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Company Fact Sheet, 2018-2019

Singing Rooster Inc. is a social enterprise nonprofit who means business.

Established in 2009, we alleviate poverty in Haiti with economic development through agriculture by partnering commercially with small producers as :

1. pre and post harvest managers/trainers
2. a primary buyer of crops at premium prices
3. their direct access to markets

Our partnership model is holistic, and our collective goal is to facilitate economic autonomy. We re-invest 100% of profits into strengthening business activities of small producers in coffee and cacao.

Currently, we provide management capacity, financial resources, record keeping, and technical support to 10 farmer-owned networks, which aggregate coffee and cacao from 41 cooperatives that represent over 10,000 smallholder farmers. We tailor support to the level of each network, including these activities:

- Strengthening governance for transparency, democracy
- Developing management and accounting practices
- Increasing quality and yield through organic methods
- Providing low-interest loans for preharvest financing
- Re-investing in business through field regeneration, nurseries, and planned growth activities
- Adding value to crops and opening doors to markets
- Developing markets for Haitian producers
- Diversifying crops and businesses

Haiti is a challenging and unstable environment; over 58% are undernourished and 55% live below \$1.25 per day. The need for intervention is acute where the convergence of risk factors is staggering, but the opportunity is equally great, and our work indicates high potential for impact.

Key Corporate Milestones

- ❑ **Premium Prices:** Singing Rooster pays a MINIMUM of \$3 per pound green to farmer cooperatives. This allows farmers to financially plan without threat of falling coffee prices. To date, Singing Rooster has purchased over 300,000 lbs. of crops, equaling over \$1,100,000 paid directly to farmer cooperatives.
- ❑ **Harvest Management:** Quality improvement training increased export yields by 31.5%



70% of Haitians are unemployed; there are 100,000+ jobs in coffee agriculture



2% of Haitian lands are forested
Coffee seedlings = reforestation



Our agronomists travel to all sectors



Haitian coffee is rich, chocolatey, and SMOOTH

- ❑ **Matching grants:** an additional 50 cents per pound from sales are returned to support business growth -- over \$156,000 thus far.
- ❑ **Affordable Finance:** we provided over \$360,000 for pre-harvest financing & working capital.
- ❑ **Reforestation & Food Security:** In a country where 5% of lands are forested, we plant trees. We have planted over 200,000 coffee and other trees.
- ❑ **Building a Movement through Markets:** We've built in-roads to direct market access on behalf of farmers; the closer farmers get to end consumers, the more money they make:



Co-founder Christophe Nicaise with 5th Generation coffee farmer, Thiotte Haiti

Grocery Stores :

- Outpost Food Co-op, WI
- Eastside Food Co-op, MN
- Brattleboro Food Co-op, VT
- Reach Boutique, NE

Non-profits/Churches :

- Pure Water for the World
- Feed My Starving Children
- Colorado Haiti Project
- Engineers without Borders
- Health Ministries for Haiti

Fair Trade Retailers :

- Fair & Square, Austin TX
- Clinton Museum Store, AK
- Ona Mission, Cypress TX
- SERRV INTL, MD
- Feed My Starving Children, MN

Independent Cafes :

- Fair Trade Café, FL
- Heavenly Grounds, CO
- Explosive Concepts, TX
- Rosie's Cafe, IA
- The Greater Good, TX



Co-founder Molly Nicaise with farmer cooperative, Marigot Haiti



Haiti is 65% Vertical – not great for most agriculture.
Coffee trees thrive on mountainsides.

Cacao thrives in steamy low-lands.



Haitian coffee is classically Caribbean: rich, chocolaty, and SMOOTH. Environmentally Conscience in Haiti AND the U.S.: We use the most eco-friendly roaster.. we require no afterburner.

Learn more:

www.singingrooster.org

Organizational Structure - Singing Rooster is small, but that's our advantage. We've been honing our model for years; we're well-positioned to unlock rural prosperity in Haiti through a comprehensive approach of building better agricultural businesses as well as creating direct market access for our farmer partners. Singing Rooster invests in the capacity of Haiti's small and growing agricultural businesses because farmers, not middlemen, will transform Haiti.

Many groups claim they work at origin – we mean it.

Our team — **Fedner Exantus, Alphonse St. Louis, Christophe Nicaise and Rodolphe Eloi** — works tirelessly crisscrossing Haiti to reach remote communities. We train in quality improvement, small business management, and business growth.

These guys have helped farmers improve yields over 30%. This translates into putting tens of thousands of dollars into farmer pockets.

Christophe Nicaise : is is the Rooster's co-founder and VP. A skilled entrepreneur, Christophe oversees supply chain management and other on-the-ground activities with farmers in Haiti.

He spends much time on the ground in Haiti facilitating and managing our work with farmers. He's a kind, gentle sort who has a hard time saying no — which is why everybody enjoys working with him. Ask any coffee cooperative in Haiti about Christophe & they'll crow his praises.

Molly Nicaise : co-founder and CEO of Singing Rooster, is skilled in small business management and market development.

Molly manages U.S. operations; She brings knowledge of product development, branding, and sales.

Most of her time is spent creating new markets and awareness for Haitian products.

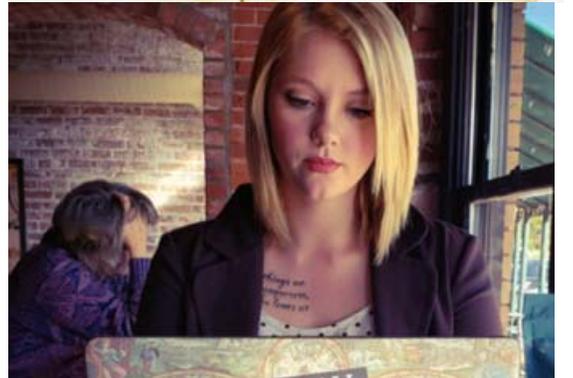
Justin Dena is Singing Rooster's Director of Marketing and Development. He's an Arizona native, and his love for coffee started at 15. He is a Marine Corps Veteran and has a degree in International Relief & Rescue. He is passionate about making a positive impact in the world. His most recent trip to Haiti was a great one – broken down engine, 4-wheeling alternative, and electrical outage from a downpour (the guy can improvise).



Sarragine Rincher oversees the coffee processing and roasting facility in Croix des Bouquet. She manages aspects of secondary green processing: drying, sorting, bagging. Preparing coffee takes a lot of work and she's up to the challenge. She also steps in as needed – going above and beyond the call of duty. We're lucky to have her.



Keelia Trively is Singing Rooster's publicity maven. She writes, hashtags, takes exceptional photos, and publishes. Keelia has a background in photo journalism and skillfully tells the story of farmers and small producers in Haiti who crave recognition (and meaningful employment). Keelia is pursuing a BS in Business/Marketing, learning French, and is planning to fix most of the problems in the world. We've met her. We think she can do this.



Saurin Nanavati is Singing Rooster's biggest cheerleader

Saurin brings much experience to the Rooster; previously he managed Root Capital's financial advisory program, implemented a mobile phone-based agriculture system in Uganda, was the program director at an organic fair trade cotton cooperative in India, served as a technical adviser for USAID's microenterprise development program in Armenia, and is a former Peace Corps volunteer in Panama.



We've been working with farmers for years and have cultivated great relationships — **Mme Sylvie & Mme Journal** are rare in Haiti: women in agriculture.

They serve as technical consultants for Singing Rooster: overseeing new business practices, harvest management, and preparing crops for export.



Ismael Lazzare is Singing Rooster's newest Coffee Ambassador in Port au Prince.

He brings enthusiasm to the Rooster's team! He works tirelessly building markets on behalf of small producer farmers.

Did you find Singing Rooster in a Haitian grocery store?

That's his work.



Joel Friedrich is Singing Rooster's head roaster in the U.S. and oversees our entire warehouse operation in Wisconsin.

He gets the coffee roasted, bagged and boxed. You need green Haitian coffee? He's the guy who coordinates the packing, loading and shipping.

There's a lot going on behind the scenes at the Rooster & this guy works long hours. We're grateful for his dedication.



Kaitryn Olson Is Singing Rooster's new publicity intern. Kaitryn is a junior at the University of Wisconsin Madison pursuing a degree in Economics with an emphasis in math and environmental studies and a certificate in Public Policy. Kaitryn is passionate about helping people and the environment which will make her a great fit at Singing Rooster.

