



International  
Labour  
Organization

Final Independent Evaluation of the Project to  
Strengthen Agricultural Opportunities through  
Training and Technological Investment (PROFIT)

## ▶ The story of Mosué Lafleur



Mosué LAFLEUR  
is a 56-year-old  
farmer who lives  
in the 2nd Boudon  
section of the  
Anse d' Hainault  
commune.

He is a caring family man and, above all, a man committed to his community. Unable to complete his studies, Mosué decided to invest in agriculture, aware of the **"agricultural potential of the region"**.



At the beginning, he focused on crops that were in demand but less profitable (tubers and cereals). His aim was to make farming profitable, despite the fact that many people believe that farming can no longer meet the needs of a farming family in the current conditions. Over time, he acquired a plot of land with a total area of 3.3 hectares, most of which is planted with cocoa. When asked about his choice of cocoa, he replied:

▶ I have always said that there is wealth in the region and that we are not exploiting it enough. On the contrary, we are being exploited. Cocoa, like coffee, is a product in great demand internationally. It is natural money that should be transformed into real (paper) money, taking into account the effective capacity of this tree. Unfortunately, even successive governments do not recognise this reality, or at least do not care. I choose to grow cocoa to help keep this wealth alive".

As a father, I have always wanted to give my children a better life. I do not have a permanent job with the government or an NGO. My only option is farming. I got involved to defend the interests of farmers. That is why I helped set up the cooperative platform for cocoa farmers in Grand-Anse.



Mosué is determined to get involved in the sector. That is why he appreciates the support of the project. He makes us understand that the area needs this kind of support in order to develop the sectors and reduce the dependence of the country

and the families. He tells us: **“I was involved in the project through PLACAGA. I was fascinated by the implementation strategy. One of the obstacles for farmers is access to credit and training. The project has effectively addressed this problem. For example, thanks to the MUSO loans set up and financed by the project, I was able to overcome my financial difficulties in order to rehabilitate my cocoa plots. This is an important step in achieving good returns. Many other planters have taken out loans to clean up their land and increase yields. The support that PROFIT has given us is crucial and, above all, lasting.”**

Despite the difficulties, Mosu   sees hope thanks to the project. **“We haven’t been able to sell our cocoa for a long time. What little we could sell was at a ridiculous price. But with KALEOS, the project’s technical partner, we have a little hope. We can already see the light at the end of the tunnel. PROFIT is changing the lives of farmers, starting with me. He added: “This year we faced bad weather. I received help from the project, which gives me hope. This is a practice that must continue because it motivates farmers.”**

Thanks to the income from the sale of cocoa and a loan from his mutual solidarity group, Mosu   is planning to diversify his investments and will start

packaging drinking water and soft drinks, as well as selling ice cream. He also states: **“that today, thanks to the opportunities for selling cocoa that exist after the support of PROFIT, I want to expand my activities and also start breeding. This will allow me to diversify my sources of income and strengthen my cocoa production capacity. I would like other people to follow my example and I would like to be able to train them.”**

From now on, Mosu   is confident that he will be able to feed his family and earn money to care for and educate his children.

Many projects have been carried out in this small town. A lot of money has been invested. But the producers have not been empowered. Personally, I did not feel that the impact was sustainable. But PROFIT has taken an approach that we can be sure will leave its mark for years to come. Environmentally, people will not cut down trees that provide money, and socially, the income from the regular sale of cocoa and/or breadfruit will make it possible to change the living conditions of the direct and indirect beneficiaries. “

Finally, Mosu   believes that PROFIT needs to involve more actors and strengthen cocoa cooperatives and solidarity mutuals to have an even greater impact. For his part, he believes that he is no longer where he was at the beginning, and that much of this progress is due to the support of the project.

This story was developed as part of the PROFIT final independent evaluation.

► [Access the full report here](#)

