



# USAID | MarChE

FROM THE AMERICAN PEOPLE

## **MarChE Cocoa PPA with: GeoWiener and Coopérative Agricole Union Développement (CAUD)**

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## **Background**

On July 28, 2009, USAID awarded GeoWiener and Coopérative Agricole Union Développement (CAUD) \$250,000 PPA grant to train farmers through the Farmer Field School (FFS) methodology in pruning, grafting and shade control for cocoa; to increase production yield by 33% from 150 to 200 kgs per hectare; and increase farmers and exporters revenue by 30%. Farmer Field Schools have trained 1,744 producers (474 Female, 1270 Male) representing 1,588 rural household from inside CAUD.

## **Field Work**

Through this project, growers learned new skills such as pruning and shade adjustment, side and bud grafting, nursery management, bean quality, bud wood selection for side and bud grafting, super tree identification and chocolate production. The farmers responded positively and within 6 months they are able to see the impact on the coming crop. Just by pruning correctly the yield has increased.

The Training of Trainers (TOT) took place from the 20<sup>th</sup> to the 30<sup>th</sup> of July 2009 during which 20 local trainers qualified to become part of the program.

1. 72 schools of 25 farmers each (total of 1800 farmers) were created in several areas around Dame Marie and Chambellan. However, since MarChE closed unexpectedly, other farmers in high-producing cocoa regions such as Jeremie, Moron, Marfran, Anse d'Hainault and les Irois did not get an opportunity to benefit from this project.
2. The following modules were covered:
  - a. Pruning which by itself can increase production by 20% within the first year;
  - b. Bean quality in which farmers learned to make Kreyol Tables to obtain dryer cocoa beans and get a better price;
  - c. Side-grafting to change the genes of old non-producing cocoa trees;
  - d. Nurseries: they learned to build nurseries to be able to increase production on their own fields;
  - e. Nursery-grafting is the module they were able not to complete due to the closure of the project.

The 1800 farmers, who have been trained on cocoa quality, drying methods, side grafting, bud grafting, pruning and pest/disease control, know now that they can increase their revenues on cocoa by preparing a better quality product (dry and low molding). The farmers have learned the correlation between sunshine, rain, soil and cocoa yielding, with the rainy season to avoid rotting.

## **Early Results**

The farmers can now prune correctly their cocoa field and easily get a 20-30% increase in the existing trees just by applying the pruning techniques. Each school had to set up a 500 seedlings nursery to be planted in the surrounding fields after being grafted at maturity. They learned how to prepare the soil and how to select the good beans to be planted.

The cacao farmers especially in Dame-Marie were very motivated and the project was welcomed in the area. In some areas some schools are still functioning twice a week even though the project has been closed.

As a result of the premature closing, some key activities such as the construction of personal drying tables for the growers (tab kreyol) has been delayed. These tables would have helped the growers dry their own post-harvested cocoa. Additional funding would allow the cacao growers to reach the overarching goal of:

- Increasing production yield by 33% from 150 kg to 250 kg per hectare
- Increasing farmers and exporters revenue by 30%

## **Promoting the project**

In February 2009, the Miami Herald visited the farmers in Dame-Marie to witness first-hand the incredible progress of the project. During several interviews and live demonstration, farmers were able to share their knowledge with the press. The report can be heard from the following links:

<http://bit.ly/haiticocoa> (audio)

[http://www.miamiherald.com/2010/03/18/1535838\\_a-look-at-rebuilding-haitis-earthquake.html](http://www.miamiherald.com/2010/03/18/1535838_a-look-at-rebuilding-haitis-earthquake.html) (visual)

It was also a good occasion for the farmers, who were randomly selected, to express their satisfaction with MarChE.

## **LESSONS LEARNED**

The cocoa project was deemed sustainable. Since neither GeoWiener nor CAUD had previous experience with USAID-funded grants, both groups are now able to manage any future grant from the donor community. Both groups agree that the new formula Private/Public alliance can work and should be applied to all future agricultural projects.

# Project Pictures

## Seedlings preparation



## Bud cutting tools



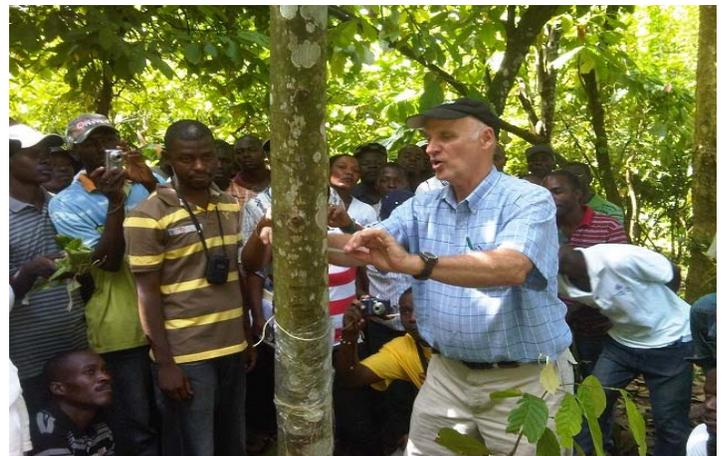
## Practicing on the field



## Pruning



## Grafting



# Letter to USAID

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**GEO. WIENER S.A.**

Port-au-Prince, Haiti  
Exportation: Café – Cacao  
Torréfaction: Café Selecto

Port-au-Prince, March 22nd 2010

M. Alex Deprez and M. James Woolley

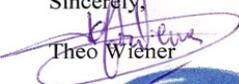
I was just informed that MarChE will be closed on April 30th and that consequently the cocoa project in the Grande Anse region will also be discontinued...

Geo Wiener SA has invested time, money and human resources for this cocoa project to become a success and so far the impact has been extremely positive for the farmers in the region. In the first 6 months, with USAID financing, we have trained 1,800 farmers and were scheduled to teach another 1,800 with the next cycle, ending in September 2010. We feel we have developed an excellent project through which 3600 growers could directly benefit from better prices due to improved quality cocoa, higher yields and therefore an increase of at least 25% in their income. We have 20 trainers that have demonstrated their ability to make a difference in the cocoa industry in the Grande Anse!

Geo Wiener SA understands that the US government policy has changed since the earthquake and that more effort is being channeled into the relief. However the earthquake has also led to a massive migration to the south region, which according to a local survey has increased the number of persons per household of each cocoa grower's family by at least 30%. Cocoa is the main cash crop of the region, (80 to 90% of most cocoa growers income) thus this unfortunate decision will have a significant impact on the grower's income, morale and trust which represent a threat for GEO Wiener S.A. (a USAID grantee) in the region.

We are writing to request that USAID examine all possible ways they have to support the cocoa industry in the region. Geo Wiener and CAUD (Local coop) remain fully committed and are ready to continue this incredible adventure that is having a significant impact on the cocoa growers and the whole cocoa value chain.

Sincerely,

  
Theo Wiener

GEO WIENER SA

**GEO. WIENER S.A.**

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