



## Agribusiness forum: enhancing regional trade and adding value to Caribbean agrifood products

Organised by CTA and IICA

**The Flamboyant Hotel, St Georges, Grenada, 16-18 November 2014**

This Briefing is linked to the Brussels Briefings organized by the CTA, the European Commission (DG DEVCO), the ACP Group and Concord every two months on key issues related to agriculture in ACP countries. <http://brusselsbriefings.net>

### Sunday 16<sup>th</sup> November 2014

#### **Field visits** (separate detailed programme)

De La Grenade Industries

River Antoine Estate.

Belmont Estate: Tour to cocoa processing, chocolate bon bon making goat farm & dairy

Grenada Chocolate Company factory tour

### Monday 17<sup>th</sup> November 2014

**Chair:** *Shadel Nyack Compton, Managing Director, Belmont Estate*

#### **9h00-9h15 Opening remarks**

*Ena Harvey, IICA Representative in Barbados & Management Coordinator for Caribbean region; Chris Addison, Senior Coordinator, Knowledge Management, CTA; Ministry of Agriculture, Ministry of Tourism*

#### **9h15-9h30 Introductory Session : Adding value to Caribbean agrifood products**

*Ena Harvey, Representative in Barbados & Management Coordinator for Caribbean region IICA; Juan Cheaz, Senior Programme Co-ordinator Agricultural Policy & Value Chains*

#### **9h30-11h00 Session 1: Opportunities for Caribbean farmers in processed foods for tourism-related markets**

**Moderator:** *Jethro Greene, CAFAN*

#### **Panelists:**

- The Caribbean as a food tourism destination  
*Gail Henry, Sustainable Tourism product Specialist, Caribbean Tourism Organisation*
- Challenges and opportunities in the agribusiness sector in the region  
*Vassel Stewart, President, Caribbean AgriBusiness Association (CABA)*
- Opportunities in agri-processed foods for the region  
*Samuel Kruiner, Special Advisor on Export Development, Caribbean Export Development Agency*
- Transport, warehousing and pricing  
*Beverly Johnson, JLB International Ltd, Jamaica and United Kingdom*
- Challenges and opportunities from the supplying industry  
*Donald Keith Amiel, Corporate Affairs Manager, Caribbean Broilers (Ja.) Ltd, Sylburn Thomas Regional Export and Marketing Manager, Jamaica*

- Developing market opportunities for Jamaican products and promoting trade shows  
*Berletta Henlon Forrester, Manager, Market Development, Jamaica Promotions Corporation (JAMPRO)*
- Agribusiness and agritourism: support from UNIDO  
*Dessima Williams, Senior advisor, UNIDO*

#### **11h00-11h15 Coffee Break**

#### **11h15-12h45 Session 2: Linking agriculture and tourism: Learning from successes**

##### **Case 1: Antigua and Barbuda: TFPC-CaFAN Bridging the Gap Project**

In 2011, the Fresh Produce Cooperative CaFAN in Antigua/Barbuda (TFPC) received funding from the Australian High Commission Funds aimed at implementing a Seedling Project which was to kick start a “Bridging the gap Project”. This project was to facilitate – servicing three major hotels in Antigua and Barbuda with the following commodities - Sweet Peppers, Lettuce – red and green, cabbages, tomatoes and watermelons. In implementing this project we encountered several challenges but realized some benefits as well. The objectives of the project were: to increase the profit margin of members; build sustainability of farmer’s organizations; build synergies between our agriculture and tourism sectors; increase our production; improve best practice-skills through training and improve social relationships between our members. Challenges and new opportunities will be shared. Galley Bay Resort is a four star hotel in Antigua which has been in business for over 30 years. They often partner with the Caribbean Farmers' Network (CaFAN).

##### Panelists:

- *Acres Stowe, Private Sector Marketing*
- *Caudley George, Agro-tourism Officer, Ministry of Tourism*
- *Damion Barrette, Purchasing and Warehouse Officer at Galley Bay Resort & Spa*
- *Pamella Thomas, Farmer, Director and Agriculture Coordinator, CaFAN*
- *Richie Richards, Youth Farmer*

#### **12h45-13h45 Lunch**

Moderator: Vassel Stewart, CABA

##### **13h45-15h30 Case 2: Belmont Estate, Grenada: From a plantation to an agritourism business**

Belmont Estate is a fully functional 17<sup>th</sup> century nutmeg and cocoa plantation offering visitor opportunities to participate in tours (organic farm gardens, heritage museums, cocoa production and processing) and a restaurant offering traditional local cuisine. Belmont Estate transitioned from core agriculture to agri-tourism in a bid to encourage sustainable management by diversifying its product offering from predominantly cocoa and nutmegs to other agricultural produce like various spices, fruits and vegetables, value added products, tourism experience, and viable partnerships and collaborations. Belmont Estate is certified for organic and fair trade production by the international certifiers CERES and FairTSA respectively. The company promotes best practices such as recycling, composting and the use of organic fertilizers. Belmont forged a strategic partnership with the Grenada Chocolate Company resulting in the first ever tree to bar cocoa-chocolate production, as well as, the installation of the first ever convection solar drying cocoa facility on the island. Similarly, another important strategic partnership is that with The Goat Dairy, a non-profit, based at Belmont Estate, focused on sustainable goat farming and high quality goat cheese production. The Goat Dairy offers training to students and farmers in sustainable goat dairy production. Other strategic partners of Belmont Estate include the Grenada Craft Arts & Cooperative and the Grenville Co-operative Credit Union, all based at Belmont Estate.

##### Panelists:

- *Shadel Nyack Compton, Managing Director, Belmont Estate*
- *Magarita McDonald, Grenada Chocolate Company*
- *Christine Curry, Dairy Goat producers*

### **15h30-15h45 Coffee Break**

### **15h45- 17h30 Session 2: Linking agriculture and tourism: Learning from successes**

#### **Case 3: Sandals Foundation, Jamaica**

Sandals resorts Int. is a regional hotel chain that spans 9 islands. The hotel is a purchaser and end user of agricultural supplies that are sourced both locally and internationally. It operates a buying and selling relationship with farmers through the use of intermediaries/middlemen. It sources produce intra regionally as well as internationally to supply its demand. The sandals Foundation has a mandate to identify opportunities for community development and as such is interested in developing the platform for sustainable livelihoods for demographic groups including women and youth through linkages that are supported by the its parent body.

#### Panelists:

- *Sydney Henry, Projects Manager Sandals Foundation*
- *Xavier Charvis Marketing Extension Officer (Westmoreland) Rural Agricultural Development Authority (RADA)*
- *Mikhail Josephs, Procurement manager, Sandals La Source*

#### **Case 4: De La Grenade, Grenada: Linking agro-food products to tourism markets**

De La Grenade Industries, a leading Food Processing Company in Grenada, has pioneered the use of nutmeg pericarp (fruit) in the manufacture of high value-added delicious products— Morne Délice Nutmeg Jam, Jelly and Syrup— which are distributed on the local market and exported regionally and internationally. From 1991, they went to commercial production, and expanded the product range to include traditional functional drinks such as seamoss, mauby, and ginger drinks as well as hot pepper sauce and pepper jelly. In 2009, the factory building was remodeled, the equipment upgraded, and the land around the factory transformed into a beautiful herb and spice garden thereby enhancing the tour of their facility which is offered to visitors. In 2012 the company launched two new savoury products, Nutmeg ginger barbecue sauce and Nutmeg tamarind dipping sauce, further extending the nutmeg product range through increased use of the nutmeg pericarp, a former unutilized and abundant fruit in Grenada. These new products were awarded “Most innovative product” at the inaugural Nutmeg Festival held in Grenada in 2012, adding to the many accolades the company has received over the years.

#### Panelists:

- *Monique Noel , Manager, De La Grenade Industries, Grenada-Agro processor*
- *Airline Caterer – Managing Director Goddards Catering, Joe Simon*
- *Farmer- Fanilla Benjamin supplier of Nutmeg pods to De La Grenade Industries*
- *Hotelier – Barry Collymore, Marketing Director, Mt. Cinnamon Resort*

#### **17h30-18h00 Feedback from the field visit**

This session will allow participants to give feedback on the field trips and interact with the owners and managers of the business visited.

*Shadel Nyack Compton, Managing Director, Belmont Estate*  
*Monique Noel , Manager, De La Grenade Industries, Grenada*  
*Simon Greene, General Manager, Public Relations & Communications*

#### **19h30 Top Chef’s Dinner : From farm to table**

*Chef Dane Saddler, Chef Dennis McIntosh and Chef Shereen Holas will prepare a local dinner at Sail restaurant in St. Georges*

Chefs are a critical actors in the agrifood chain. Succeeding in upgrading farmers supply chains to larger hotels and resorts and increasing demand for local products will be done largely through support from chefs who can creatively utilize local food in the top restaurants and hotels in the region and promote traditional cuisine.

## Tuesday 18<sup>th</sup> November 2014

### 9h00-10h45 Session 2: Learning from successes

Moderator: *Ena Harvey, IICA*

- Short summary of Day 1

#### Case 5: Haiti: Hydroponics to serve the tourist markets

This model is trying to develop local vegetable producers. *Jardins Hydroponiques* has in the past served as a "clearing house" for locally produced goods. Current efforts want to deepen linkages with the grower, to improve quality level, and at the same time bridge the gap between the producer and the final consumer, i.e. hotels, restaurants and supermarkets who cater to both local and tourist consumers. In Camp-Perrin Greenhouse, a new variety of bell peppers is grown. The "Northern Front" has been opened with first delivery of Jardins' lettuce and herbs to an important customer in Cap-Haïtien: the Mont-Joli Hotel and another hotel in the city. The Brazilian Battalion buys an average of 1000 heads of lettuce a week and also buy other veggies produced in the Kenscoff area. As a value-added product, they sell basil and pesto to local supermarkets, hotels and restaurants.

Panelists:

- *Jean-François Regis, Agronomist, Notre-Dame University, Les Cayes*
- *Jacqueline Benoît, Vice-President Marketing, Jardins Hydroponiques d'Haïti*
- *Pierre François Benoît, President, Jardins Hydroponiques d'Haïti*

#### Case 6: The Chefs: the link between sustainable tourism, agriculture and cuisine

There is a need to upgrade farmers supply chains to larger hotels and resorts, stimulate demand through familiarization of chefs with recipes and promote ways to more creatively utilize local produce by the hospitality sector. Chef Dane Saddler, partners with the Organic Growers and Consumers Association (OGCA) to establish a marketing niche to make the most of the value added potential of certification. This calls for publicly promoting certification and having other trusted food suppliers promote the organic label or certification brand. Dennis McIntosh, Executive Chef, President, Culinary Federation of Jamaica works very closely with the farming community in Jamaica & promotes *Eat what we Grow*.

Panelists:

- *Dennis McIntosh, Executive Chef, President, Culinary Federation of Jamaica*
- *Organic farmer, St Thomas area, Blue mountains, Jamaica*
- *Chef Dane Saddler, Executive Chef, Caribbean Villa Chefs, Barbados*

### 10h45-11h00 Coffee break

### 11h00-12h45 Session 2: Learning from successes

#### Case 7: A partnership between government, donor and tourism industry

The project aims to contribute to economic growth in the Caribbean through increased sales of fresh produce by small-scale local producers to high value markets. It is helping small farmers to increase the quality and quantity of fresh, regionally grown fruits and vegetables and linking them to buyers such as regional grocery chains, cruise lines, airlines, hotels and restaurants. Initially the project focuses on Jamaica, Trinidad and Tobago, St. Lucia, Grenada, St. Vincent and the Grenadines, Dominica, Barbados and Guyana, with possible expansion to other countries in the region in years 3 to 5.

To be successful in such markets, producers not only have to be able to supply sufficient quantities of their produce, but have to convince buyers that they are maintaining internationally accepted food quality and safety standards. In conjunction with CHF's local

partner, the Caribbean Farmers Network (CaFAN), CHF is providing technical assistance to farmers for achieving the required standards and accessing credit from financial institutions.

Panelists:

- *Jethro Greene, Chief Coordinator, Caribbean Farmers Network (CaFAN) and Cleve Scott Project Officer CAFAN Barbados*
- *Dunstan Demille, Perishables Manager, Consolidated Foods Limited (CFL), St Lucia*
- *James Paul, Government, Chief Executive Officer, Barbados Agriculture Society*

**12h45-13h45 Lunch**

**13h45-15h30 Session 2: Learning from successes**

Moderator: *Kevon Rhiney, University Of The West Indies*

**Case 8: When farms get together to serve the different segments of the tourism market**

Three farmer's organizations do a version of farm to table and farm visits, develop strong links with Terra Madre and the whole slow food movement. The farms which have been winning the "Best New Food Item" awards in Jamaica, provide various processed goods to the tourism market (airports, organic coffee shops; private dinners for tourists). Two farms are certified organic and the others are in the process of being certified.

Panelists:

- *Dorienne Rowan-Campbell, Rowan's Royale Organic Jamaica Blue Mountain Coffee*
- *Donna Noble, Woodford Farmer's Market, Jamaica*
- *Lisa Binns, Zionites Farm, Jamaica*
- *Donaldson Bernard, The Riogran Health Farm, Jamaica*

**15h30-15h45 Coffee break**

**15h45-17h15 Final session: The way forward**

Building upon the work of the two days, this session in groups will come up with top actions in key areas which could be implemented in 2015-2020 with strategic partnerships.

1 hour maximum WG session and 30mn to report in plenary.

**17h15-17h30 Closure**

*Ena Harvey, IICA Representative in Barbados & Management Coordinator for Caribbean region; Chris Addison, Senior Coordinator, Knowledge Management, CTA*