



In partnership with



## Banane d'Haiti – Fast Becoming a Reality



Haiti Originale, LLC, the company behind Banane d'Haiti, was created to encourage sustainable job creation and economic growth in Haiti. The company's success is moored to an unshakable belief in the resilience of the Haitian people and their ability to produce first world products and services with which global brands will want to partner.

Fuelled by research and technical assistance from international fruit and vegetable giant - Dole, the company knew, given the favourable costs of key factors of production such as labour and land, and the conducive climate and soils that it was possible to grow high quality, competitively priced Bananas from Haiti.

It also knew that it wouldn't be easy to attract buyer interest in bananas grown in Haiti, an unstable country with significant political and social turmoil and no track record of exporting bananas, unless they had hard data to prove it could be done on a competitive and sustainable basis. So, they set out to do just that!

In 2013, the company established Agri-Success SA in Haiti to oversee the development of a banana demonstration farm. The objective of the farm was to allow Agri-Success SA to be able to provide reliable verifiable data on the cost of production per box of bananas, the yield and the quality and consistency of exportable bananas that a commercial operation in Haiti could produce per year.

Agri-Success SA partnered with private equity investors, Dole Foods Inc., the Inter-American Development Bank (IDB) and Compete Caribbean to develop the demonstration farm. Compete Caribbean provided a non-reimbursable grant of USD500,000 to support with soil mapping and testing, an Environmental and Social Impact Analysis, drainage and irrigation systems and establishing domestic and export market channels.

Four years and several challenges later, the demonstration farm is operational and planting is underway on 15 hectares. The first yield is expected in late 2018 and will be sold and distributed locally providing Haitians with a better-quality banana at a cheaper price.

With encouraging data from the demonstration farm and a wealth of newly minted experience, the firm now plans to resume unlocking the investments the company already lined up and to embark on the development of a 500-hectare farm marking the first fully commercial, exporting banana operation from Haiti.