



## PISA NORD CACAO & VANILLA PROJECT

### FACT SHEET

September 2020

**Life of Project:** 2020 – 2024

**Amount:** \$1,405,474 (\$650,000 from USAID)

**Prime Implementer:** Papyrus S.A.

**Partners:** PISA, LUSH Cosmetics



### OVERVIEW

Cacao and Vanilla are environmentally friendly and long-lasting crops with potentially high value added on specialty export markets. Produits des Iles SA (PISA) is a Haitian agroindustry subsidiary of REBO S.A. and dedicated to the production of high quality cacao and coffee for both local and export markets. Since 2014, PISA has created a demand for fine Haitian cacao produced in the North from their post-harvest facility in Acul du Nord. This project will introduce vanilla and implement a value chain approach, targeting choke points to sustained increases in crop yields and quality, exploiting available market advantages, and transferring knowledge and proceeds to the local partner Association. The project is built on a strong private sector alliance with PISA and international buyer LUSH Cosmetics, and leveraged by USAID to expand and catalyze existing activities.

### OBJECTIVES

Sustainably increase revenues in existing and new APROCANO-member cacao plantations through improved cultural techniques, increased access to high-value export markets and the introduction of intercropped vanilla, while building demand for Haitian specialty cacao and vanilla in the international market.

- Increase revenue of up to 900 farm families on up to 600 ha, increasing their cacao yields by 80 percent
- Further increase revenues of up to 150 farm families on 100ha by the intercropped production, conditioning and export of vanilla
- Strengthen governance of the PISA Nord cacao/vanilla value chain through capacity building

### ACTIVITIES

- Establish a green field model cacao/vanilla farm and improve existing cacao plots
- Introduce vanilla to progressive cacao farmers and integrating DEED farmers
- Maintain and expand international certifications and build new markets
- Adapt SMASH Mobil to cacao and vanilla value chains
- Develop organizational capacity of APROCANO and PISA
- Provide farmer extension and training in production and post-harvest techniques for PISA
- Farm-level financial management training

### EXPECTED RESULTS

The Cacao and Vanilla project will strengthen the cacao value chain in Haiti and lay the groundwork for a sustainable vanilla value chain. Outcomes will include farm families with increased revenues from higher-yielding cacao supplemented by new vanilla sales; a cacao/vanilla value chain that is self-regulating and sustainable; and a new, long-lasting export crop that provides PISA with revenues sufficient to manage the process successfully for an indefinite period.