



Economic and Social Council

Distr.: General
25 April 2012

Original: English

Substantive session of 2012

New York, 2-27 July 2012

Item 2 (c) of the provisional agenda*

High-level segment: annual ministerial review

Statement submitted by New Future Foundation a non-governmental organization in consultative status with the Economic and Social Council

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 30 and 31 of Economic and Social Council resolution 1996/31.

* E/2012/100.



Statement

Eliminating poverty (Goal 1 of the Millennium Development Goals). We are dealing with the land base and focusing on agriculture and rural women farmers. We believe that providing rural women farmers with a resource of income and equitable growth will enable them to feed themselves, strengthen their economics, sustain their households, and bring them out of poverty.

Universal education (Goal 2 of the Millennium Development Goals). It is important that rural women are empowered to have an opportunity and receive their human rights to education. New Future Foundation has been educating students for many years by sending them to school. We have been involved with exchange programmes and obtaining scholarships for students to attend school as well as advocating for primary education. We send school supplies notebooks, books, pencils, erasers and other resources to Dakar, and have organized vocational training in order for young people to take their skills and transform them into something viable as well as to be exposed to English as a second language. We enforce teaching primary education along with survival and everyday skills to empower families to create a living, sustainable environment.

Gender equality (Goal 3 of the Millennium Development Goals). The Foundation has fostered partnerships throughout Africa and the Caribbean as it expands the project Queen Mother Coffee. The goal is to train, educate and empower through agricultural employment in rural areas, which will involve setting up skill banks that will create an ongoing opportunity to do business as the entrepreneurship of women is strengthened in their field. The empowerment of women that could be most effective should include the provision of microloans and training in small and medium enterprises so that the resulting trade pays dividends.

Global partnerships (Goal 8 of the Millennium Development Goals). The Goal is to empower through partnership with the United States of America by marketing, promoting and selling Queen Mother Coffee on a widespread basis throughout the country and importing organic coffee from developing countries such as Haiti, Uganda, the United Republic of Tanzania and other international organic coffee growing countries. By purchasing the organic coffee, the Foundation focuses on farmer growers and rural women farmers. The organic coffee is purchased at fair trade directly from the farm base, then the Foundation markets and promotes Queen Mother Coffee for sale in the United States in partnership for \$10 per bag. Each bag is 4oz and makes 24 cups of coffee. In addition, we designate 10 per cent of all proceeds from Queen Mother Coffee sales and send it directly back to the grass-roots rural women farmers to empower them. Queen Mother Coffee has been cited by the women major group at the eighteenth session of the Commission on Sustainable Development as a “group in the partnership in the delivery of services — the example of the partnership Queen Mother Coffee is a best practice of empowering local women in organic coffee growing”.

These are some of the preliminary initiatives through which the Foundation has been engaging with rural farmers, women and girls in the hope that their empowerment would be strengthened through its efforts to eliminate poverty by providing self-survival skills and achieving the above-mentioned Millennium Development Goals by 2015.