



PHOTO CREDIT: PISA

KAFE TYÒT SE RICHÈS PROJECT FACT SHEET

JULY 2023

OVERVIEW

Coffee is an environmentally friendly, medium to low maintenance, high-value crop for local and export markets. Haitian coffee production has been in severe decline for the last 40 years, resulting in insufficient coffee supply to meet domestic consumption. Between 2015-2017, Haiti needed to import coffee to meet local demand. Over the last few years, due to a coordinated effort by the private sector, government, and donors, coffee production has increased enough to meet local demand, and coffee exports—estimated at 90 metric tons (MT)-- restarted in 2019.

Produit des Isles SA (PISA) is promoting continued investments to reinforce the value chain (VC) and accelerate coffee as a crop capable of generating increased export revenues over time, increasing rural employment, and building resilient communities. This PISA-led approach strengthens collaboration between growers, cooperatives, and the private sector; encourages youth involvement in the coffee VC; and promotes higher production and quality for coffee and auxiliary crops from producers that are more commercially viable and able to meet local and export market demand.

GOAL

Kafe Tyòt Se Richès aims to revitalize and expand coffee production in the Thiotte (commune in Haiti's Southeast department) such that it becomes more profitable as well as financially and environmentally sustainable, thereby contributing to resilience, stability, and inclusive growth in this local community over the long term.

OBJECTIVES

- Increase coffee production, yield, and quality
- Fortify the coffee market system
- Strengthen the capacity of local farmers associations
- Expand private sector-led agricultural extension services

EXPECTED RESULTS

The main goal is to build a more export-oriented coffee sector in Thiotte that is more profitable, financially stable, environmentally sustainable, as well as contributes to long-term resilience, stability, and inclusive growth in this coffee growing region.

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