

# R.E.A.C.H.

**RURAL ENTREPRENEURS  
FOR AGRICULTURAL COOPERATION  
IN HAITI**





Enithe Luxius's Heifer rabbits are helping her family thrive.

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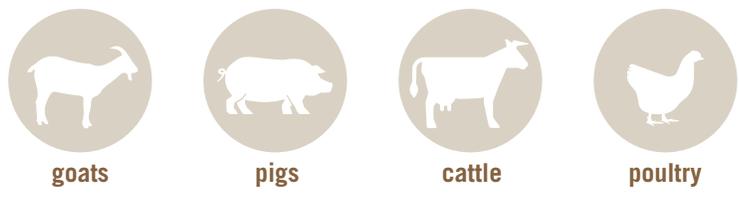
Improving the stock of local of cattle, training families in sustainable agriculture and helping farmers access markets will build a stronger Haiti.

# EMPOWERING SMALL FARMERS TO REACH THEIR POTENTIAL

To help bring Haiti onto the road to prosperity, rural Haitians have great opportunity and responsibility. When Heifer International deployed a team to carry out a five-month post-earthquake assessment in 2010, Heifer found that almost every rural household in Haiti rears at least one form of livestock. Haitian farmers have always struggled to survive, however, because of poor soil, poor breeding stock, lack of farming tools, restricted access to markets because of poor roads and low production quality. Most farmers are not trained in animal husbandry, resulting in lower-yielding animals. There are no veterinary schools in Haiti, thus there are fewer than 75 veterinarian doctors in the entire country. Domestic production of meat, dairy products, eggs, poultry, etc. does not meet local demand, nor does it capitalize on the enormous potential for export to other markets in the Caribbean.

This gap between potential and reality is where Heifer’s Rural Entrepreneurs for Agricultural Cooperation in Haiti (REACH) program comes in. Building on 20 years of partnership with local communities in Haiti, Heifer International is implementing this \$7.3 million project, contributing to the reconstruction of Haiti’s rural areas and strengthening the economic resiliency of more than 12,000 farming households over five years through community livestock enterprises.

## REACH is building up four livestock subsectors



Now in the project’s second year, Heifer and partners have built 30 breeding centers and integrated farms (out of 90 planned) in strategic regions of the country. Heifer Haiti has trained 70 (of 120 planned) Community Animal Health Workers (CAHWs), who will in turn train an average of 200 farmers each, for an estimated 24,000 well-trained farmers. This project will not only increase food security and income for thousands of families, it also will lead to at least 300 full-time jobs through the breeding centers and CAHWs. Currently, family income from farm-based activities averages \$50 per month. REACH is projecting to increase incomes from 100 percent for individual livestock producers to 220 percent for breeding center owners.

# HOW HAITIAN FARMERS WILL REACH THEIR GOALS

**F**or economic development to succeed, the people have to own it themselves and achieve self-reliance. The people of Haiti are energetic and industrious, with an entrepreneurial energy. Given the right tools and assistance, they can rebuild their country. These are the building blocks REACH uses to help Haitian farmers succeed.



Improving agriculture techniques and yields is critical for success in a country as vulnerable as Haiti.



## LIVELIHOOD SECURITY FOR RURAL HOUSEHOLDS

REACH is restocking animal assets and training farmers in environmentally friendly animal husbandry. The aim is to improve farm productivity, restore local environments and increase economic opportunities for farmers. Heifer is combining livestock and crop inputs for integrated farming, improved husbandry techniques, business training and market linkages, livestock breeding centers and activities to foster community and social harmony.



## WOMEN'S EMPOWERMENT

REACH focuses on empowering women in Haiti through livestock ownership and small business development to ensure they have a voice in the community. Many women in rural Haiti have limited access to economic opportunities. REACH is training and providing technical assistance to women to transform themselves into enterprising smallholder farmers. This project will sustain them to become self-reliant and give them a sense of dignity. Currently 62 percent of REACH project participants are women.



## ECONOMIC OPPORTUNITIES AND QUALITY LIVESTOCK

REACH selects the most successful and entrepreneurial farmers from the communities and provides them with additional animals, as well as business and technical training to start breeding centers. These microenterprises—at least 30 percent of which will be operated by women—will provide breeding services and an increased supply of quality animals to the market. Breeding centers will also provide new job opportunities for other community members.



## MARKET OPPORTUNITIES

Studies of the four subsectors (goats, cattle, pigs and poultry) will maximize the project's benefits to farmers. REACH will examine factors surrounding selling to wholesalers, exporters, stores, hotels and restaurants in nearby urban centers. Analysis will help guide activities to identify the interventions with greatest potential for impact, guided by the principle that improved connections between farmers and the private sector is one key to sustainability.



## TECHNICAL SERVICES FOR LIVESTOCK SUBSECTORS

REACH will establish a network of trained professionals to provide services within the four livestock subsectors. CAHWs will receive training and seed money to start small businesses. The Haiti Ministry of Agriculture will issue official certificates, authorizing CAHWs to work as vet agents anywhere in the country. REACH will build the capacity of other service providers and processors to improve efficiencies and connections and foster local talent and professional skills in rural Haiti.



## SOCIAL CAPITAL

REACH is supporting communities to create self-help groups, called kombits, through a community savings and loans approach. Through Passing on the Gift® (POG) each project participant who receives livestock passes on the first female offspring to another family. POG enhances project sustainability and enables farmers to become donors by sharing their own assets and knowledge. Social capital succeeds when farmers and communities work together for mutual gain.



## YOUTH FARMING

REACH is developing a leadership program to empower rural youth. Together with partner organizations, Heifer is working with young farmers to assist them in owning small farming businesses and to support each other while marketing collectively. This effort is a means of job creation to rebuild a stronger and better Haiti. REACH also will encourage youth to stay in their communities and practice modern agriculture, rather than moving to urban areas in search of meager paying jobs and living in deplorable conditions.



## DISASTER RISK PREVENTION AND MANAGEMENT

REACH aims to increase resilience and reduce the risks on lives, livestock and livelihoods of the community participants from adverse effects of natural disasters and climate change. Heifer Haiti is building community capacity through trainings. Families learn to identify evacuation centers, safeguard important documents, and secure livestock and feed during crisis. Farmers learn best practices for harvesting crops to store for emergency periods.



# WOMEN COME TOGETHER TO BUILD A BETTER FUTURE

The benefits of Heifer's work truly last when community members begin to work with and for each other toward common goals.

Village life in rural Haiti is difficult. In 1998, 25 women in Grand-Anse formed an organization, Fanm Lakay, to improve their livelihoods, yet they continued to struggle to feed their families. Those who did not grow food on their own farms walked for miles to access fresh farm produce, and only when they could afford it.

"One of the biggest problems is lack of rain, seeds to plant and storage facilities. Many women also don't even have the smallest parcel of soil on which to plant," said Maguy Tanis, a member of the organization.

Today the group has more than 200 registered members, and they began working with Heifer International in 2013 as part of the REACH project. Heifer partnered with Fanm Lakay to transform the women into enterprising smallholder farmers, helping them become self-sufficient. Through REACH, Heifer provides training in leadership, entrepreneurship, agroecology and livestock management, as well as gifts of seeds, seedlings, poultry, goats, water pumps and silos.

Tanis, who is in training to become a Community Animal Health Worker, said, "We have learned to care for our farms, to keep the seeds from what we produce. Heifer has trained us for hours on the importance of proper seed storage and self-reliance. We now have maize, peppers, bananas, sweet potatoes, tomatoes, poultry and goats from which we are making a living."

The women use most of the vegetables for household consumption, which greatly enhances their household food security and resilience. Many were unable to afford vegetables and fruit in the past and were more vulnerable in times when income was scarce or absent.

Some group members sell their surplus vegetables for extra income, making an average of \$50 per month. They are happy because they no longer have to choose which children to take to school. The women now have equal opportunities within the community: with training, they are able to do what was once only viewed as men's work.

"The women are putting all their effort into making the group sustainable. We are not only finding ways to improve our production and incomes, but also help each other face and overcome personal challenges, now and in the future," said Tanis.

“REACH is just like we're building Haiti. So you have to spend a lot of time to build a strong foundation, a strong base. Once you have that base, you can go ahead. That's what we've been doing the first semester, building that base.”

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Hervil Cherubin,  
Heifer Haiti director

# BY THE NUMBERS: SUCCESS TO DATE

Implementation of this five-year project began in July 2012. During the first year, Heifer Haiti focused its attention on building organizational capacity and implementing key activities to make progress toward restoring livelihoods and strengthening economic resiliency of rural households. To ensure project success, Heifer Haiti brought on board additional technical expertise needed for project implementation. Hurricane Sandy, which struck in the fall of 2012, resulted in damages and delays; but Heifer Haiti remains determined to restore livelihoods and strengthen the economic resiliency of rural households.



Aid and relief are necessary in the immediate aftermath of a tragedy or natural disaster—people need food, water, medicines; but long-term investment, in and with the indigenous population—the people of Haiti—is required for full recovery. Recovery in Haiti is possible only through years-long commitments, much like Heifer makes in all communities and countries where we work. We've been there and will continue to be there, in Haiti, where there is plenty of hope but not enough help.



Pierre Ferrari, Heifer International  
President and CEO

## QUANTITATIVE DATA THROUGH DECEMBER 2013 (first year of activities)

**25**  
organizations  
established

**2,138**  
families  
trained



**2,235**  
families that  
received animals

**2,056**  
technical assistance  
hours to families

**4,289**  
goats distributed



**3,582**  
poultry distributed



**800**  
rabbit  
distributed



**40**  
cattle  
distributed



**10,000**  
forest and fruit  
tree seedlings  
distributed



**400**  
seeds distributed  
(kilos)



**38**  
silos  
distributed



**32**  
goat breeding  
centers  
established



**3**  
wells dug



**15**  
water cisterns  
built



**14**  
water pumps  
installed

**78**  
Community Animal  
Health Workers  
trained



**64**  
Community Animal Health  
Workers successfully  
passed exams



**64**  
veterinary kits  
distributed



**1,449**  
technical assistance  
hours to breeding  
centers

# DONOR TESTIMONY

## Micarl Hill visited Haiti REACH, December 2013

**W**e met up with Heifer Haiti team members, and each was equally as fantastic as your other Heifer associates. The next few days I saw so many amazing programs in motion beginning with a poultry farm and processing plant in Legoane, which is a joint project between Heifer and the Yunus Social Business Fund and it is also the first of its kind designed to support four community schools totaling 756 students. It will work with 480 beneficiary families in the community to produce the chicken for the plant. Then I was fortunate to visit numerous goat breeding centers located all over the island and see for myself the positive impact these breeding centers have on the community. I was amazed to see the lead farmer and his wife glowing with pride and their body language spoke volumes as to not only their pride but their confidence and new stature amongst their neighbors. I saw the children looking up to them as mentors and their neighbors looking at them in the same light.

My flight home found me documenting my trip and researching data about Haiti feverishly. The statistical data is disturbing, and infrastructure is fundamental in resurrecting this island. I also found that I was absolutely comfortable that what Heifer is doing is



Micarl Hill holds a goat kid while visiting Heifer Haiti.

precisely what is needed to truly bring strength to these people and levity and hope to their lives. Many people just are in the movement of trying to make it through another day, but those who have been touched by the Heifer movement and the contagiousness of what is growing from one Passing on the Gift® to the next was showcased to me quite elegantly and was powerful.

### PARTNERING FOR SUCCESS IN HAITI

By partnering with the Clinton Foundation and organizations like North Coast, Heifer continues to effect positive change in Haiti. Valuable connections like these make it possible for Haitians to realize sustainable success. Heifer's President and CEO Pierre Ferrari shares about his trip to Haiti with President Bill Clinton.



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### MARIE TAKES THE LEAD

Marie Maude Charles is a farmer and president of a local women's group. She was instrumental in ensuring all group members attended Heifer Haiti trainings so they could receive income-generating gifts of livestock. Marie aspires to run a large poultry farm with Heifer's help.



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# INVESTMENT OPPORTUNITIES



## **SOCIAL CAPITAL** > \$150,000

Strengthening entire communities through Passing on the Gift®, creating cohesive communities of farmers working toward common goals

DONATE



## **BREEDING CENTERS** > \$100,000

Establishing family-run livestock breeding centers to improve livelihood security, create greater economic and market opportunities while assuring the supply of quality animals

DONATE



## **DISASTER RISK PREVENTION AND MANAGEMENT** > \$50,000

Training communities to safeguard assets and improve resiliency to disasters

DONATE



## **WOMEN'S EMPOWERMENT** > \$25,000

Strengthening local women's groups and establishing women as livestock breeding center owners, creating greater economic opportunities and an assured supply of quality animals

DONATE



## **COMMUNITY ANIMAL HEALTH WORKERS** > \$25,000

Training and equipping CAHWs to provide technical veterinary services within the livestock subsectors; and creating sustainable small business opportunities for CAHWs

DONATE



## **FAMILY PRODUCTION UNITS** > \$20,000

Improving livelihood security and reducing vulnerability of rural households while creating greater economic opportunities and an assured supply of quality animals

DONATE



## **YOUTH FARMERS** > \$15,000

Training young people to be successful smallholder farmers, and encouraging them to stay within their communities to support the local economy

DONATE

To help the greatest number of families move toward self-reliance, Heifer does not use its limited resources to track individual animals from donation to distribution to specific families. Instead, your gift supports the entire Heifer mission. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities.