

FasterCapital Backs Jus Canna's Mission to Deliver Healthy, Sustainable Cane Juice in Haiti



Hinche, Centre Aug 20, 2025 ([IssueWire.com](https://www.issuewire.com)) - Jus canna et patisserie Joseph, a pioneering Haitian startup transforming abundant local mangoes into premium, natural fruit juices, today announced a strategic partnership with global startup accelerator FasterCapital through its EquityPilot program. This collaboration aims to accelerate JusCanna's mission to reduce post-harvest losses, empower smallholder farmers, and capture a significant share of Haiti's growing fruit juice market, initially

focusing on the Centre Department and expanding nationally and internationally.

Addressing Haiti's Mango Paradox: A Market Ripe for Innovation

Haiti produces over 450,000 metric tons of mangoes annually, including the renowned Madame Francique variety, yet suffers from massive post-harvest losses estimated at 50%. Despite a nearly year-round mango season and over 100 varieties, local farmers receive minimal returns, and the country remains heavily reliant on imported fruit juices. This market inefficiency presents a compelling opportunity to create value-added products that stimulate economic growth, reduce poverty, and meet rising consumer demand for natural, healthy beverages.

JusCanna's Innovative Solution: From Waste to Wealth

JusCanna operates a state-of-the-art mango processing plant in Maissade, Haiti, transforming fresh mangoes into 100% pure, additive-free mango juice. The company's core value lies in direct partnerships with smallholder farmers, ensuring fair prices and reliable sourcing, while employing modern hygienic processing lines that guarantee product quality and shelf stability. With plans to expand the product line to include mango nectar, purees, and mixed fruit juices, JusCanna is uniquely positioned to lead the local premium juice market and tap into export potential. Early financial projections forecast robust revenue growth, supported by competitive pricing aligned with market leaders like Jumex.

Accelerating Growth with FasterCapital's EquityPilot Program

Through the EquityPilot program, JusCanna gains access to FasterCapital's global network, capital-raising expertise, and tailored mentorship designed to fast-track startup growth. FasterCapital's rigorous selection process, emphasizing scalable innovation and social impact, validates JusCanna's business model and market potential. The partnership provides strategic guidance, operational support, and investor connections, positioning JusCanna to scale efficiently and capture emerging opportunities in Haiti's agro-industrial sector.

Executive Quotes

Hesham Zreik, Founder and CEO of FasterCapital, stated:

"JusCanna exemplifies the kind of innovative, impact-driven startup that aligns perfectly with FasterCapital's mission. Their approach to transforming Haiti's mango sector not only addresses critical supply chain inefficiencies but also empowers local communities. We are excited to support their journey through EquityPilot and help accelerate their path to market leadership."

Dr. Carmille Joseph, CEO of JusCanna, commented:

"Partnering with FasterCapital is a pivotal milestone for JusCanna. Their global expertise and resources will enable us to scale our operations, enhance our product offerings, and deepen our impact on Haitian farmers and consumers. Together, we aim to build a sustainable agro-industrial model that showcases Haiti's rich natural resources and entrepreneurial spirit."

Growth Trajectory and Future Plans

In the near term, JusCanna plans to finalize its mango juice plant setup, expand farmer cooperatives across the Centre and Artibonite departments, and launch a targeted marketing campaign in urban Haitian centers. Scaling production from 50,000 to 57,500 bottles monthly within two years, the company aims to penetrate diaspora and international premium markets subsequently. Additional funding rounds will support capacity expansion, export logistics, and product diversification, reinforcing JusCanna's vision to become Haiti's leading mango juice brand and a catalyst for agro-industrial development.

About JusCanna

Founded by Dr. Carmille Joseph, JusCanna is a Haitian agro-processing startup dedicated to transforming locally grown mangoes into premium, natural fruit juices. With a mission to reduce food waste, empower smallholder farmers, and stimulate economic growth in Haiti's Centre Department, JusCanna combines modern processing technology with sustainable sourcing practices to deliver authentic Haitian flavors to domestic and global markets.

About FasterCapital

FasterCapital is a global startup accelerator and venture capital firm specializing in early-stage technology and impact-driven ventures. Through its EquityPilot program, FasterCapital provides startups with capital, mentorship, and access to a global network of investors and industry experts. With a track record of successfully scaling innovative companies worldwide, FasterCapital focuses on empowering entrepreneurs to solve pressing market challenges through technology and sustainable business models.

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