



USAID Farmer-to-Farmer Special Program Support Project
Small Grants Program

Final Milestone Report

May 2015

HaitiCoffee.com, Inc.

For Profit Social Corporation
In partnership with DG Educational Services
Non Profit Educational Organization
DUNS # 039447422
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OVERVIEW:

HaitiCoffee.com, Inc. (HC), DG Educational Services (DGES) and Makouti Agro Entreprise (in Haiti) have been uniquely placed to help Haitian coffee producers in Northern Haiti understand and control more of the value chain for their product. Being directly involved with Haitian coffee throughout the value chain allowed them to evaluate, educate and assist coffee producers in creating a solid foundation toward having more control over their product and better meet the standards demanded for export coffee in today's market. Implementing a F2F program focused on coffee enabled timely and ongoing connections to be made throughout the value chain, improved relevant transfer of information, and established a cohesive foundation for the coffee producers to build on with ongoing international support. By diversifying, expanding and integrating the coffee network directly available to Haitian producers, the farmers will have more control and be better able to adapt to future market changes.

This project was carried out between April 18, 2014 to April 17, 2015 as a sub award to Volunteers for Economic Growth Alliance (VEGA) Farmer-to-Farmer Special Program Support Project (SPSP). The award was for a total of \$100,000 as a Fixed Obligated Grant.

OBJECTIVES THAT WERE ACHIEVED:

- a. Enhanced and repaired some of the direct linkages of the Haitian coffee value chain from the producers to the consumers (Farm to Cup) to increase understanding, product quality and cash flow.
- b. Increased the capacity of two new potential implementers Haiti Coffee and Makouti Agro Entreprise, and 12 coffee host organizations
- c. Began establishing a new host organization for women; a local chapter of the International Women's Coffee Alliance (IWCA)
- d. Expanded on new development approaches used by Makouti Agro Entreprise and HC to enhance the Haitian coffee value chain by increasing continuity between F2F coffee volunteers and filling holes in the coffee value chain
- e. Recruited F2F coffee volunteers directly from US based coffee businesses interested in doing business with Haiti who shared experiences and built direct relationships with local farmers.
- f. Fielded F2F coffee volunteers who supervised and improved some practices during the 2014 harvest through transfer of technical skills
- g. Established a cupping program to serve as a universal Quality Assurance Standard (QAS) in Northern Haiti based on the Specialty Coffee Association of America (SCAA) guidelines.
- h. Developed posters, bracelets and quality assurance guides for small family farmers to use in the field

LIFE OF PROGRAM INDICATORS:

<i>INDICATOR</i>	<i>ACHIEVED</i>	<i>TARGET</i>		<i>INDICATOR</i>	<i>ACHIEVED</i>	<i>TARGET</i>
TOTAL NUMBER OF VOLUNTEERS	11	10-12		NUMBER OF SOWS	14	6
INTERNSHIPS TO	2	1		NUMBER OF	164 days	118 days

THE US (HAITI FAMRER TO THE US)				VOLUNTEER DAYS		
FIRST TIME VOLUNTEERS	9	8-10		ESTIMATED VALUE OF HOST CONTRIBUTION	\$38,300.00	
WOMEN VOLUNTEERS	5	5				
MINORITY VOLUNTEERS	5	4-5				
INDICATOR	ACHIEVED	TARGET		INDICATOR	ACHIEVED	TARGET
NUMBER OF PEOPLE TRAINED	795	100		NUMBER OF VOLUNTEER RECOMMENDATIO NS	92 (344 total recommenda tions implemented through all cooperatives)	No target set
NUMBER OF PEOPLE DIRECTLY ASSISTED	1334	1000		NUMBER OF POTENTIAL BENEFICIARIES	4002 family member beneficiaries and 1334 directly assisted	assisted (target: Direct: 100; Indirect:725 0 Families- different estimated multiplier was used for this estimate)
NUMBER OF HOSTS STREGETHNED	16 hosts, but of those only 9 actively hosted activities, 7 others sent participants at least once	3 with hopes of advancing 7 more cooperative s		POTENTIAL ENVIROMENTAL IMPACT	620,000 coffee trees planted; promoting shade grown coffee, teaching soil enhancement and tree management. Estimates of 5,600,731 Hectares are impacted by the 16 host organization. More work needs to be done to verify impact, because hectares are just guessed at with no means of measuring done so far.	

MILESTONE OVERVIEW:

Milestone 1

April 18-May 31, 2014

The first milestone consisted of identifying and purchasing the equipment that would be needed in Haiti for teaching and the evaluation of the coffee. Outreach was done to recruit the first set of volunteers by attending the Specialty Coffee Association of America (SCAA) conference and

trade show in Seattle. Organizational Development Index (ODI) and baseline data was collected from the preliminary host organizations and the first coffee samples gathered and evaluated.

Outcomes Achieved

Thanks to the input of volunteers and information gathered at the SCAA conference, a useful collection of equipment was obtained that was better suited for the situation in Haiti. This equipment was used first to expose Haitian producers and cooperative members to what “cupping” meant, in an experiential fashion. Secondly, the equipment served volunteers in evaluating coffee samples on a daily basis while in country providing valuable feedback on what problems needed to be addressed. Most importantly the equipment was used and is continuing to be used by Haitians to develop their cupping skills, allow them to compare Haitian coffees to other coffees from around the world, and continue cupping training in preparation for the national competition in 2016 and potential Q grader certification. The equipment is now housed in a laboratory at the Makouti Training Center in Lory and available for use by coffee producers and future F2F volunteers.

Milestone 2

Volunteers (5 including 3 women and 1 minority)

Mery Santos,
James Kosalos
Gwen Straley
Chris Nicaise
Myriam Kaplan-Pasternak

Scopes of Work (SOW) (5)

Coffee- Marketing & Cost of Production Development
Coffee- IWCA Chapter Development
Coffee- Cupping & QAS Development
Coffee- Business Management
Coffee- Marketing, Sales, Finances

Outcomes Achieved

SOWs were adjusted to accommodate the volunteers that were available at the time and the expertise they could address. More effort was placed on business management, cupping skills, developing a common understanding and vocabulary around coffee, and setting a foundation for strategies to identify and address problems. This conference and two day workshop set a solid foundation for the rest of the year’s activities

Cupping and Quality Assessment System (QAS) development

1. Interest and basic understanding of cupping on the part of producers and cooperatives.
2. Commitment from producers to understand and improve coffee quality.

At this early stage, exposure to cupping quality assessment was the most important so the initial shock of unfamiliarity could wear off over the rest of the year. This first exposure was awkward and made little sense to the producers even those that had seen it before. By the end of the grant year, there is genuine excitement about what cupping can tell them about their coffee, awareness of the subtleties of flavors, smells, colors, roasts and the ability to compare it to other coffees.

Twenty cupping students are continuing their training beyond the scope of the grant in order to enter the Haitian National cupping competition in 2016 and some will potentially become Q grader certified (SCAA cupping certification program for assessing coffee quality).

IWCA Haiti chapter development

1. Increased interest in starting a chapter in Haiti
2. Identification of potential leadership for chapter development in Northern Haiti
3. Plan to fund chapter development and registration

This first contact between the IWCA and Haitian women in coffee was very motivating for all parties. A preliminary plan was hatched to move forward, with some Haitian IWCA leadership identified. Throughout the year a great deal of progress was made in building awareness of the project, identifying gender issues and needs, identifying preliminary goals and establishing a more formal plan with support from the IWCA and other organizations. Funding is in the works as well

Marketing, Sales and Finances

1. Created a directory of coffee producers/ cooperatives with strategy for further development through monthly meetings with Makouti Agro Entreprise. Makouti held an average of seven meetings per month at different locations with an average attendance of 14 coffee producers
2. Collaboration between Makouti and Kok-Ki-Chante. This helped with the export sales of coffee to Haiti Coffee and in coordinating the Haitian national cupping competition in March of 2015.
3. Marketing and sales plan for Haitian coffee and coffee producers. A formal sales plan for Haitian producers has not yet been created but is in the works for 2015. The baseline data was collected and shows that quality needs to improve to maintain the price structure. Haitian producers also need more training and understanding before they can participate in building a marketing plan. On the US side, Haiti Coffee sales continue to increase. 2013 showed 2,000 lbs of coffee sold as roasted coffee only. 2014-2015 to date, shows 19,000 lbs. sold as both green and roasted coffee.
4. Plan to seek out financing for future harvests. Makouti obtained their first equipment loan for motorcycles in order to improve transportation. This has given the other cooperatives some confidence. They are now taking their time to better understand the pros and cons of credit systems and realizing that they do not need to wait for an NGO to do it for them.

Business Management and Cost of Production

1. *Evaluation of coffees from each cooperative.* We could not do this by producer as they mixed all the coffee together during washing, but it was done for numerous cooperatives
2. *Evaluation and Implementation of a harvest management system.* Washed versus Natural, This was done more extensively with a later volunteer, but the early ideas came from this conference.
3. *Outreach to other coffee cooperatives in Northern Haiti and other areas.* Two more cooperatives from Northern Haiti joined the monthly meetings with Makouti

4. *Begin tracking of Income and Expenses for creating spreadsheets and reports.* They were slow to adapt this as a regular practice, but are now seeing the value in it as they discuss how to get financing, strategize obtaining new equipment, etc.
5. *Identified problems in three key areas; coffee production, coffee processing, Marketing and sales.* This activity has been revisited numerous times throughout the year and is becoming more realistic, better strategized and less demanding of outside charity.
6. *Create a protocol for nurseries.* This was the area which resulted in the largest leap of activities. By working with Makouti, six new nurseries have been built by some of the smaller cooperatives with 620,000 seedlings planted by June 2015. Their goal is to plant 1 million coffee trees. They have identified a better varietal of Arabica call Blue Mountain, improved their nursery practices, resulting in healthier seedlings and found sustainable options for maintaining their nurseries, such as recycling plastic water bags for planting rather than using purchased polybags.

Challenges and Outcomes Anticipated to be Achieved Post Grant

1. Coffee Production Volunteer Assignment

1. Identify disease problems affecting trees
2. Identify possible protocols for controlling these diseases
3. Improvement in tree management and health

The volunteer for these outcomes did not arrive in Haiti until March 2015. Because only a limited amount of coffee is currently grown in the USA, there are few Americans with practical knowledge of coffee tree management and diseases. A volunteer with this much needed specialty was not available until March 2015.

2. Plan to introduce the FincaLab to Haiti-No funding was obtained and the grant filed was rejected. The FincaLab is a complete portable coffee lab and quality management system (QMS) in a box. The package includes all equipment and training and is easily transported by pickup to any training site. Currently FincaLab has started working in Peru and refined their data and strategy. They have been paired up with a new grant writer for Haiti. It is still believed that the FincaLab QMS is a good strategy for improving coffee quality management in Haiti.

3. Social Media Marketing: Set up of email address, Set up Facebook pages. Access to the internet is still difficult for most of the rural cooperatives, so we decided to drop this outcome for the time being. Makouti Agro Entreprise has however managed to set up a Facebook Page, Pinterest, Twitter account, Whats App, Sound Cloud, and email accounts which they promote weekly.

Milestone 3

Volunteers (2 including 1 woman and 1 minority)

Myriam Kaplan-Pasternak
Eric Dane Mitchell

Scopes of Work (2)

Coffee- Harvest Practices Specialist- 29 day assignment
Coffee- Business Management Purchase agreements

Outcomes Achieved

We focused on taking key first steps to improving the quality of coffee by having volunteers visit producers and cooperatives while coffee was being harvested and processed

1. We identified reasons coffee was being strip harvested and are looking into ways to mitigate the challenges so as to not reduce income. During the one harvest that fell within the grant timeline, we identified the key reason coffee is strip harvested is because Dominican buyers and the local Haitian market did not care about quality and paid cash immediately. This was more important than promises of top dollar that sometimes never materialized. It also requires fewer long trips to the field which can be costly in time and transportation fees. After decades of bad habits, little access to education or consumer feedback, limited resources or reinvestment in coffee, producers no longer know quality or ideal practices.
With subsequent harvests, post grant, more education, resources, incentives and new ideas will be needed to improve quality without reducing incomes
2. Establish a protocol or incentive to improve harvest practices. More and more, the idea of producing natural harvest coffee is being favored due to the reduced costs. A protocol has been introduced by the volunteers that can improve the quality of natural processed coffees to an exportable level.

Challenges and Outcomes Anticipated to be Achieved Post Grant

1. We only had a volunteer Harvest specialist for 29 days rather than 45 days. Longer would have been better so more cooperatives could have been visited at least twice so impact could be observed. Unfortunately, the volunteer was not available and harvest is a limited season. Subsequent harvest follow up will have to occur post grant.
2. Wearing of wrist bands to help pickers pick only ripe coffee berries (selective harvesting) was not achieved as it took so long to obtain the red bracelets. The first batch is arriving in Haiti May 2015. We still need to determine if the color is correct. Obtaining the bracelets has been very challenging. We failed twice from the Dominican Republic and have since switched to an American company manufacturing in China, which was also wrought with problems. The company did not label the color samples and took 2 months to deliver instead of 10 days missing the transport window for delivery into Haiti. Now we must wait for ripe coffee cherries to appear for comparison.
3. Increased percentage of exportable coffee. Feedback and antidotal evidence is favorable so far, but the limited timeframe of the grant makes it impossible to report factual numbers for comparison.

Milestone 4

Volunteers (4 including 3 women and 1 minority)

Myriam Kaplan-Pasternak
Beth Dominick
Shawn Steiman
Christa Michaud

Scopes of Work (5)

Coffee- Q grading
Coffee- Post Harvest management
Coffee- IWCA chapter Development
Coffee- Preharvest coffee production
Coffee- Business Management, Financial
Management, Contracts & Negotiations

Outcomes Achieved

Conference and workshops on coffee focused on taking the next steps

1. Increased visibility and marketing of cooperatives in Haiti and the USA. New opportunities for global exposure did present through the HaitiCoffee.com website with dialog between the following countries: Suriname, Korea, Switzerland, England, Germany, and China.
2. Increase in the number of coffee nurseries and trees planted. There are 6 new nurseries and 620,000 coffee seedlings planted from Spring 2014 through June 2015. The goal is to plant 1 million coffee trees, as soon as possible.
3. Identification of diseases and efforts to control disease and increase disease resistance in coffee trees is now understood and beginning to be practiced by some. Fertilizing and pruning trees are key. It will take some time before pruning is trusted by more producers since it results in the loss of the first harvest after pruning. Good genetics and the use of Effective Microbial foliar sprays are being practiced at Makouti already.
4. Efforts to have laboratory facilities for coffee cupping has been achieved by Makouti. They have set up the equipment in a dedicated lab room at their training center. Also the PNPCH (Plateforme Nationale des Producteurs de Cafe Haitian) put on the First National Haitian Cupping Competition and plans to continue it every year as a way to promote quality Haitian coffee. Two F2F volunteers participated in the event as judges.
5. IWCA Chapter development has begun with the addition of Seeds of Change, the NGO managed by volunteer Christa Michaud. We are currently applying for grant money to help the Haitian women gather together to create the legal documentation needed to set up the organization. Preliminary leadership has been identified and gender data collected. It is anticipated that the process will take 1-2 years depending on the political situation in Haiti and the ability to get legal status for the chapter in Haiti.
6. A list of potential financing options for coffee cooperatives has been started. A workshop was held at Makouti to help them prep documentation and organize their strategy for obtaining a coffee mill. More options are becoming available and more research is needed, but they now have the basic skills to move forward with the help of Makouti.
7. Understanding of SCAA classification of coffee beans and cupping quality assessment has become a favored activity at the Makouti training center. 20 cupping students are in training for the national cupping competition 2016 and some hope to become certified Q

Graders. Producers now understand the importance of a universal language for quality assurance and the benefit it holds for marketing on the international market

8. We have increased the number of relationships between Haitian coffee producers and American Coffee businesses and raised the awareness of Haitian coffee as evidenced by the response we received at the 2015 SCAA conference in Seattle Washington (by comparison to 2014), and the increasing membership of the Haitian Coffee Network, hosted by Partners Worldwide since Jan. 2015 (38 members listed with 10-15 participating in conference calls each month)

Challenges and Outcomes to be Achieved Post Grant

It is still really too early to assess the impact in these areas. The last harvest is still being milled for export and not yet triaged. Seedlings planted are not yet producing coffee cherries. There are too many variables for accuracy with such limited data as well. We should by no means believe that the problems are fixed. More training and experience is definitely needed.

1. Improved quality of coffee
2. Increase quantity of exportable coffee
3. Post-Harvest Management- Harvesting protocols, Processing, Storage.

Milestone 5

Volunteers (3 including 2 minorities and 1 women)

Guillermo Navarez
David Pierre Louis
Beth Dominick

Scopes of Work (2)

Coffee- Q Grader for Competition- 2 Q Graders and a Translator

Outcomes Achieved

1. Assisted the PNPCH (Plateforme Nationale des Producteurs de Cafe Haitian) by providing Q Graders and a translator for the international jury for their national cupping competition to find and promote the best coffees and producers in Haiti.
2. We used this opportunity to launch a kickoff meeting for the development of a Haitian chapter of the IWCA (International Women's Coffee Alliance) since PNPCH delegates from around Haiti would be together. Each delegate was asked to outreach to 10 women in their district and report back at a future meeting (post grant).
3. Identified potential leadership for the IWCA Christa Michaud (F2F volunteer) is maintaining a list of names and establishing ongoing contact, see Milestone 4 above. A new F2F assignment has been set through the Partner of the Americas F2F program to bring the leadership together.

Hosts

Host organization was to be the PNPCH, but they were too busy to deal with filling out ODI's or our host registration form. Since Kok Ki Chante made most of the arrangements for us to assist in the competition, They became the official host.

Persons trained:

6 delegates of the general assembly

8 regional delegates
17 partnering organizations
100 participants- down from the expected 500 due to the date change, weather related travel problems on the East Coast of the US and political instability and riots in Port au Prince
11 entrants and 7 Haitian cuppers- down from the expected 50.
500 farm families benefited

Challenges and Outcomes to be Achieved Post Grant

Attendance was one fifth what was expected, due to the political unrest with the long overdue elections, date change for the event and weather related travel problems from the East Coast. There were conference lectures originally scheduled, but these were cancelled as the PNPCH committee was overwhelmed by the cupping competition activities. It is understandable since this is the first such event in Haiti. Volunteers were well prepared and did an excellent job guiding the committee in putting on a very professional competition.

HOST ORGANIZATIONS:

Haiti Coffee worked with hosts from three different levels: The Primary Host was Makouti Agro Enterprise, an association of agricultural entrepreneurs, who went from 10,400 members to 11,000. Secondary Hosts had significant infrastructure, variable financial resources and little experience with F2F. Lastly, Tertiary Hosts provided participants and hosted workshop activities. Also each tertiary host established a nursery.

Primary Host:

Makouti Agro Enterprise: Their annual gross sales went from \$2728.00 to \$254,397.00 with a net income increase of \$275 to \$5,074.00. Their capacity to train people, increase resources available to producers and sell products has had a positive impact on many lives. They have plans to add to their coffee product line and coffee services available to producers. Several former volunteers are returning to work with Makouti. Suffice to say we were quite successful in increasing capacity in the coffee sector and impact on farming families well beyond the scope of the grant.

Secondary Hosts :

COOPACVOD-Cooperative Agricole Caféière Vincent Orge de Dondon in Dondon
850 Members (200 women); Contact: Francisque Dubois 509.37.82.07.07

COOPAIMAR- Coopérative Agro Industriel de Marmelade in Marmelade; 2500 members; Contact
Celicourt Emonel, 509.36.52.59.00

PNPCH- (Plateforme Nationale des Producteurs de Cafe Haitian)

Working with COOPACVOD, COOPAIMAR and PNPCH proved to be somewhat disappointing. While they are all larger cooperatives/ organizations, they are not financially stable so their commitment to the project tends to follow the money.

COOPAIMAR dropped out of the program after losing a great deal of money on a bad coffee deal (Buyer walked out and they had no contract or deposit because the person was a relative of someone). They agreed to stay in the program only if we would prebuy all their coffee for the upcoming year without a guarantee of quality. Haiti Coffee chose not to work with the cooperative, but hopes collaboration will be possible once COOPAIMAR becomes more stable

COOPACVOD is well-run and the only cooperative which is certified organic. Despite having a contract in place, Haiti Coffee relinquished the organic coffee to Kafe Kreyol, so it can be sold to Whole Foods, who requires organic coffee. Due to a personal matter the Director of COOPACVOD was not available and stopped participating in the conferences. Haiti Coffee and Makouti will reach out to them again. They are in need of help understanding what their client needs if they expect to maintain their relationship with Kafe Kreyol.

PNPCH is the organization that put on the national cupping competition. Assumptions are PNPCH did not fill out the host paperwork because they were too overwhelmed with organizing the event. The event was funded by KOREKAFE and demanded a lot of attention. We hope to continue contact with PNPCH through our efforts to start a chapter of the IWCA.

Kok-Ki-Chante (KKC), located in Croix des Bouquets, Haiti and their US partner Singing Rooster (WI) have 8,000 Haitian farmer members and \$60,000 in gross sales. KKC and Makouti are now working together to help bring more resources to coffee producers and to establish new protocols to improve quality. Early evidence suggests that the coffee Singing Rooster will be importing is much better quality. Currently no results are available as the coffee is still being milled in Haiti. Haiti Coffee and Singing Rooster are working together to cut costs and increase market exposure in the US and in Europe. They have expanded their collaboration through the Haiti Coffee Network organized by Partners Worldwide, SCAA and other promotional activities. KKC is now a full-fledged F2F host and will be sharing volunteer activities with Makouti, Partners of the Americas F2F program and the IWCA in Haiti.

Tertiary Hosts

COPROCAD-Cooperative de Production et de Commercialisation Agricole de Dondon in Dondon; 400 members (160 women); Contact: B.Aime Celieriste 509.36.98.48.71.
Have 2000 lbs. of washed coffee to sell.

CACEMUD Cooperative Agricole Cafèière et de Mutualité de Dondon in Dondon; 150 members (40 women); Justin Martin 509.36.12.03.89.
Membership has increased to 160 in 2015. They have 2000 lbs. of washed coffee to sell.

COEB- Coopérative Excelsior de Basin in Plaisance; 350 members (110 women);
Contact: Menard 509.39.34.56.16
Have produced natural processed coffee

COPEJ Collaboration des Paysans de Jolitrou in Grande Riviere de Nord; 125 members (45 women):
Contact Deloiuis Phanord 509.43.65.78.91

REPANORD - Regroupement des Payans du Nord in Grande Rivière; 250 members (90 women):
Contact: Pierre Faustere 509.37.88.14.47.

ATD-Associations des Travailleurs de Dondon (200 members)

These six cooperatives have worked hard to increase their involvement in coffee despite their limited resources. They have actively participated in monthly meetings with Makouti and with F2F volunteers. They are currently evaluating strategies for washed versus natural processed coffee and planning for

purchasing equipment that can be shared. They have active members who are participating in cupping training as well.

These remaining 6 cooperatives are looking at plans for their future in coffee. Some are quite remote which will create challenges in getting the coffee to market. These cooperatives have sent members to participate in the F2F activities, but have not yet made the level of commitment the others have.

KAPB- Coopérative Avenir des Paysans de Borgne; in Borgne 450 members (90 women); Contact Paulcilien Prezilus 509.36.07.45.03.

Membership has increased to 1326 in 2015

KKKLD- Coopérative Cafèière Capois la Mort de Dondon; Dondon; 650 members (150 women); Contact: Lindor Gladys 509.36.01.80.08

KASTM -Cooperative Agricole Sainte Therese Mola; 90 members (40 Women); Contact Cime Voyant

APKP -Association Planteurs Kafe Platon (1,600 members) ; Association belonging to COOPAIMAR

APKB- Association Planteurs Kafe Bassin-(2,000 members) ; Association belonging to COOPAIMAR

APCAP- Association Planteurs Cafè Crete a Pin – (1,800 members) ; Association belonging to COOPAIMAR

ACTIVITIES BY COUNTRY

All activities occurred in Haiti except for two recruiting trips to Seattle, Washington for the Specialty Coffee Association conference and one business meeting with Singing Rooster in Wisconsin.

The SCAA conference was the most effective way to meet the most people with the coffee skills necessary for volunteering in Haiti. It also proved to be a very effective way to increase the profile of Haitian coffee and keep the awareness of our activities growing. Nine of the 11 volunteers from the past year gathered in Seattle in April 2015. We meet in several venues and shared stories about Haiti with numerous people who were interested. Kafe Kreyol (a collaborator through the Haiti Coffee Network) also had a booth. The profile of Haitian coffee is clearly more on people's mind than a year ago.

The meeting between Haiti Coffee and Singing Rooster in Wisconsin was quite productive and has resulted in a business relationship. Singing Rooster assisted in the export of 20,000 lbs. of Haitian coffee for Haiti Coffee Company. The coffee is stored in WI which is considerably cheaper than using a warehouse in Miami. It is also allowing us to share equipment and expand outreach opportunities in the sales of Haitian coffee. Singing Rooster's Haitian counterpart Kok Ki Chante is now actively seeking F2F volunteers for further training with the 40 cooperatives they work with. Partners of the Americas is the acting implementer for the F2F coffee program in Haiti.

The program for the year revolved around two conferences in June 2014 and March 2015 with accompanying workshops and a long term (29 day) assignment for a harvest specialist volunteer. Prior to each trip, the volunteers were prepped on the history of work done and a plan was devised on how best to integrate the team of volunteers to obtain the maximum benefit. Once in country, the volunteers met together and toured several of the cooperatives and the Makouti training center so as to familiarize them with the problems and challenges facing the coffee farmers. The volunteers then worked with Benito Jasmin and Myriam Kaplan-Pasternak to organize the two day conference and the subsequent

workshops. The goal was to establish a common vocabulary and a foundation on which to build valuable and effective training to help the producers understand the coffee value chain, what happens to their coffee after it leaves their hands and how their practices impact the quality and reputation of their coffee. Volunteers were chosen to represent various aspects of the coffee industry in the US in an effort to connect the two ends of the value chain. This gave Americans in the industry a chance to see what is happening in Haiti first hand, and gave the Haitians an opportunity to experience building relationships within the industry.

The hands on approach to many of the activities was chosen in order for the Haitians to become familiar and experienced at implementing the new ideas. Their knowledge base and coffee experience was still very much dated to the 1980's and with little access to current knowledge, they were at a complete disadvantage in producing and marketing coffee to modern standards.

The hands on workshops were also conducted at the cooperatives so that each of the participating cooperatives could have opportunities to learn to host volunteers and increase their capacity for future volunteers. Two hosts, Makouti, and Kok Ki Chante are now able to be full-fledged F2F hosts with Partners of the Americas F2F program the twelve other cooperatives are much smaller but did well hosting tours, visits and some workshops.

Topics covered in the conferences were:

- Business management, tracking income and expenses
- Coffee harvesting; knowing what cherries to pick and why
- Marketing and cost of production; washed coffee versus natural processed
- Coffee cupping and quality management systems
- Sales, financing and contracts
- IWCA chapter development; collection of gender relevant data; and next steps towards setting up the chapter
- Natural Processing protocols; African beds
- Coffee production, diseases, tree management, fertilizing and pruning
- Q grading and green bean evaluations

Workshops included:

- Cupping from start to finish
- Green coffee bean evaluations
- Nez du Café
- Sensory testing
- Coffee triangulations
- Nursery care, planting seedlings
- Pruning and fertilizing trees
- Coffee disease identification
- Cupping and coffee comparisons from around the world
- Videos were taken by Makouti to create teaching aids for future training opportunities

In September of 2014 a harvest specialist spent 29 days in Northern Haiti touring the washing stations and cooperatives that rely on natural processing. The focus of his visit was to encourage the picking of ripe coffee cherries rather than strip harvesting. He also helped several communities evaluate methods of washed or natural processing. Most exported coffee is washed but this is more costly and not necessarily the most cost effective. Workshops Included: African beds, Natural processing, Washed processing.

In early March 2015, HC was invited to assist in the first National Cupping Competition in Port au Prince and to supply two certified Q graders and a translator for the international jury. While the event's attendance was lower than expected due to political unrest and bad weather on the East Coast impacting

travel, the impact of the event was exciting to coffee producers and volunteers who participated. Haiti Coffee and Makouti attended with Singing Rooster and eight Haitians from northern Haiti. The producers who attended had the opportunity to meet equipment dealers, explore loan possibilities and try new coffee drinks. It was an eye opening experience for them to see that these things are available to them in their own country (and do not require an NGO to help). The event also stimulated Makouti to offer ongoing training in cupping to prepare a team of cuppers for next year's competition. Forty Five people attended the screening sensory test and 20 were chosen for the training. This new found fascination for cupping is a good launching point for improving Haitian coffee quality assessment in the future.

Considerable research, data collection and contacts were made throughout the year toward establishing a chapter of the International Women's Coffee Alliance. The IWCA is an international organization with chapters in countries of origin for coffee production. Their mission is "To empower women in the international coffee community to achieve meaningful sustainable lives and encourage and recognize women's participation in all segments of the coffee industry." The closest chapter is in the Dominican Republic and they are interested in helping set up a Haitian Chapter.

There currently is no chapter in Haiti, yet women play many roles in the industry. Several women work in cooperatives in administrative positions. Some women are coffee farmers themselves and nearly 100% of the triage is done by women. Through IWCA, Haiti Coffee, Makouti and Seeds for Change, efforts are being made to create a local chapter which will enable them to receive grants and educational support to improve their coffee products well into the future. The goal is to finish the process in the next 1-2 years, depending on financing and the political situation which may impact obtaining legal status for the organization in Haiti. Christa Michaud of Seeds for Change is already scheduled to return to Haiti as an F2F volunteer this summer with Partners of the Americas.

Objectives to be Achieved Post Grant

1. Purchase a portable FincaLab in the next 2 years for cupping coffee samples in Haiti. This is turning into a much larger project that will create a foundation for a nation wide Quality Management System for Haiti. A grant writer has been assigned the task
2. Development of an agro-tourism package. Bits and pieces of this have been done independently. We are close to putting a package together, but no volunteer has yet been sent to focus on this.

PUBLIC OUTREACH

Blogs:

Blog posts on Haiti Coffee

<http://haiticoffee.blogspot.com/2014/03/ask-not-what-your-haitian-cup-of-coffee.html>

<http://haiticoffee.blogspot.com/2014/07/fincalab-coffee-quality-management.html>

<http://haiticoffee.blogspot.com/2014/07/can-coffee-reduce-poverty-reflections.html>

<http://haiticoffee.blogspot.com/2014/09/june-2014-coffee-conference-trip-report.html>

<http://haiticoffee.blogspot.com/2014/10/iwca-participates-in-quality-management.html>

<http://haiticoffee.blogspot.com/2015/01/what-is-happening-in-haiti-short-course.html>

VEGA article about Eric Dane

<http://vegaalliance.org/farmer-to-farmer-f2f-volunteer-eric-dane-mitchell-talks-haitian-coffee/#comment-10532>

Partners of the Americas, collaboration with HC

<http://farmertofarmer.blogspot.com/2014/11/call-for-volunteers-haiti.html>

<http://farmertofarmer.blogspot.com/2015/05/coffee-from-mexico-to-vanuatu-to-haiti.html>

Blog by volunteer Shawn Steimen

<http://daylightmind.com/news/2015/3/30/volunteering-in-coffee-haiti>

Blogs on Haiti Coffee

<http://haiticoffee.blogspot.com/2015/04/negotiating-path-to-fair-and-equitable.html>

Facebook:

26 posts on <https://www.facebook.com/HaitiCoffee>

New Facebook Group for Haiti Coffee Collective

<https://www.facebook.com/groups/628560130603919/>

Pinterest:

www.pinterest.com/HaitiCoffeecom/ 78 pins

www.pinterest.com/makoutiagro/ 61 pins

Twitter:

<https://twitter.com/HaitiCoffeecom>

<https://twitter.com/AgroMakouti> 405 tweets

News articles:

James Kosalos' article on our trip was posted on the Global Coffee Report

<http://gcrmag.com/news/article/fincalab-supports-coffee-quality-training-in-haiti>

Gwen Straley posted on her blog

<http://3rdcreekfoundationblog.org/2014/07/11/can-coffee-reduce-poverty-reflections-from-haiti/>

Both articles are also posted on HaitiCoffee's blog at:

<http://haiticoffee.blogspot.com/>

Mery Santos' article on the IWCA site

<http://www.womenincoffee.org/quality-management-workshop-haitian-coffee-farmers>

<http://lenouvelliste.com/lenouvelliste/article/142253/Le-cafe-de-IAPCAB-sacre-champion-dHaiti#.VP7Nu8BbSYw.facebook>

<http://bit.do/IAPCAB-Haiti-Coffee-event-2015>

Fundraising:

<https://causes.kindsnacks.com/cause/brewing-opportunities-for-women-in-coffee/>

Film:

Documentary by David Pierre Louis due to be screened June 2015.

YouTube:

https://youtu.be/pL_iTM5rPaE Agrotourism with Makouti

Conventions:

SCAA- Specialty Coffee Association of America attendance in 2014 & 2015

CASE STUDY: MAKOUTI AGRO ENTREPRISE

A. CHALLENGE:

I was first introduced to Makouti Agro Entreprise in 2007 when they asked for a F2F volunteer to assist in improving their meat rabbit production. Working with Benito Jasmin and his association of agricultural entrepreneurs, I quickly realized was an ideal development situation. With my experience and access to resources, I could help them achieve sustainable incomes for farming families. Each year their program has grown to include more products like honey, chicken, eggs, goats, diversifying family incomes. In 2010 they came to me asking for help selling coffee. The National Haitian Blue program was bankrupt. Producers only knew to pick cherries and take them to a cooperative or to dry them and sell them on the local market. Cooperatives knew how to wash coffee cherries and take them to Porte au Prince. Few knew what really happened to coffee once it left their sight and few really understand quality or the global market. When asked about marketing plans, some replied that they had cell phones and email addresses. Despite nearly 300 years of coffee history and decades of being the leading exporter of coffee, Haitian coffee producers were at a loss on what to do next.

B. INITIATIVE:

Using a similar whole industry developmental approach, as we did for the rabbits, we set out to identify problem areas, fill in holes in the value chain and access F2F volunteers who could help with bringing current valuable knowledge to Haitian producers in the north and help them enter the global coffee market. Working in a series of teams this last year, F2F volunteers were able to set a strong foundation for learning and understanding. Haitian producers still have a great deal to experience, assess, plan and implement before they have a sustainable industry, but now, with the help of Makouti they understand that they can be in control of their future.

C. RESULTS:

With the help of the VEGA F2F SPSP small projects grant and USAID F2F volunteers, northern coffee producers, now have access to a coffee cupping lab and understand how to use it. They can evaluate the quality of their green coffee beans and market them with modern terminology. They know what diseases they are wrestling with and understand what first steps to take. They have started nurseries and planted 620,000 coffee seedlings. They have experience speaking to global green buyers. They have the beginnings of a plan to improve their businesses. Most importantly in Makouti and Haiti Coffee, they now have a place they can go to share their concerns and find answers to their questions as they move forward through their journey in rebuilding their coffee industry. The journey will evolve and more volunteers will come, but now the producers have a relevant global context in which to add new information and ideas.

D. PHOTOS



Benito Jasmin of Makouti with F2F volunteers Mery Santos and Gwen Straley



First time coffee producers are exposed to coffee cupping.



Experiencing Nez du Cafe and all the aromas of coffee



Donations like this coffee grinder from Bunn, gives Haitians an opportunity to learn how to work with modern equipment



An enthusiastic group of volunteers and Haitian participants help take Haitian coffee into a new era



F2F volunteer Eric Mitchell helps Haitian producers better understand the impact harvesting ripe cherries has on quality coffee



New materials help send the message to rural producers



Distributing aids to improve the quality of Haitian coffee



Fine tuning palates to help Haitians define quality Haitian coffee



Setting up nurseries is the first step to reforestation, increasing coffee production and fighting coffee rust.



The Q graders at the First National Cupping Competition in Port au Prince



The whole F2F gang learning about other types of entrepreneurial opportunities with cane juice beverages



Our 2015 coffee conference was a hit thanks to our sponsors



Videos for the future and for those who missed the events



One of the 6 new nurseries impacting the future incomes of Haitian coffee farmers



F2F volunteer Dr. Shawn Steiman of Hawaii talking about the necessary approach to controlling disease in coffee trees



Awakening the experience of coffee in today's Haitian youth is igniting a renewed global future for Haitian coffee