This is the story of a new concept that began with the Smallholder Farmers Alliance in rural Haiti and is now expanding internationally through the efforts of Impact Farming. The animating principle behind both groups is that small-scale family farmers, who make up a third of the global population, can use a self-financing business model to help feed citizens and reforest the world while simultaneously addressing community development, climate change and women’s empowerment.

Unleashing the power of smallholder farmers to change the world... one small business at a time.
Growing More Food and More Trees

With most indicators suggesting that we have already reached the worldwide limit of arable land, and with current population projections predicting an additional two billion people by 2050, experts feel we are rapidly approaching an impending food crisis where production simply cannot meet demand.

One option is to accelerate the cutting of forests to clear land for more large-scale industrialized farming. But given that it takes roughly one acre of cleared forest to feed one more person, the effect of clearing two billion acres of forest on climate change would be devastating.

There is at least one other option in the form of an innovative experiment that has proven to significantly increase food production while at the same time increasing tree cover rather than reducing it. The story begins in one of the most unlikely places—rural Haiti—with an organization we founded called the Smallholder Farmers Alliance (SFA).

The two of us set out to plant trees in a country with one of the highest rates of deforestation in the world. Haiti, once covered in dense tropical forests, now has less than two percent tree cover. When we asked the Timberland company to sponsor a program that paid farmers to plant trees, the answer was “yes… but on the condition that you can show how it will be sustainable after our funding stops.”

That question forced us to come up with a business case for planting trees. The solution was to combine reforestation with one of Haiti’s other major issues, namely the very low yields of smallholder farmers. We made planting trees a way to earn better seeds, tools and training so that crop yields went up by an average of 40%, farm input costs went down and household incomes increased an average of 50%. The result is a market-based approach to produce more food and by growing more trees helps restore the environment and reduce climate change. If women farmers are supported along the way, this has been shown to further increase overall yields at the same time as improving life for women and girls. Increased household income is a major contributing factor to higher rates of school attendance. And an overall improvement in rural economies attracts young people to stay and not migrate in such numbers to urban areas that are ill equipped to provide enough job opportunities.

With a bit of help, smallholder farmers can use an entrepreneurial model to transform families, communities and local economies… and end up changing the world.

Hugh Locke
President and Co-Founder
Smallholder Farmers Alliance
President and Founder
Impact Farming

Timote Georges
Executive Director and Co-Founder
Smallholder Farmers Alliance
Ambassador
Impact Farming
Smallholder Farmers Alliance

The Smallholder Farmers Alliance (SFA) applies business solutions to help feed and reforest a renewed Haiti by establishing market-based farmer cooperatives, building agricultural export markets, creating rural farm businesses and contributing to community development.

www.HaitiFarmers.org

Farmer Cooperatives:
creating farmer-managed businesses with a triple bottom line: planting trees, increasing food production and improving farm livelihoods.

Farmer Field School:
a certificate program for the SFA farmer-members that trains them to the level of an agricultural extension agent.

Kay Plantè:
a business providing agricultural supplies to farmers and wholesale food to micro-entrepreneurs, along with a marketing operation for farmer produce.

Alpha Bon:
adult literacy and business training for the SFA farmer-members being led by the microfinance institution Fonkoze.

SFA Microfinance:
business training and loans to women farmers to assist them with creating and managing secondary business ventures such as the food stall shown here.
Moringa Export: a consortium of smallholder farmer cooperatives growing and processing moringa leaves into powder and extracting oil from the seeds—both for export.

See page 13 for more details.

Lime Oil Export: reintroducing lime trees in Haiti that will supply a plant being built there to process and export lime oil extract.

See page 15 for more details.

School Gardens: a network of model school gardens to encourage the growing of vegetables for hot meal programs and having students learn about the environment.

Support for Women Farmers

Simply put, if you don’t emphasize overall support to smallholders in favor of women farmers you are not going to get full value for your investment. That is not to suggest that support should be provided to women only, because that causes its own dysfunction. But supporting women to achieve an equal status with male farmers—and with equal access to resources—has been shown to increase farm yields by 20 to 30 percent, according to the Food and Agriculture Organization (FAO).

The SFA model starts by making women and men separate and equal members, including when they farm together as husband and wife, which is something rarely done in Haiti. A woman farmer is a member of the SFA’s national board of directors. Women farmers are the exclusive recipients of the SFA microfinance program, which includes basic business training. And women farmers have the exclusive responsibility for processing moringa as part of the new Haitian moringa value chain.

What began as externally applied rules has begun to change cultural norms regarding the status of women, one community at a time.
SFA Stats:

3,200
Number of farmer members

46%
Percentage of farmer members who are women.

19
Number of tree nurseries.

4,916,000
Number of trees planted by the SFA between 2010 and 2015.

6,300
Acres under cultivation by farmer members (2,550 hectares).

102
Number of women farmer members currently receiving micro-credit loans.

40%
Estimated average increase in crop yields by farmer members.

50%
Estimated average increase in household income by farmer members.

3,400
Estimated number of additional children of farmer-members in school.

13,520
Estimated total number of farmers and their family members positively impacted by the SFA’s work.

Photo credit: Sebastian Reolon
Structure
The Smallholder Farmers Alliance (SFA) is a Haitian non-profit foundation operating under the laws of Haiti, identified by NIF#: 000-049-555-8 and currently in the process of applying for the final stage of registration with the Government of Haiti.

Board of Directors
Hugh Locke
President and Co-founder
President and Founder, Impact Farming

Timote Georges
Executive Director and Co-founder

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Jean-Robert Ronald Painson

DOCUMENTARY FILM
Kombit: The Cooperative
Scheduled for release in October 2015, this documentary chronicles the journey of Timberland and the Smallholder Farmers Alliance to develop a sustainable agroforestry business model in Haiti.

www.kombitfilm.com

One company.
Two unlikely allies.
A community of farmers.
Five million trees.
Impact Farming

Impact Farming is a U.S.-based non-profit organization that works with smallholder farmers internationally to advance small-scale business solutions that integrate sustainable food production with increased tree cover and self-financed community development. Impact Farming also supports the work of the Haiti-based Smallholder Farmers Alliance.

Focus Areas

SUPPORT
for scalable agricultural innovations that connect smallholder farmers with better seeds, tools and training, along with access to markets, credit and other services.

DIALOGUE
that changes thinking about smallholder farmers from a problem to be fixed to an essential primary economic and social unit of civilization.

ADVOCACY
to ensure the voice of smallholder farmers is part of any process in which the outcome will impact their future.

Moringa Export: Impact Farming is supporting the Haiti-based Smallholder Farmers Alliance to create and implement a new moringa value chain that will secure a portion of the rapidly growing international market for moringa leaf powder on behalf of that country’s smallholder farmers. Kuli Kuli, the U.S.-based moringa company, is creating a new food product made with Haitian moringa that will go on sale at Whole Foods Market stores in January, 2016. A new business model will fully integrate smallholder farmers from “field to shelf” as growers, processors and shareholders collaborate in a new commercial export company that features moringa processing operations run by women farmers.

www.ImpactFarming.org
Lime Oil Export: Impact Farming is supporting the Smallholder Farmers Alliance to re-introduce lime trees (being planted above) in Haiti, once a major exporter of the lime oil extract valued by both the fragrance and beverage industries. The SFA is starting with a pilot program involving 500 smallholder farmers growing and transplanting 20,000 key lime trees in three categories: small-plot sites with 15 trees each, micro-orchards of around 350 trees each and one mid-size cooperative-managed orchard with 3,500 trees on a five-hectare site. The goal is to replicate and greatly expand this program over the next few years in order to supply a planned extraction plant that will once again export lime oil, but this time based on a smallholder farmer model.

Smallholder Metrics Model: Impact Farming is working with several universities and non-profits to develop a new standardized methodology for measuring smallholder farm input, output and impact—including environmental, social and economic impact, as well as the role of women.
The following organizations, institutions and companies have been involved in sponsoring, partnering or collaborating with the Smallholder Farmers Alliance and/or Impact Farming.

Sponsors, Partners and Collaborators

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Clinton Foundation
Clinton Global Initiative
CNN International
Embassy of the Netherlands in the Dominican Republic
Fairtrasa
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Fondation Seguin
Fonkoze
Food and Agriculture Organization – Haiti
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Lidè
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Trees That Feed Foundation
Whole Foods Market
World Bank
World Central Kitchen
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Founding corporate sponsor:

Photo credit: Andres Cortés

MEMBER 2015

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They say money doesn’t grow on trees, but did you know a whole community can?