



PROJECT DESCRIPTION

Local sourcing is at the heart of HEINEKEN’s “Brewing a Better World” sustainability strategy. In July 2013, BRANA launched the Smallholders Alliance for Sorghum in Haiti (SMASH) project to replace imported malt with locally grown sorghum for its famous Malta H beverage. SMASH celebrated its first harvest in July 2014—the same month that USAID joined the program. The Inter-American Development Bank joined SMASH in July 2015, providing additional funding to expand the project to other regions of Haiti.

In keeping with its local procurement commitment, BRANA selected a local management firm, Papyrus to implement SMASH and administer the Alliance Management Committee comprising BRANA, USAID, IDB and Papyrus. The SMASH program will operate until 2019.

The goal of SMASH is to improve the livelihoods of up to 18,000 subsistence smallholder farmers through sustainably increased sorghum yields and a more efficient supply chain, maintained by commercial beverage production. Program objectives are to:

- Double the sorghum yield of smallholder sorghum farmers
- Increase income from sorghum sales by 75%
- Create a stable and durable sorghum supply chain for farmers and professional buyers like BRANA

SMASH funders



- BRANA: \$3.4 Million
- USAID: \$1.7 Million Collaboration Agreement
- Inter-American Development Bank: \$2.3 Million IDB Grant

SMASH uses a market-driven “no-gifts” approach to generate and increase income for farmer households by raising yields through training in improved agricultural practices and the testing and introduction of new varieties. The project is designed to improve the quality of locally grown sorghum by promoting better storage and transport practices and organizing and modernizing the supply chain. These efforts decrease losses, reduce production costs, mitigate risk, increase sales volumes and enhance profit margins.

Some achievements to date

- >4,000 farmers reached
- >3,000 farmers trained
- >200 agronomists trained
- >1,000 farmers sold sorghum to BRANA
- >500 tons of high-quality sorghum sold
- >40 demonstration plots
- >30 new varieties of sorghum tested
- Operating in the South (2 sites), Nippes, West, and Northeast Department