

Abstract

This study analyzes the international market of mango in order to assess Haiti's potential as a global supplier of mango. The following research questions were addressed:

- ❖ **What is the export price competitiveness situation of mango from Haiti on the international market?**
- ❖ **How can the mango industry be contributed better to the local economy?**
- ❖ **What are the different agents involved in exports pathways of mango in Haiti along with their economic position?**

In this study, the researcher used the SWOT analysis of Albert Humphrey and Value Chain Analysis of Michael Porter as assessment instruments for the research.

The results of the study indicated that the variety mango of Haiti is export price competitive at USA market; except to the Haden variety at Miami. Furthermore, one found that mango can make a better contribution to the local economy. However, researches relative to reduce and/or eliminate some important costs and rural development project such as building of rural roads shall be undertaken. On the other hand, processing is one of the key areas of improving the mango industry. A list of 11 processing products has been identified.