

SUCCESS STORY

PISA: Boosting Cacao Production in Haiti with Organic Premium

PISA Cacao and Vanilla project goal is to sustainably increase revenues in existing and new APROCANO- member cacao plantations through improved cultural techniques, increased access to high- value export markets and the introduction of intercropped vanilla, while building demand for Haitian specialty cacao and vanilla in the international market.



Sylvie Monpremier, cacao farmer from Mornet, in Acul du Nord.

Haiti's cacao industry has traditionally sold most of its harvest to low-paying commodity markets. To accelerate and increase the worth of the cacao value chain locally, PISA partnered with local cacao farmers giving them access to a consistent market, price transparency and risk mitigation. Farmers receive a fixed price for wet cacao beans regardless of their location and PISA organizes pick up and transport.

In addition, PISA's centralized processing facility and investment in first-class fermentation and drying guarantee production of high-quality fermented beans and access to high value markets. PISA's presence in the North of Haiti has increased competition and pushed cacao bean prices up by 300% the first year in the most remote areas.

"Farmers were actually surprised when they first saw PISA's truck coming to collect their cacao beans and paying double the price they used to get from intermediaries." Said Edriss Pierre, PISA Cacao Buyer.

Down the line, to ensure continued growth and expansion of local farmers, PISA obtained cacao bean organic certification and helped farmers structure themselves into an association that they named APROCANO, Association of Northern Cacao Producers. This organic certification, paired with the high-quality of locally produced beans, has allowed PISA to access larger markets and made the cacao industry in the North of Haiti more sustainable for local farmers.

"This year I bought a pig and some hens with the organic premium I received. I also paid for weeding my cacao plots to boost their production for the upcoming harvest because the more they produce, the more I get in premiums." Said Sylvie Monpremier, cacao farmer from Mornet, in Acul du Nord.

Organic premiums are increasing every year as cacao bean traceability is improving, and local farmers are experiencing financial growth.



Maxime Lucson, cacao farmer from Moline in Acul du Nord.

“I own five plots and rent three more to increase my production.” Said Maxime Lucson, cacao farmer from Moline in Acul du Nord. “Last year I sold almost three metric tons of wet beans to PISA and made a premium of 10%. I used this additional money to buy a new phone, and school clothes for my children. Since I understood that volume was the key to making more money and receiving a greater premium, I also bought a megaphone to motivate fellow farmers in my area to produce more as I am lead buyer for PISA in Moline Acul du Nord.”

PISA and APROCANO have been Fair For Life certified since 2020. Moving forward, fair-trade partner LUSH Cosmetics will implement a new development fund to invest in the communities.