



## SUCCESS STORY

### USAID CONNECTS VEGETABLE GROWERS TO POOL OF BUYERS, INCREASING ECONOMIC OPPORTUNITIES IN THE WATERSHEDS



Photo: DAI

Vegetable farmer from APWOLEM in his garden in Marmelade.



Photo: DAI

DEED's representative, Vernande Joseph, concluding sales and purchase agreement with a hotel in Montrouis, following a product demonstration.



Photo: DAI

Fresh vegetables being sold under an organic label at "Kokiyaj" grocery store in Cap Haitien.

Fresh lettuce and tomatoes are luxurious goods in Cap Haitien, where most vegetables sold in the marketplace come from the Dominican Republic. For years, farmed goods in the north of Haiti have been unsuccessful in competing with foods crossing the border, which offer more variety and are regularly available at an affordable price. With no technical assistance in seed farming and poor market-chain management skills, producer groups in the Limbé watershed have been devoting all of their energy to the unsustainable farming of various crops with low market value - such as the green cabbage, and to other random activities (when not cutting trees to produce charcoal). In an attempt to revive the local food production and boost the economy, DEED is now changing vegetable growers' lives by empowering the producer groups and linking them to the buyers.

Ovil Petit-Homme is part of APWOLEM, a producer group whose members have received training in watering, harvesting, marketing and organizational management with DEED's support. He finally has access to vegetable seeds such as tomatoes and broccoli (which were previously only farmed hundreds of kilometres away, in Kenscoff), diversifying his crops and benefiting from technical assistance in planting those seeds. Ovil is now growing high quality organic vegetables at an attractive cost for buyers and consumers in the area.

Following a series of product demonstrations DEED organized in various hotels and supermarkets in July, APWOLEM now fills weekly vegetable orders for a supermarket and a fast-food restaurant in Cap-Haitien, while DEED negotiates sales and purchase agreements on its behalf with four popular hotels and three seminaries feeding over 1,000 people per month. USAID's DEED project (Economic Development for a Sustainable Environment) aims to protect two major watershed areas in Haiti – the Limbé watershed in the north, and the Montrouis watershed in the west. Increasing per capita revenues in those regions through sustainable agriculture and alternative economic activities is at the core of its innovative approach.

DEED is also increasing market outlets and sales revenues for seven producer groups of various agricultural goods in the Montrouis watershed, by facilitating sales and purchase agreements with hotels and restaurants on the Côte des Arcadins.

