

CPALI
221 Lincoln Road
Lincoln, MA 01773