



Rotary

Club of Winnetka-Northfield

Veritab-Sove Pep la

Bread Fruit Tree Planting and Processing
in Jeremie, Haiti



*Oganizasyon Zanmi
Grandans*



Trees That Feed Foundation

- ▶ Why We Are Here
- ▶ Proposed Lead Rotary Clubs
- ▶ Who We Are
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- ▶ Why Breadfruit?
- ▶ Project Outline and Responsibilities
- ▶ Budget and Timetable
- ▶ Expected Outcomes
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Why We Are Here

- ▶ Rotarians
 - ▶ People of Action/Service above Self
 - ▶ Generosity of Time, Talent and Treasure
 - ▶ Able to work across language and cultural boundaries
- ▶ Winnetka-Northfield
 - ▶ 93 years of Service
 - ▶ Global Perspective with Local Roots
- ▶ Project Goals Align with Three Major Rotary Causes
 - ▶ Creating Sustainable Economic Local Development
 - ▶ Women and Children's Health
 - ▶ Fighting Disease
- ▶ RI International President's Challenge to Plant Trees
- ▶ Successful International Projects
 - ▶ Collaboration; Transparency; Subsidiarity

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Lead Rotary Clubs

- ▶ Rotary Club of Les Cayes, Haiti
 - ▶ Experienced with Global Grant Projects
 - ▶ Currently implementing Global Project in same geographic area as proposed project (current project is sanitation and potable water)
 - ▶ Caribbean District Governor is from this Club
 - ▶ Incoming RI President is from Bahamas and recommended this club
 - ▶ Presentation made to Club on November 29; voted to be Host Club
- ▶ Rotary Club of Winnetka-Northfield??????
- ▶ Other US and/or Canadian Clubs

CUBA

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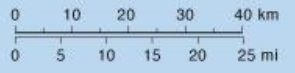
ATLANTIC OCEAN



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HAITI

- International boundary
- Departmental boundary
- National capital
- Departmental seat
- Town, village
- Main road
- Secondary road
- Airport



DOMINICAN REPUBLIC

Who We Are

- ▶ Trees that Feed Foundation (TFFF) <http://treesthatfeed.org>
 - ▶ Founded in 2005, created vibrant breadfruit market in Jamaica;
 - ▶ Working in Haiti for 5 years, including small nursery and processor in Jeremie.
- ▶ Oganizasyon Zanmi Grandans (OZGA)
 - ▶ Founded in 2008;
 - ▶ completed nearly USD2 Million in construction and infrastructure projects;
 - ▶ Operates/manages agriculture project with 230 farmers in Jeremie commune; farmers incorporating as cooperative
 - ▶ Operates moringa and breadfruit orchards; operates own nursery
- ▶ Zanmi Sasye—Partners with Sassier (ZS) <http://www.partnerswithsassier.org/>
 - ▶ Founded in 2005, provides financing, technical assistance and executive management for OZGA and other organizations and Diocese of Jeremie.
- ▶ TFFF and ZS are US based not-for-profit entities; OZGA is a Haitian based not-for-profit registered with Haitian Government

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Background

- ▶ Breadfruit is native to the Southern Pacific Islands
- ▶ Brought to the Caribbean by Europeans to provide cheap nutritious food for slaves
- ▶ Has been a staple food source in Haiti for generations
- ▶ *Veritab-Souve Pep la / Breadfruit-Savior of the People*
- ▶ TFFF—working in Haiti to establish breadfruit market
- ▶ Hurricane Matthew—Category 4 storm, devastates breadfruit trees throughout Jeremie and Grandans province
- ▶ Need to re-establish breadfruit as local food source
- ▶ Opportunity to create breadfruit businesses/markets

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Why Breadfruit?

- ▶ Grows very well in Haiti
- ▶ High in valuable nutrients
 - ▶ Iron
 - ▶ Protein
 - ▶ Potassium
- ▶ High in complex carbohydrates
- ▶ Low in fat and cholesterol
- ▶ Gluten free
- ▶ Breadfruit flour
 - ▶ has shelf life of 1 to 2 years (vs 3 to 4 days for fresh breadfruit)
 - ▶ can be substituted for white flour in most recipes
- ▶ Mature trees can produce as much as 1000 lbs per year (equals about 250 lbs of breadfruit flour)



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Project Outline

- ▶ Restore and expand breadfruit production in Jeremie area
- ▶ Create breadfruit processing facility in Jeremie
 - ▶ Produce breadfruit flour, porridge, etc.
 - ▶ Products for Haitian market and for export
 - ▶ Meet USDA Organic certification requirements
 - ▶ Create jobs for local residents
- ▶ Training for farmers and workers
- ▶ Monitor trees for three years
- ▶ Incorporate best practices and continuous improvement in all project aspects

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Project Responsibilities

TTFF

- ▶ Grow breadfruit saplings in existing nurseries, target of 400 trees/month (average)
- ▶ Design Monitoring Protocols; collect/analyze data
- ▶ Provide technical assistance, and provide access to TTFF network of successful growers and processors
- ▶ Work with Haiti teams to develop markets for breadfruit flour

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Project Responsibilities

OZGA

- ▶ Distribute trees—50% to smallholder farmers; 50% to cooperative farmer orchards
- ▶ Build and operate breadfruit processing facility
- ▶ Provide training to farmers and workers, and on-site assistance to farmers
- ▶ Provide monitoring and reporting services for 3 years, based upon TTFM monitoring protocols.
- ▶ Primary interface with Haiti Rotary

ZS

- ▶ Primary interface with US Rotary Club and other US based project participants
- ▶ Provide technical assistance, additional financing, and executive management assistance.

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Preliminary Project Budget

- ▶ Propagate and grow 4,000 to 5,000 breadfruit saplings-- \$20,000
- ▶ Deliver trees and monitor for three years--\$5,000
- ▶ Equipment for breadfruit processing facility--\$20,000
- ▶ Marketing assistance--\$5,000
- ▶ Packaged breadfruit breakfast meals for schools --\$5,000
- ▶ Monitoring and evaluation--\$5,000
- ▶ Total--\$60,000
- ▶ Completed cost of breadfruit processing facility will be \$200,000 to \$250,000

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Expected Outcomes

- ▶ Restoration and expansion of Breadfruit production in Jeremie area
 - ▶ 5000 trees = 2.5 to 5.0 million lbs of breadfruit per year
 - ▶ Assuming 4 lbs of breadfruit makes 1 lb of breadfruit flour--625,000 to 1.25 million lbs of breadfruit flour per year
 - ▶ Assuming market value of \$0.75 per lb, total new annual economic activity between \$468,000 and \$937,500
- ▶ Processing facility expandable to 5 million lbs of flour production yearly
- ▶ Production of breadfruit based products for school meals
- ▶ Expanded markets in Haiti and beyond for breadfruit
- ▶ Farmer ownership and operation of orchards
- ▶ Good jobs for well trained workers
- ▶ USDA Organic certification

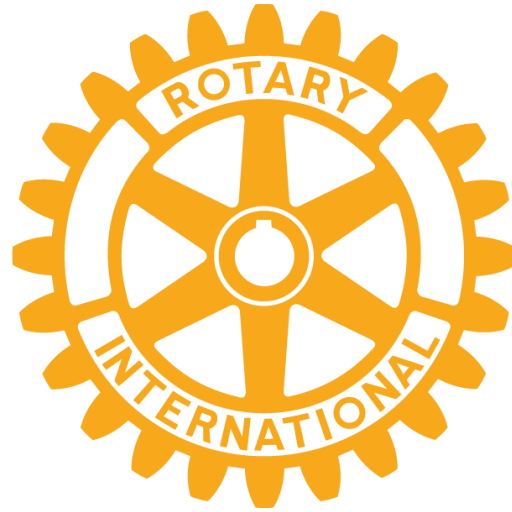
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Next Steps

- ▶ Winnetka-Northfield Decision to be Lead International Club
- ▶ Communication by Winnetka-Northfield to Les Cayes
- ▶ Development of detailed proposal and budget
- ▶ Presentations to other Clubs and District Leadership
- ▶ Decisions to Participate by other Clubs
- ▶ Further approvals
- ▶ Monitor/Evaluate; coordinate with other participants
- ▶ Opportunity for companions training project/grants

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