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International
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Norwegian Embassy

Strengthen Agricultural Opportunities through Training and Technology Investment **PROFIT PROJECT**

Funded by the Kingdom of Norway
December 2020- December 2023

► CONTEXT

Haiti has a unique variety of cocoa, called «Criollo » whose purity exceeds 90% in Haiti, able to satisfy a market increasingly eager for fine aromas and unique sensory profiles.

The breadfruit is a gluten-free vegetable with remarkable nutritional qualities (rich in fiber and Omega 3 & 6) although still largely unknown and likely to meet both the local food security needs and the taste aspirations of many gourmets.

► The approach

To develop promising value chains in terms of market opportunities by maximizing added value in Haiti and favouring Haitian and international remunerative markets.

The Development Objective is to improve the living conditions of small cocoa and breadfruit producers in the South and Grande Anse.

Target

The Target is made up of 1,000 young beneficiaries, mostly women, who will be listed on a virtual platform and trained in the best production and post-harvest techniques and will, in partnership with socially responsible companies, transform the raw material into high value-added products.



► IMPLEMENTATION STRATEGY



Young people will be structured into associations or cooperatives and trained in the best entrepreneurship techniques (agricultural production and productivity, finance, marketing, etc.).

The project will encourage the creation of an agricultural extension service and the

purchase of tools and equipment, but also the training of technical trainers.

As part of the project, cocoa demonstration plots will be established and a research programme will be set up to develop the local market for breadfruits, and the establishment of links between beneficiaries and the potential market for their products.

The project will create a joint fund to co-finance service development initiatives for farmers through small businesses, as well as new cocoa plantations and the rehabilitation of old ones. Efforts will include the rehabilitation of plots, the construction of cocoa collection centres, the creation of small cooperatives or rural funds for credit savings and the establishment of a pilot centre for preparation, processing and marketing of breadfruit.

