

Case Study: Les Cayes (South Haiti)

Where: Les Cayes & Macaya uplands

Topic: Coffee in **Jardin Créole** systems

Goal today: understand **context** & **actors** to place the project

Output later: your **stakeholder map** + next moves





Why it matters

We target **food sovereignty** outcomes (who decides)

Need to know **who holds power, who contributes, where risks are**

This guides **who to engage** and **who to neutralize**

Mapping first; solutions after.

Landscape & farming

Jardin Créole: mixed crops/trees, looks “messy” but **feeds families**

Coffee often with **cacao** and other species → **side incomes**

Degradation: deforestation, soil erosion; **hurricanes** hit hard (e.g., Matthew)

Agroecology exists, but under stress!







Logistics reality

Mountain access: poor/no roads; mule/foot;
landslides/bridges out

To the capital: gang-controlled segments; checkpoints;
extortion

Trade: ports/customs delays; storage limits; higher insurance
costs

Moving people & coffee is risky and slow.



Chain today (very short)

Farmers → coops/aggregators → Rebo → domestic/export

Supply gaps → imports by Rebo → less leverage for locals

Domestic demand **under-served** (costs/risks > margins)

Who matters (actors overview)

Producers: smallholders; **coffee coops** (partners/beneficiaries)

Market/private: **Rebo**, traders, transporters, **MFIs/VSLAs**, brand foundations

Public: Ministry (nat./dept.), municipal, **ID services**, environment/civil protection

Community/CSOs: NGOs, churches, Vodou, notables, diaspora, schools/universities

Donors/multilaterals: EU, Canada, US funds, **FAO/UNDP**

Security/stabilization: gangs (⚠), **UN contingent** (low acceptance)

Many layers; not all are allies.

Key dynamics & risks

Imports weaken local bargaining

Domestic demand not met but **not attractive** to serve

Short-term aid can distort farming incentives

State fragility + security threats + climate shocks

No ID/credit → low-investment trap

These shape feasibility and pace

Project focus (orientation only)

Strengthen smallholders & coops (governance, quality, fair sales)

Agroecology + hurricane resilience

Financial inclusion (ID → safe credit)

Neutral, community-first, DO NOT HARM; no engagement with gangs

























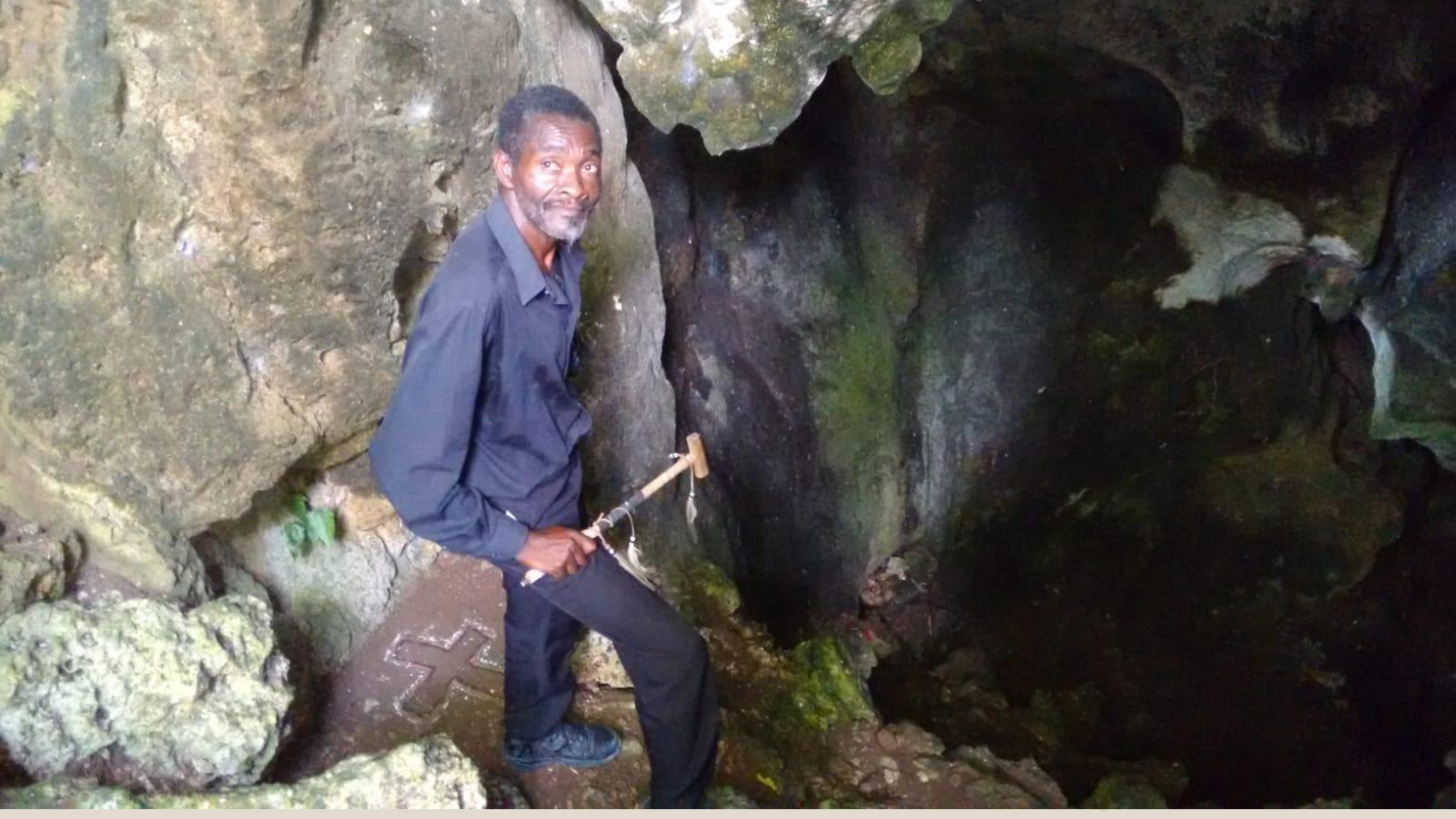












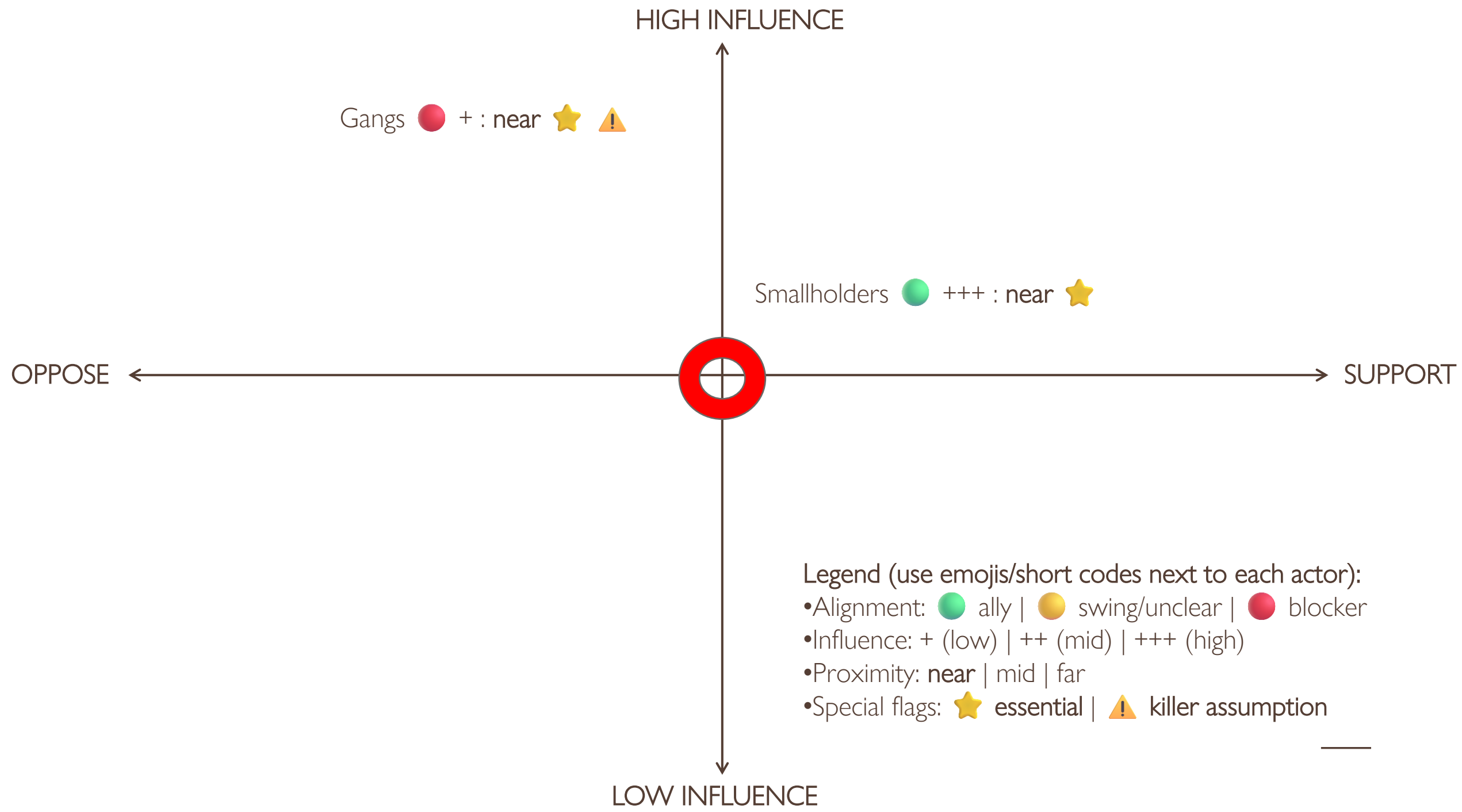




Your task next

1. Build a **stakeholder map** (alignment × influence; proximity)
2. Mark **allies**, **swing**, **blockers**; flag **essential** and **killers**
3. Propose **some engagement moves + mitigations (when possible)**

Keep labels short; justify in one sentence each



Actor	Proximity to the project	Next move
Coffee cooperatives	near	Governance refresh; drying upgrade; minimum-term price agreement
Rebo (national buyer/processor)	mid	MOU on purchase terms; diversify buyers to reduce dependency

1. **List observed problems** (from the case).
2. **Pick 1–2 priority problems** → these will become your Specific Objectives (SO1–SO2).
3. **Draft a simple logical framework** (1 page).
 - **OG (fixed): Household food sovereignty.**
 - SO (1–2): from your problem selection.
 - Results (2–3): what you will deliver to reach each SO.
 - Activities: 2 activities per Result (short, concrete).

NB: *Strengths and weaknesses are internal to the project, while opportunities and threats are external factors that do not depend on the project.*

Budget = €500,000; Direct beneficiary households = 400

General Objective (fixed)

OG — Household food sovereignty.

Producer households in Les Cayes exercise greater ***autonomy over their diets***—the ***right and real ability to choose*** healthy, culturally appropriate food—through stronger decision power, diversified on-farm food production, and fairer market terms.

Specific Objectives (elaborate 1 new SO or pick 1 or 2)

SO1 — Income for food choice.

Coffee income is ***more stable and higher***, expanding households' ***budget freedom*** to choose food (and reduce distress purchases).

SO2 — Agroecological diversification for self-provisioning.

Jardin Créole plots are enriched with staple and nutrient-dense foods (roots, legumes, fruit) while maintaining coffee, using agroecological techniques (shade, soil/water care, intercropping) and cooperative mutual aid (shared nurseries, collective labor, joint buying/selling) **to withstand predatory market pressures** and stabilize household food access and sovereignty.

SO3 — Fair terms & voice in the chain.

Smallholders (via ***coops***) secure ***fair purchase terms*** and gain ***voice in decisions*** that shape the local coffee market (quality, timing, payments).

SO4 — Civic & financial inclusion for agency.

Producers obtain ***legal ID*** and ***safe credit***, unlocking services and ***strengthening bargaining power*** beyond middlemen.

SO5 — Resilience that protects food access.

Farms and communities are ***better shielded from shocks*** (hurricanes, disease, corridor insecurity), so food access and incomes are ***less frequently disrupted***.