

The Danish Refugee Council's Farms to Markets to Wallets Project

Newsletter 2025



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About the Project

The Farms to Markets to Pockets project, funded by Danish Television viewers, emerged as a result of a fundraising campaign (Danmarks Indsamling/TV Collection) driven by Denmark's 12 largest humanitarian organizations, in collaboration with the national broadcaster DR. Danmarks Indsamling is the largest charity event in Denmark, and It was broadcast live on DR1.

Prior to the charity event, a group of journalists visited South Sudan in 2024. During their time in the country, they engaged directly with refugees and host communities, listening to their experiences, challenges, and aspirations for the future. Their powerful storytelling and firsthand accounts resonated with audiences, prompting a wave of public support that led to the mobilization of resources for the project.

This initiative aims to strengthen the livelihoods of refugees and host communities by enhancing agricultural productivity, improving market access, and ensuring that farming activities translate into tangible economic benefits. By connecting smallholder farmers to viable markets, the project not only promotes self-reliance but also fosters resilience in communities affected by displacement. The funds raised have enabled targeted interventions, including capacity-building for farmers, access to agricultural inputs, and the development of market linkages that ensure fair prices and sustainable incomes.

At its core, From Farms to Markets to Pockets reflects the power of journalism in driving change. By shedding light on the voices and ambitions of refugees and host communities, the initiative has transformed public awareness into meaningful action, reinforcing the role of storytelling in shaping humanitarian and development responses.



Women convene for their weekly savings session, fostering financial independence and community support.

Project Stories of Impact

Arop's Fields: Cultivating a Future in Ajuong Thok



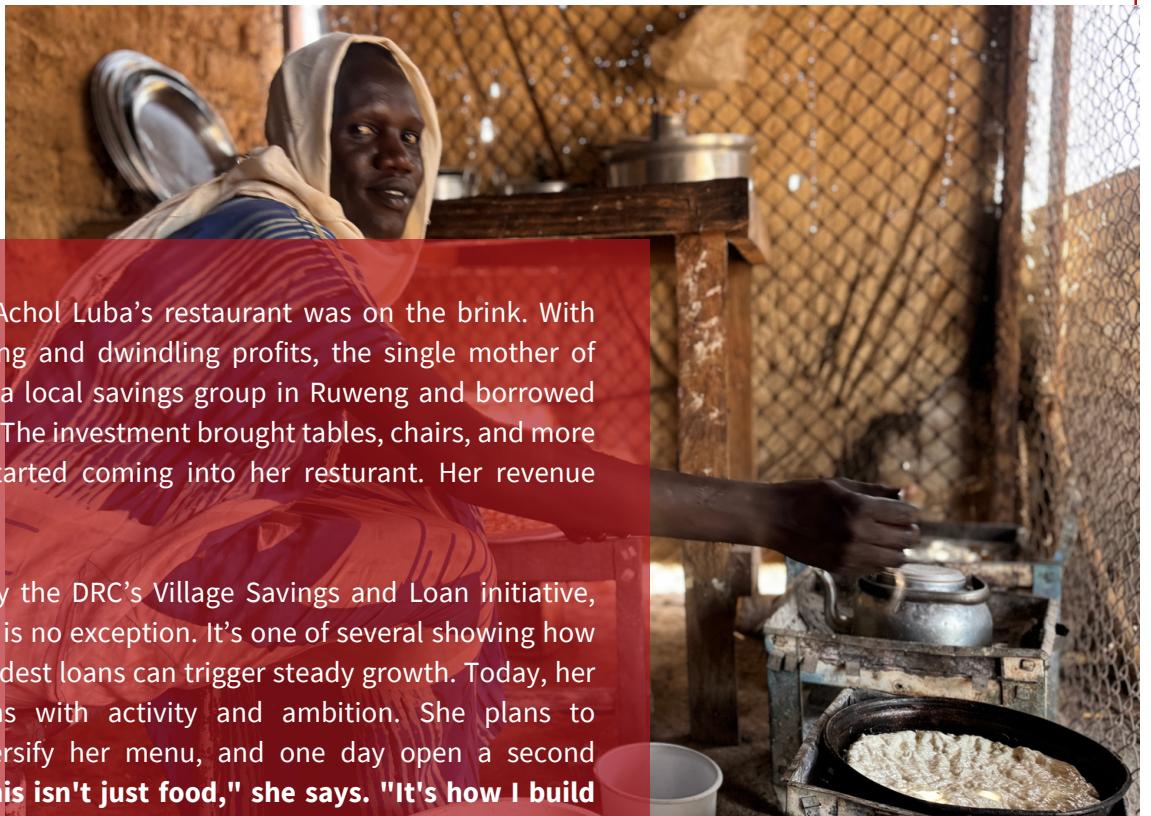
Arop stands in his store, showcasing the harvest from his most recent farming season.

In Ajuong Thok, where refugee and host communities have long cultivated coexistence, Arop Mailith is redefining what farming can mean.

With support from the Danish Refugee Council and Danish Television, his harvests, once shaped by chance, now reflect planning, technique, and resilience. Despite erratic weather, limited storage, and lack of equipment, Arop's output continues to grow. Yet, the real barrier is scale: without mechanization and market access, even his most productive seasons fall short of potential.

His ambition, anchored in feeding his family and educating his children—reflects a broader truth: sustainable agriculture in Ruweng needs more than seeds; it needs systems.

Achol's Restaurant: A Story of Growth



A year ago, Achol Luba's restaurant was on the brink. With limited seating and dwindling profits, the single mother of three joined a local savings group in Ruweng and borrowed 100,000 SSP. The investment brought tables, chairs, and more customers started coming into her restaurant. Her revenue doubled.

Supported by the DRC's Village Savings and Loan initiative, Achol's story is no exception. It's one of several showing how access to modest loans can trigger steady growth. Today, her kitchen hums with activity and ambition. She plans to expand, diversify her menu, and one day open a second location. **"This isn't just food," she says. "It's how I build our future with my family."**

Achol cooking inside her restaurant at Jamjang Market, where she serves meals to the local community.

From Conflict to Craft: Hadija's Path Forward



Hadija pose for a photo

Hadija Luka's journey from the Nuba Mountains to Ajuong Thok is one shaped by loss, resilience, and transformation. Displaced by conflict, she returned to education, earned her Form Four certificate, and later enrolled in vocational training.

In 2024, she joined a bakery course supported by DRC. It wasn't just about recipes; she learned business, budgeting, and customer service. Now, she's preparing to open her own bakery.

For Hadija, baking is more than a livelihood, it's a way to reclaim agency. With four children to support, her skills offer more than income; they promise a stable foundation, crafted one loaf at a time.

Value Addition, Real Impact



A group of women farmers pose for a photo during a training session on how to operate the machines provided by DRC.

In Ruweng, farming has long been a way of life, but until recently, it rarely paid enough to thrive. That changed when DRC, with support from Danish Television viewers, introduced a value-addition project for women farmers.

Seven refugee women received training and tools to process groundnuts into peanut butter and extract simsim oil. Daily production now exceeds 20 kg and 3 liters, respectively. The result? Higher prices, stable income, and growing ambitions. Yet market access remains a hurdle.

DRC is responding with training on marketing and business strategy, aiming to connect these agro-entrepreneurs to broader networks. Empowerment here isn't abstract—it's packaged, labeled, and sold.