

Look Out For Haiti Hope Mango Lime-Aid From Coke

The Coca-Cola Co. is set to invest an estimated \$7.5 million over the next five years in mango farmers in Haiti.

The company said this week it is investing to help 25,000 mango farmers in Haiti through the Haiti Hope Project. The aim of the program is to double the income of mango farmers on the island nation, which was devastated by an earthquake in January.

A Washington-based non-profit group, TechnoServe, that specializes in fighting rural poverty, will implement the project to help mango farmers grow their crops more efficiently, produce additional crops and build new businesses.

The fruit will be used to launch a new juice drink in the U.S. called Odwalla Haiti Hope Mango Lime-Aid and a similar drink in Canada. All the profits from the drink will be donated to the Haiti Hope Project.

Coke has been operating in Haiti since 1927.