



For Immediate Release  
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## **SERRV's New Initiative to Improve Artisans' Lives in Africa**

*Madison, Wis.* – SERRV, a nonprofit fair trade and development organization, has launched an exciting new program to better address the development needs of African artisans and farmers. For many years, SERRV has felt an urgency to become more deeply involved with small-scale producers in Africa to help them tackle growing challenges there. The stark level of poverty in Africa means that African artisans and farmers sometimes lack access to electricity, basic tools, or transportation to deliver their products. In order to be competitive in the world economy, they often need additional training.

SERRV's new project, which will facilitate more on-the-ground support and one-on-one work with artisans and farmers, is based in Kenya. The program is designed to help producers get what they need, which may be anything from accounting training to sewing machines.

Project Manager Mike Muchilwa has broad experience in the international fair trade community, having worked for six years with the World Fair Trade Organization. He has done projects and consultancies for the United National Development Programme (UNDP) and the United States Agency for International Development (USAID), among other organizations. He holds a degree in economics from the University of Nairobi and is a published author.



### **The new initiative in Africa will open the door for SERRV to:**

- Strengthen its relationships with current artisans and farmer producers in Africa.
- Work with additional groups and in more countries in Africa.
- Increase the amount of work SERRV does with producers, providing training and assistance.
- Better cooperate with development organizations already working in Africa, and to connect with regional and local resources.

*Muchilwa will be traveling to Madison, Wis., and would be available to be interviewed June 13 - June 17.*

Contact for more information or to arrange an interview:

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SERRV's mission is to eradicate poverty wherever it resides by providing opportunity and support to artisans and farmers worldwide. Learn more at [www.serrv.org](http://www.serrv.org)