



### **BRIEF OVERVIEW OF THE HAITIAN COFFEE VALUE-CHAIN**

- Coffee is the dominant cash crop in the hilly humid areas of Haiti.
- More than 150,000 producers are somewhat involved in coffee production activities cultivating approximately 40,000 hectare equivalent 0.30 ha per farmer.
- The total coffee production is estimated to be around 400,000 bags (60 kg /bag) down from an estimated 800,000 in 1970 (USAID Coffee sector assessment -1983).
- There are presently only 2 (Rebo and Wiener) players involved in export marketing of natural coffee.
- Haitian Bleu has contributed to change the image of Haitian coffee in the World and is in high demand worldwide (US, Japan and Europe).

### **THE UNMET MARKET NEEDS, CONSTRAINTS OR OPPORTUNITIES**

- Several constraints were identified in particular the lack of operating capital to increase coffee processors and cooperatives business transactions.
- There are some opportunities to revitalize the traditional coffee market mainly by targeting the Italian espresso market for natural coffee.

### **MARKET-CHAIN DYNAMICS/STAKEHOLDERS**

- The stakeholders in the coffee value chain include the producers, processors, speculators, Dominican traders, exporters, Ministry of Commerce, Ministry of Agriculture, Institut National du Café Haitien (INCHA), InterAmerican Institute on Agriculture (IICA), FONKOZE, coffee cooperatives, and coffee farmers associations.

### **MARCHE'S INTERVENTION AND STRATEGY**

- The plan will focus on improving performance and efficiency of key operators in the value-chain through four clusters of activities:
  - Production support to producers,
  - Support to coffee processors, exporters and Fair trade coffee exporters, and
  - Strengthening of the institutional and legal framework.
- Coffee activities will be implemented nationally in all coffee growing with preference given to areas where private exporters can easily develop linkages with producers, viable coffee cooperatives and associations within and beyond the MarChE project areas of intervention.
- Potential areas would include: Thiotte, Plaisance Pilate, Beaumont, Baptiste and the coffee growing areas of Jacmel.etc.

### **VALUE-CHAIN SPECIFIC MILESTONES AND RESULTS**

- MarchE will assist the agricultural input stores in preparing their proposals to access agricultural loans from financial institutions.
- At the very least, 5,000 coffee farmers trained on coffee regeneration and insect control.
- In major production areas, 60 coffee processors and 500 independent farmers will have been trained in coffee processing technologies.
- In addition, MarChE will have developed six marketing alliances with exporters and coffee associations for the production and marketing of quality coffee (washed and natural).
- Finally, management and financial systems of key coffee cooperatives and associations will have been upgraded and strengthened.