



## Frequently Asked Questions

### **What is the film “KOMBIT: The Cooperative” about?**

“KOMBIT: The Cooperative” chronicles an inspiring journey to help rebuild Haiti that began in 2010, via an innovative, self-sustaining farming model created by a partnership between Timberland and the Smallholder Farmers Alliance (SFA). The film highlights the tremendous success of the model including the planting of nearly five million trees, the revitalization of a smallholder farming community, and the development of an export market for farmers to sell moringa and limes.

### **Why was this program created in Haiti?**

Haiti is one of the most severely deforested countries in the world. As part of Timberland’s commitment to protecting the outdoors, this effort started as a commitment to plant five million trees in five years in Haiti, but it grew into something far bigger and more impactful for the people of Haiti, creating value well beyond the trees themselves.

### **Why trees?**

As an outdoor brand, Timberland is passionate about protecting the outdoors, and a key area of focus over the past 10+ years has been tree planting. Timberland’s tree planting project in Haiti supports this commitment, and is just one of several projects around the globe. Timberland has planted more than 7.3 million trees worldwide, and counting.

### **Does Timberland have a connection to Haiti?**

Timberland has a factory in the Dominican Republic, which shares the island of Hispanola with Haiti. As part of its global tree planting commitment, Timberland has planted many trees in the DR and continues to do so -- but one look across the island to the severely deforested lands of Haiti, it was evident the need was far greater there.

### **How exactly has this program created value “beyond the trees”?**

It’s really an amazing story. This self-sustaining business model has helped some 3,200 farmers increase productivity on their farmlands an average of 40 percent, resulting in an increased household income of 50 percent, on average. The program has also resulted in increased access to healthcare and education (3,400 additional SFA member children placed in school), new farmer-run small businesses, and the development of an export model for lime and “superfood” moringa. Clearly, the value goes well beyond the five million trees.

### **In what way is this a “self-sustaining” model?**

When Timberland made its commitment in 2010, one stipulation was that it not be a check-writing model, whereby farmers would simply be paid to plant trees. It needed to have lasting, positive impact for Haiti and its people. With this in mind, Timberland and SFA worked together to create a model whereby farmers voluntarily tend to a network of nurseries that produce one million trees annually. In return, farmers receive much-needed tools, high quality seeds and specialized training to improve their agricultural practices. This has helped to restore tree cover while also increasing the farmers’ own crop yields – a mutually beneficial and sustainable cycle. The full story of this sustainable cycle is told through “KOMBIT: The Cooperative,” to inspire others to explore innovative thinking and partnerships around the world.

### **How can I watch or share the film?**

Visit [kombitfilm.com](http://kombitfilm.com) to learn more, share stories about the film, find a local showing, or request a screening in your community. This summer, the film will also become available for rental or download.

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