



Market Chain Enhancement (MarChE)

Background:

Gross Domestic Product and per capita income have dropped sharply over the recent decades in Haiti. Extreme and prolonged economic contraction has driven over 80% of economic activity into the informal sector and poverty has become both a cause and a consequence of environmental degradation. The constraints to economic growth must be addressed if there is to be development in Haiti.

USAID has supported projects designed to spur economic growth in Haiti over several years. MarChE will follow up on successful activities under the Hillside Agricultural Program that worked on market-oriented production, natural resource management, export marketing and institutional capacity building. The MarChE project will build on this by developing market value chains in selected crops such as coffee, mangos, cacao, and some non-traditional crops such as yams, peppers and processed goods; the project will also target certain nonagricultural sectors such as tourism and handicrafts.

Objective:

The overall objective of MarChE is to facilitate the development of competitive market chains in various sectors of the Haitian economy. MarChE will contribute to increasing the number of Haitians involved in sustainable economic activities. The project aims to foster development in agriculture, tourism and handicrafts, and build synergies among these sectors.

Activities:

MarChE will stimulate and facilitate the development of competitive market chains in the agribusiness, handicrafts and tourism sectors. MarChE will address the constraints to developing key agricultural exports and other strategic commodities, and will undertake activities aimed at reinforcing the market chains for handicrafts and tourism. Business development services and finance/investment services will be two important aspects of the strategy.

USAID Support:

USAID has committed \$14,901,814 for the three-year project period.
The project may be extended for two optional years with an additional \$9,090,000.

Life of Program: March 2008 to March 2011

Geographic Focus:

South and North Department.

Implementing Mechanism and Partner:

The Citizens Network for Foreign Affairs (CNFA) will implement MarChE, through a contract, in partnership with other organizations, including Aid to Artisans and the International Executive Service Corps. The Ministry of Agriculture and the Ministry of Tourism are also actively involved in project implementation.

FY 2008 Results:

No results were recorded for FY08 because of a delay in the start and early implementation of MarChE activities.

Anticipated Results Over Life of Program:

By the end of three years, MarChE will have developed at least twelve separate high-value market chains, increasing linkages between key stakeholders in and among market chains. As a result of this activity, USAID expects to see significant socio-economic and environmental improvements, such as:

- increased incomes;
- increased trade and investment in selected market chains;
- increased sustainable livelihood options;
- better management of natural resources by way of increased value of environmentally friendly products;
- increased competitiveness of Haitian enterprises.