



SUCCESS STORY

Saut Mathurine Sweet Potato Farmers successfully introduce the “Madeleine” brand and are reaping the benefits

Madeleine Sweet Potatoes are selected, washed and packaged in a 5lbs red net bag for the local market



Farmers carefully tagged “Madeleine” sweet potatoes label



Oxene, a sweet potato farmer paying close attention during a training session with ORE



Credits: MarChE

Though a crucial part of marketing, branding is usually not a common activity for small-scale rural Haitian farmers. However, through the MarChE project, the Saut Mathurine sweet potato farmers have accomplished the impossible: generating revenue from the newly introduced and branded “Madeleine”.

The idea started with MarChE agricultural partner ORE, who presented the farmers with two unusual propositions:

- Plant a new variety of orange flesh sweet potato
- Structure the growers into producer-marketing group in order to upgrade sales by improving produce quality with packaging and branding

The farmers received the sweet potato cuttings, planted them and 50-60 days later, they started to harvest the tubers. At post-harvest, farmers were trained to wash the tubers and package them in a net bag weighing 5 lbs, with a tag identifying the variety “Madeleine”

A first batch was sent as a trial to supermarkets in Les Cayes and was sold out the same day.

Another stock, kept for local sales, didn't even make it to the market place. On the way, the whole stock was sold as people crowded the seller and grabbed the bags without any hesitation or haggling over the price.

It was an instant success among farmers, who marveled at such a fast return and the impact of the packaging and branding: people started to ask for the “Madeleine” sweet potato.

According to Mousson Pierre, ORE General Director, similar packaging and branding can easily be applied for other crops to increase small farmers’ revenue.

The Farmers were quite surprised and are now determined to continue to replicate their good fortune during the next harvest season.