



smallholder  
farmers  
alliance

# MORINGA PRODUCTION IN HAITI





## SUSTAINABLE SUPERFOOD

The Smallholder Farmers Alliance (SFA) has teamed up with Kuli Kuli—the first company to introduce moringa in food products in the United States—to develop a new product line made from Haitian smallholder-grown and-processed moringa. The resulting Moringa Super-green Energy Shots go on sale at Whole Foods Market in January, 2016.

Moringa, known as the “miracle tree,” or “benzolive” in Haiti, grows from seed to 13 feet in one year and requires minimum

*Anchored at one end by smallholder farmers in Haiti and at the other by a contract with Kuli Kuli and Whole Foods, the Smallholder Farmers Alliance is creating an entirely new kind of agricultural supply chain.*

moisture and nutrients. Moringa leaf powder is very popular in Haiti, where more than half the population consumes it on a regular basis as part of their health regimen.

The SFA has organized a cooperative of smallholder moringa farmers in Haiti who leverage the SFA to guide operational improvements that address quality, quantity and reliability. While both women and men farmers grow and harvest moringa, it is exclusively women farmers who have small businesses to wash, dry and mill

the moringa leaves into a fine powder for domestic sale.

When an agricultural product such as moringa becomes an export commodity, smallholder farmers are often cut out of the loop. In this case, the SFA is ensuring that they are involved all the way from the farm gate to the shelf at Whole Foods by making the farmers shareholders in a new for-profit marketing company that will sell their moringa as well as other agricultural products in the future.

GRAM PER GRAM IN NUTRITION

# MORINGA

- 2× PROTEIN OF YOGURT 
- 4× VITAMIN A OF CARROTS 
- 3× POTASSIUM OF BANANAS 
- 4× CALCIUM OF MILK 
- 7× VITAMIN C OF ORANGES 



WWW.KULIKULIFOODS.COM



The SFA is also working with Kreyòl Essence, a natural and organic hair, skin and body care company, to supply them with moringa powder—as well as oil extracted from moringa seeds—for new beauty and body care products.

*The new Kuli Kuli Moringa Supergreen Energy Shots (shown right) are made with Haitian grown and processed moringa. Beginning in January, 2016 they will be available in three flavors (Mango, Coconut Lime and Ginger Lemon) and sold at Whole Foods Market in the United States.*

For concept only. Not final design.

This new product is being developed by **Kuli Kuli** using Haitian moringa from the **Smallholder Farmers Alliance**, and it goes on sale at **Whole Foods Market** in January, 2016.



## SMALLHOLDER FARMERS ALLIANCE in HAITI

SFA Co-founders Timote Georges and Hugh Locke with Timberland's Margaret Morey-Reuner.

*The Smallholder Farmers Alliance (SFA) is a Haitian foundation that applies a social business model to help feed and reforest a renewed Haiti.*



Founded in 2010, the Smallholder Farmers Alliance (SFA) currently works with 3,200 farmer members to establish self-financed and self-managed agroforestry cooperatives, build agricultural export markets, create rural farm businesses and contribute to community development.

50% and their average household income has improved by 30%.

The SFA is the first agricultural organization in Haiti to accept husband and wife farming teams as separate but equal members and it has established its own micro-credit bank that provides low interest loans to women farmers for initiatives such as the creation, expansion and improvement of women's cooperatives that process moringa leaf powder.

With the help of its members, the SFA currently grows one million trees a year in a network of tree nurseries managed by the farmers. In return for their time in the nurseries, member farmers receive tools, training, trees and agricultural seeds. By combining these elements the farmers have increased their crop yields by as much as

The SFA's founding sponsor is Timberland and it receives additional support from the Clinton Foundation.





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