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**INCREASE IN FARM SALES FOR TARGETED FARMERS IN THE
CUL DE SAC AND MATHEUX (ST MARC) CORRIDORS**



APRIL 2014

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

CONTEXT

The Feed the Future West/WINNER project contributes to pillar B of the USAID Haiti Mission's strategic objective: Food and Economic Security. The project seeks to improve livelihoods and food security in its areas of intervention in Haiti through three intermediate results:

1. Agricultural productivity increased
2. Watershed Stability Improved
3. Agricultural markets strengthened

In order to sustainably increase incomes for rural households in Haiti, specifically in Cul de Sac and Matheux corridors, the project has built the capacity of farmer associations and local institutions, including the CRDDs, promoted market-driven access to agricultural inputs by supporting and strengthening agro-supply agricultural campaigns with extension services to farmers, supported the local seed industry, improved overall land preparation, trained farmers and BIAs on the safe use of IPM and other pest control methods. All these activities intend not only to increase yields per hectare in the target crops of corn, beans, rice and plantain but also improve farmers' incomes.

This report presents the increases in farm sales obtained by farmers growing target crops supported by FtF West/WINNER in the Cul de Sac and Matheux corridors.

FTF WEST/WINNER ACTIVITIES TO INCREASE FARM SALES

The improvement of agricultural productivity has been a cornerstone of the FtF West/WINNER project. By growing more crops per hectare, farmers have more products to sell and can increase their overall sales. In addition, the reduction of post-harvest losses also has a positive impact on farm sales.

The technical assistance provided by FtF West/WINNER to farmers to generate increase in farm sales has three components:

1. Improve production methods to increase yields per hectare
2. Reduce post-harvest losses
3. Improve market linkages between farmers and consumers

Improving yields per hectare

In order to help farmers improve yields per hectare, the FtF West/WINNER project provided the following technical assistance:

- Training of Master Farmers on modern agricultural techniques and technical itineraries;
- Access to improved and more productive seeds;
- Access to fertilizer and phyto-sanitary products and pest control techniques (e.g., IPM);
- Access to irrigation water through rehabilitated irrigation canals;
- Access to mechanized soil preparation;
- Transfer of improved management practices (eg., SRI of rice, double row planting for plantain);

- Technical assistance from extension agents (Responsables d’Encadrement Agricole) and Master Farmers;
- Implementation of demonstration plots where traditional practices shown side by side with prescribed technical itineraries;
- Access to the rural centers for sustainable development (CRDD) where there are demonstration plots and a proximity laboratory (Bas Boen for soil testing and plant disease diagnostics).

Reducing post-harvest losses



To reduce post-harvest losses, the FtF West/WINNER project provided silos, humidity gauges, tarps, plastic crates, and mobile collection centers to farmers in its areas of intervention. These materials helped increase the quantity of products available for sale. For corn, beans, and rice that can be stored and sold throughout the year; the silos provide an opportunity to sell the products of the harvests at a higher average price, thus increasing the value of sales.

Linking farmers to markets

Working with farmer associations in its areas of intervention, the FtF West/WINNER project linked farmers directly to markets. Starting in January 2012, the project organized the “Mache Peyizan” which is a farmers market at which members of associations supported by FtF West/WINNER were able to sell their products directly in the Port-au-Prince market. By selling locally-grown products directly to consumers, farmers are able to get a higher price. The project also linked farmers directly to supermarkets, hotels, and restaurants; as well as to large distributors of staple crops such as rice, beans and corn.



FARM SALE INCREASES FOR TARGET CROPS

The value of incremental sales measures how farm sales have increased for target crops in the project’s areas of intervention. Table 1 below summarizes the increase in the value of sales from the baseline (2009 for beans, rice and corn; and 2011 for plantain) to 2013.

Table 1 Increase in the value of sales for target crops

Crop	Value of sales in the baseline (\$)	Value of sales in FY 13 (\$)	Value of incremental sales (\$)
Beans	\$286,658	\$7,247,671	\$6,961,013
Corn	\$278,727	\$2,170,760	\$1,892,033
Rice	\$372,900	\$2,854,417	\$2,481,517
Plantain	\$3,874,958	\$4,708,091	\$833,133
Total	\$4,813,243	\$16,980,939	\$12,167,696

Because the project increased the number of farmers it reached over time, a more meaningful measure is the increase in sales per farmer. Table 2 presents the increase in sales per farmer for target crops. On average, the value of sales increased by 80% for farmers supported by FtF West/WINNER.

Table 2. Increase in the value of sales per farmer

Crop	Value of sale per farmer (baseline)	Value of sales per farmer (FY 13)	% increase in the value of sales per farmer
Beans	\$731	\$1,381	89%
Corn	\$391	\$1,010	158%
Rice	\$1,486	\$2,385	61%
Plantain	\$4,703	\$5,368	14%



GROSS MARGIN INCREASES FOR TARGET CROPS

We use the 2009 baseline gross margin per hectare for corn, beans, rice, and plantain from Agro Consult study and the obtained gross margin per hectare of the mentioned crops during fiscal years 2010 to 2013 in the two WINNER corridors. We determine gross margin per hectare from five data points in standard matrices per culture collected by the Watershed Initiative Funds (WIF) through research extension agents (REA) and master farmers (PV). The reported five data points are the total surface area planted (UP) by crops, yield per hectare, total production by direct beneficiaries during the reporting period (TP), total quantity (volume) of sales (QS), total value of sales in USD (VS), and the total cash input cost (IC). We use the FTFMS formula to calculate gross margin per hectare for crop such as: $\text{Gross margin per hectare} = [(TP \times VS/QS) - IC]/UP$. The mentioned gross margins per hectare are discussed in the following sentences.

Figure 1 displays the progress of gross margins for corn, beans, rice and plantain from 2010 to 2013 in the WINNER corridors. There is a tiny gap between the gross margin of corn and beans in the baseline such as \$127 US and \$190 US respectively. In the same baseline case, corn has the lowest gross margin per hectare in contrast to the highest one (\$1,337 US) per hectare for the plantain. In general, gross margins per hectare for targeted crops have steadily increased from the baseline up to 2013 fiscal year except for corn where in 2013 the gross margin got a slight decrease from 883% increase to 657% one (Figure 2). Farmers were constraints to lower their prices to be able to sell their corns at marketplaces due to low prices of imported corns. Figures 3 through 5 show that gross margin for beans, rice and plantain have steadily increase from the baseline 2010 to 2013 by 633%, 383% and 468% respectively.

Conclusion

As can be seen in previous results, gross margin per hectare for corn, beans, rice and plantain in the Cul de Sac and the Matheux corridors have steadily increased from the baseline 2010 to 2013 year by an overall mean of 535%. This overall mean was achieved due to a bunch of activities set by the FTFMS West/WINNER project which intends to reduce post-harvest losses for targeted crops through funding a packing unit for fresh fruits and vegetables, distributing mobile collection centers for mango and plantain, plastic field crates, pack frames in the transport of fruits in crates on donkeys and mules' back, or on motorcycles and in trucks, tarps, adequate training and in-kind grants of silos, and moisture meters to control commodities' temperature and moisture content. This result is also due to connections of farmer associations and cooperatives to agribusinesses to improve farmers' access to markets and expand their sales by organizing "Mache Peyizan" events. Finally, the 535% increase indicates that incomes of supported farmers by the project have substantively improved in Cul de Sac and Matheux corridors.

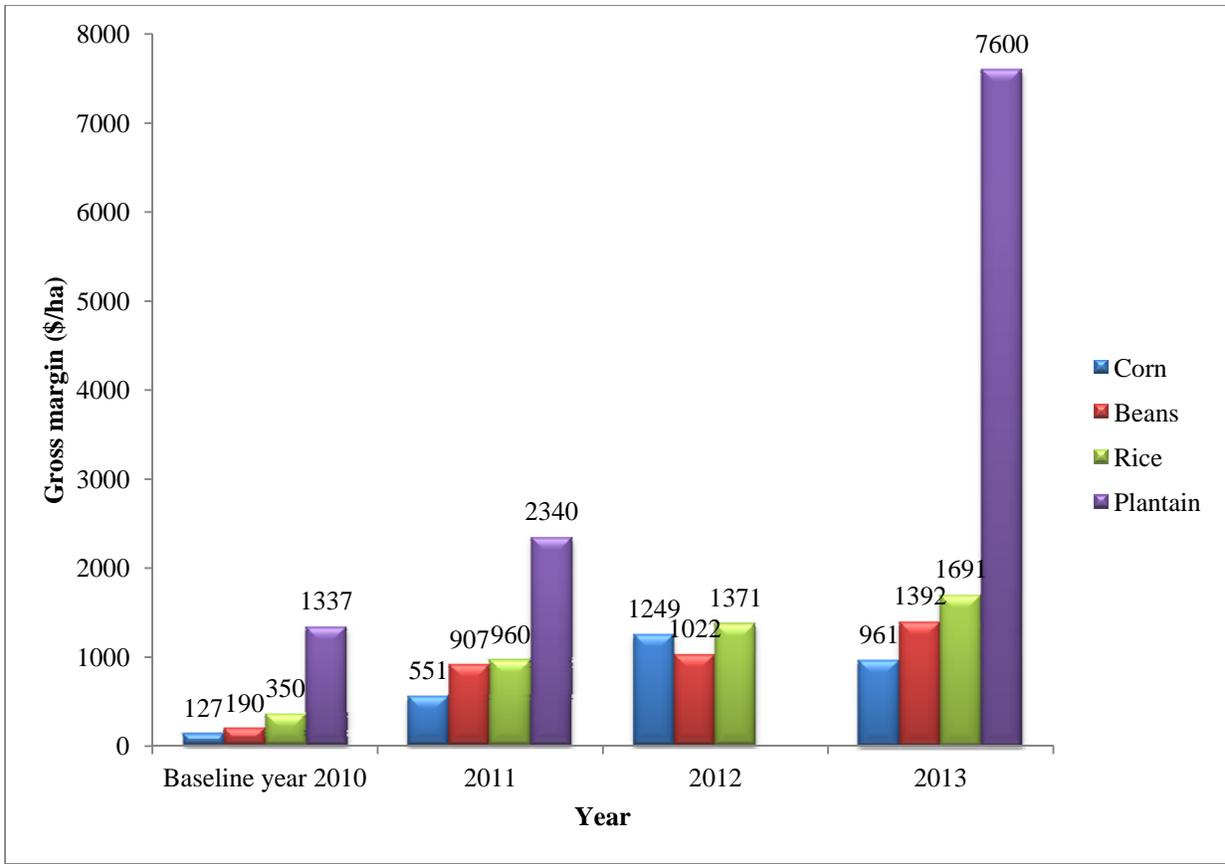


Figure 1. Progress of gross margin for targeted crops in the winner corridors from 2010 to 2013

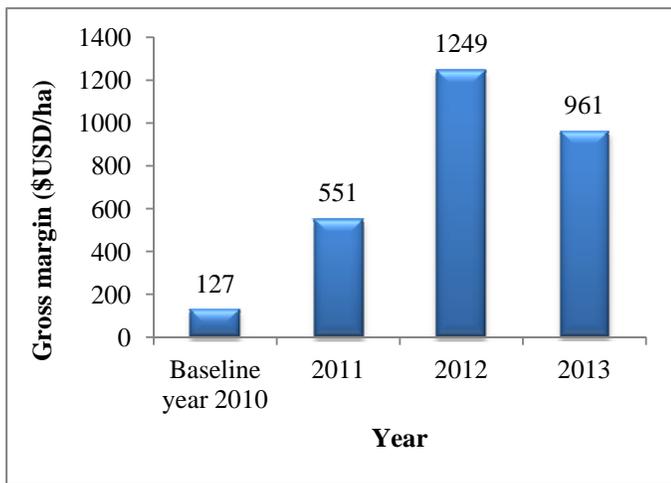


Figure 2. Progress of gross margin for corn in the WINNER corridors from 2010-2013

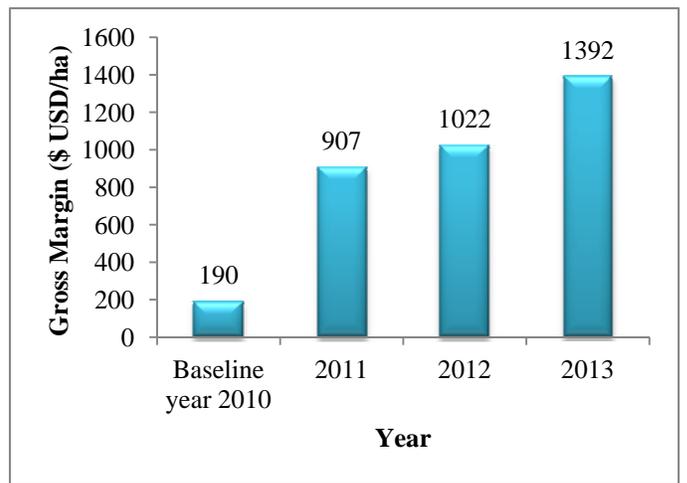


Figure 3. Progress of gross margin for beans in the WINNER corridors from 2010-2013.

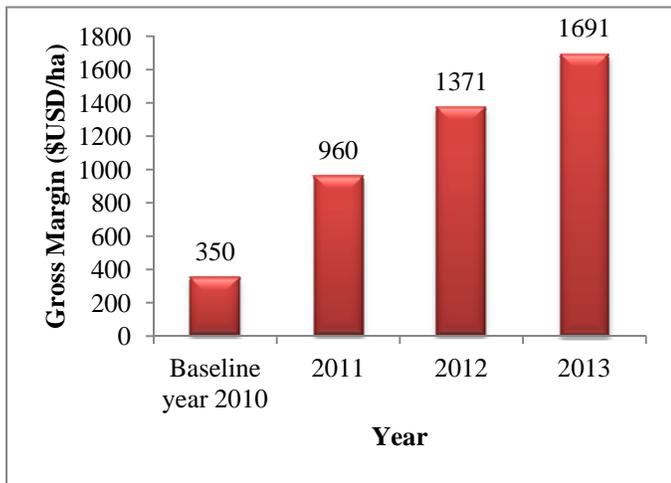


Figure 4. Progress of gross margin for rice in the WINNER corridors from 2010 to 2013

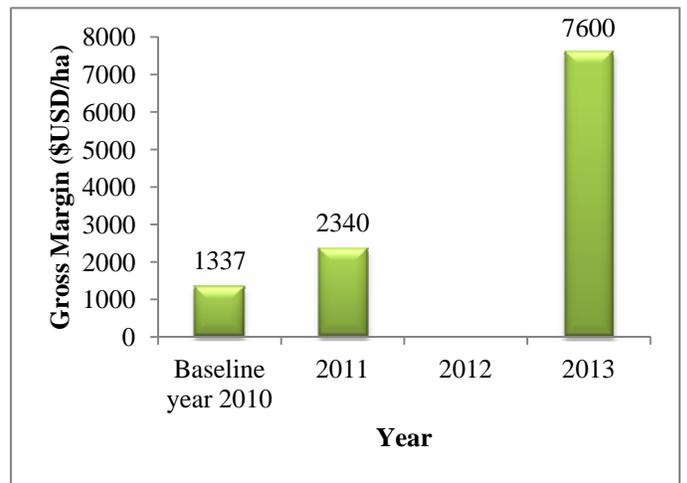


Figure 5. Progress of gross margin for plantain in the Matheux corridor