



International  
Labour  
Organization



Norwegian Ministry  
of Foreign Affairs

# The cocoa from Haiti in Paris is in olympic shape



With:

**kaleos**

Cacao Haïtien biologique et équitable



**Kaûna**



**geonova**



**AZAKA**  
Agriculteral Supply Chain



**PLACAGA**  
Plateforme des Coopératives Agricoles  
de la Grand'Anse



**AFESDAM**

Paris, 30 October – 3 November 2024

## THE MAIN PLAYERS of a cultivation with unique and refined flavours

Following the devastating earthquake of 12 January 2010, which caused enormous losses in human lives and public and private infrastructure, the agricultural sector was identified as a key sector capable of restoring national economy and stability (MARNDP, 2010). The national agricultural investment plan of the Ministry of Agriculture, Natural Resources and Rural Development (MARNDP) has three main areas of intervention: 1) development of rural infrastructure; 2) production and development of sectors; 3) agricultural services and institutional support. The P.R.O.F.I.T. (Strengthening Agricultural Opportunities through Training and Technology Investment) project of the International Labour Organization (ILO) has made of the MARNDP's agricultural investment plan its priority.

More than a decade later, the country's deteriorating political situation has affected all economic sectors, undermining promises of modernization and revitalization of agriculture. During its prosperous years, Haiti exported tons of mangoes, coffee, cocoa, essential oils, and sugar. In 2023, the figures published by the Bank of the Republic of Haiti (BRH) on balance of payments and foreign trade show this drastic drop in exports. Among the primary products exported by the country, cocoa export revenues decreased from US\$10.84 million in 2020 to US\$2.41 million in 2023.

Given this scenario, the ILO in Haiti, with the financial support of the Ministry of Foreign Affairs of the Kingdom of Norway, has sought to create and strengthen agricultural sectors with high potential such as cocoa and breadfruit, to contribute to the recovery of Haitian agriculture both for domestic and export markets. Through the PROFIT project, the ILO was able to mobilize a set of national and international actors, capable of supporting it in this objective of boosting these two sectors that are the main drivers of the Department of Grande Anse in Haiti.

In addition, PROFIT contributes to the achievement of 12 out of 17 Sustainable Development Goals (SDG): 1, 2, 3, 4, 5, 8, 9, 10, 12, 13, 15, 17.



PROFIT has improved the living conditions of more than a thousand small producers in the Grande Anse, thanks to increased sales of products (cocoa and breadfruit) with higher added value. This achievement was possible thanks to the collaboration of the main partners who deeply mobilized to allow the transformation of 75 tons of fresh cocoa into 25 tons of fermented cocoa exported in 2023, a product highly appreciated on international markets, in Europe.

## **A highly sought after cocoa**

Haiti's cocoa, whose main varieties are criollo and trinitario, is one of the main unique primary products exported to international markets. The "Criollo" (= creole in Spanish) is the most sought-after variety in the world for its sweet flavours and irresistible aroma. The purity of Haitian Criollo is above 90%. The origin of the 2 varieties of Haitian cocoa dates back to the pre-Columbian period. Introduced into Haiti by the Tainos of South and Central America.



These varieties of Haitian cocoa are particularly recognised and appreciated by the renowned fine pastry shops and the best European chocolatiers for their finesse and their fascinating aromas. Cocoa ranks second among the primary products exported by Haiti in 2023, just after seafood, far ahead of mango and coffee that were once the standard bearers of Haitian agricultural pride. According to data from the National Coffee Institute of Haiti (INCAH), 5 thousand tons of cocoa are produced per year for an estimated income of almost 8 million dollars. However, less than 10% of the total Haitian production is exported in the form of fermented cocoa.

The ILO and its partners, through the PROFIT project, have therefore sought to support producers in adopting modern agricultural practices combined with increased fermentation of cocoa produced in the Grande Anse. Below are some of the organizations and institutions directly involved in the success of the PROFIT project.

## **kaléos**

*Cacao Haïtien biologique et équitable*

KALEOS, is a Haitian social and solidarity enterprise created after the 2010 earthquake. The company has established the first fermented cocoa sector of the Grande Anse in the southern peninsula of Haiti, in collaboration with producer cooperatives. The creation of this value chain has allowed small producers to generate fair incomes, enabling them to take care of their families. Indeed, cocoa revenues represent 70% of the overall incomes of these small producers. KALEOS exports cocoa to several European countries (France, the Netherlands, Belgium, Switzerland, England...).

Working with the ILO as a partner in the PROFIT project, a new fermentation plant was built with a capacity of 250 tons per year. This plant has created several dozen jobs. Our cocoa is processed by large chocolate factories and adorns the shelves of the best fine pastries in Europe. In 2015 a chocolate made with our cocoa obtained the gold medal for best hot chocolate in the world. Our ambition is to promote Haiti's fine cocoa throughout the world and continue to make holistic development in this rural area with many development challenges.



Kaûna is a young social enterprise founded in 2019 following the devastating passage of Hurricane Matthew, which wrecked the Great South of Haiti. Specialised in the processing of cocoa and breadfruit, Kaûna diversifies the transformation of its raw materials into a variety of by-products, including cocoa mass, cocoa powder and butter, as well as gluten-free breadfruit flour. This initiative has created dozens of local jobs and improved the incomes of hundreds of producers in close collaboration with organisations and cooperatives in the region. With a presence marked by about fifty points of sale throughout the national territory, Kaûna plays a key role in local economic development.

In partnership with the ILO, the company is working on the construction of a post-harvest and processing centre with a processing capacity of 100 tons per year. This centre aims not only to increase production capacity, but also add value to the products and improve their quality, reduce post-harvest losses, increase producers' incomes and contribute to food security for the region's inhabitants. It must finally allow Kaûna to integrate the international market.



Haitian company, GEONOVA has created a platform of Agricultural Logistics Intelligence (ILA) offering services of geolocation of producers and their plots, agricultural infrastructures, agricultural service providers to ensure better traceability in value chains, thus meeting the quality and reliability requirements of profitable markets. Thanks to the work of GEONOVA, 6,500 cocoa and breadfruit farmers and producers as well as 6,900 plots were registered on the geo-referencing platform. It is now possible to obtain the relevant information regarding the identity of producers, the location of their plots, the types of products grown in them, the point of collection of the products sold by the producers, all of that in real time.





**AZAKA**  
Agribusiness Supply Chain

AZAKA S.A. is a Haitian agro-industrial company, specialised in strengthening agricultural market systems that promote sustainable and inclusive growth through strategic partnerships and innovative approaches. As part of the PROFIT project, Azaka has established and trained a network of 11 Agricultural Service Providers (FOSAGs) to support the project's cocoa and breadfruit producers. These FOSAGs offer all the types of services needed to optimise the productivity of these producers: tools, equipment, inputs, training, etc.



The Platform of Agricultural Cooperatives of the Grande Anse (PLACAGA) is an institution created on July 12, 2021 and established in Anse d'Hainault, with the aim of improving the living conditions of the peasant population in the Grand Anse Department. This platform coordinates the activities of eight (8) cooperatives in neighbouring municipalities, with a total of 6,500 planters. PLACAGA, aims to eradicate poverty by enabling farmers to understand and use modern production and processing techniques and means, improve the quality of their soils and develop in a healthy environment.



The Association des Femmes Solidaires de Dame-Marie (AFESDAM) was founded on 2 March 2015 in the commune of Dame-Marie, Grande Anse Department, and has 350 members. Its mission is to promote the empowerment of women and protect the rights of women and girls. These women are involved in income-generating activities such as processing agricultural products like the transformation of cocoa into chocolate and liqueur (kremas) or the transformation of breadfruit into flour. To fulfil its mission, AFESDAM develops partnerships with several local and international NGOs and organisations. Through the PROFIT project, AFESDAM has benefited from entrepreneurship, savings and credit training. It has set up a (1) savings and credit structure commonly known as the Solidarity Mutual (MUSO). This structure has more than 32 members and has already provided loans to women for over HTG 750,000.00 (+/- US\$6,000).



October 2024