ABOUT HAITI HOPE

The Haiti Hope Project is a five-year, $9.5 million public-private partnership among businesses, multilateral development institutions, the U.S. Government and nonprofits, designed to create sustainable economic opportunities for Haitian mango farmers and their families.

Haiti Hope aims to double the mango income for 25,000 Haitian farmers after five years of participating in the Project. Achieving this goal will raise the standard of living for beneficiary farmers and contribute to the long-term development and revitalization of the country.

To support this objective, Haiti Hope promotes training opportunities for local mango producers and connects smallholder farmers to exporters, thereby linking them to international markets. The project has implemented activities in regions where Haiti’s mango industry has the highest potential for success.

The Haiti Hope Project is a public-private partnership comprised of The Coca-Cola Company; the Multilateral Investment Fund (MIF), a member of the Inter-American Development Bank Group (IDB); the U.S. Agency for International Development (USAID); and TechnoServe. The project is also supported by the Clinton Bush Haiti Fund, the Soros Economic Development Fund, and other international and local organizations.

In an effort to raise funds for the initiative, Haiti Hope makes it possible for consumers to support the development of the Haitian mango industry. Within weeks of the 2010 earthquake, Odwalla launched Haiti Hope Mango Lime-Aid. In January 2011, Odwalla renewed its commitment to the project by launching Odwalla Haiti Hope Mango Tango, which is available for sale in the U.S. Ten cents of every bottle of Odwalla Haiti Hope Mango Tango purchased, up to $500,000 per year for the duration of the project, is donated to the Haiti Hope Project.

The project also integrates and prioritizes women’s involvement throughout the entire mango industry value chain. All farmer groups receive an introduction to gender issues and create a women’s committee and gender action plan based on their needs. They also receive training on women’s rights under Haitian law, financial management for women, and gender and leadership. Success in achieving gender goals is being measured and evaluated throughout the project’s duration.
PROGRESS TO DATE (May 2014)

Since its inception in September 2010, Haiti Hope has launched a variety of successful activities. Highlights include:

- **Engaging Farmers:**
  To date, more than 26,000 smallholder farmers have enrolled in the Project. In addition, the project has helped establish more than 270 cooperatives marketing the products for over 10,000 members.

- **Empowering Women:**
  More than 46 percent of enrolled farmers are women.

- **Promoting Access to Credit:**
  In May 2011, the project partnered with Sogesol, a local microfinance institution, to launch farmer credit. More than 8,000 farmers have received loans through the program, with $2M disbursed to date.

- **Providing Skills Training:**
  More than 20,000 farmers have participated in training covering agricultural, organizational, and business skills.

- **Convening Stakeholders:**
  The Project collaborates with exporters, importers, and buyers in the U.S. to promote and support the market for Haitian mangoes. Between 2012 and 2014, export sales from farmer groups in the program increased by 280%, reaching as far as the U.S. west coast and Canada.

For more information about Haiti Hope, please visit
www.technoserve.org/work-impact/haiti-hope and