



## Investing in Agribusiness development in the Caribbean: Successes, Innovations and Impact

**Caribbean Week of Agriculture, Tuesday 25 October 2016, 14-18h45  
Cayman Islands, 2016**

### **Background**

The ACP-EU Technical Centre for Agricultural and Rural Cooperation (CTA), the InterAmerican Institute for Cooperation on Agriculture (IICA), the Caribbean Agribusiness Association (CABA), and the Food and Agriculture Organisation (FAO) in collaboration with key partners, are promoting agribusiness in the Caribbean region targeting domestic, export and regional markets.

It is in this context that they will host an agribusiness workshop during the Caribbean Week of Agriculture, aimed at showcasing successful business cases; identifying tangible opportunities in new markets; promoting linkages between the agrifood sector and the tourism industry to increase sustainable local sourcing; and identifying support services needed to strengthen relationships between chain actors and the tourism industry.

The workshop will attract private sector stakeholders (farmers and agroprocessors), financial institutions, professionals in the hospitality sector, development partners, civil society groups and policy makers, Ministries of Agriculture and Tourism, and regional decision making bodies. The workshop's highlights and recommendations will feed into the 3<sup>rd</sup> Caribbean Agribusiness Forum.

Two Caribbean Agribusiness Fora have been held. The first, on *Enhancing regional trade and adding value to Caribbean agrifood products*, took place in Grenada in November 2014 and addressed the potential offered by tourism-related markets. The second, held in Barbados in November 2015, was entitled *Strengthening the agrifood sector and expanding markets*.

Additional studies on best practices have been carried out at national and regional levels.

At the CWA 2016, the progress of previous business cases will be presented to further analyse the successes and innovations applied in their development as well as to demonstrate the impact reached so far. The event will be private-sector and industry led, with the involvement of development partners.

### **Main areas covered**

The presentations will showcase various successful business models across the region highlighting increased market access in fresh and processed food as well as in linking agribusiness to tourism-related markets in the agriculture and fisheries sector. A main focus will be import substitution and strengthening local SMEs to better serve the selected markets.

### **Main objective of the workshop**

To promote agribusiness development in the Caribbean by sharing successful business cases and promoting investment in the sector.

## Specific Objectives

- (i) To demonstrate impact of some business cases which aim at import substitution and supporting local production;
- (ii) To identify tangible opportunities in new markets on added-value products which generate growth and local employment;
- (iii) To promote linkages between the agrifood sector and the tourism industry to increase sustainable local sourcing;
- (iv) To identify further financing opportunities to support the sector.

## Expected outputs

- Summary of best business cases and their profitability, their potential for expansion and scaling up with additional support and concrete proposals in terms of procurement
- Key messages for policy makers conveyed to COTED with actionable recommendations
- Publication of best practices
- Further guidance on how to promote private-sector investment

## Organisers

The organisers' long-standing involvement in support of the Caribbean will bring a broad range of experience and a deep level of expertise in agribusiness development and public-private networks to discuss best practices in the Caribbean region, giving prominence to the private sector operators.

The **Caribbean Agribusiness Association (CABA)** voices the interests of the agribusiness sector across the region, promotes improved market access and product development and promotes linkages with the other economic sectors.

The **InterAmerican Institute for Cooperation on Agriculture (IICA)** brings its experience in agribusiness development and agritourism in support of SMEs and local sourcing. It will promote linkages with finance.

The **Food and Agriculture Organisation (FAO)** shares its expertise in implementing projects in support of value chain and agribusiness development in the Caribbean at regional and country level, as well as best practices on contract farming and inclusive business models.

The **ACP-EU Technical Centre for Agricultural and Rural Cooperation (CTA)** shares best practices in supporting producers and agribusiness actors across the region and in linking agriculture to the tourism-related markets.

## Participants

The 50 participants will include representatives of the public and private sector, policy makers, financial institutions, Chefs, development partners, civil society groups.

## Format

Half-day workshop with short sessions showcasing concrete business models presented by the SMEs focusing on transformation and the impact achieved on the ground.

## Way forward

The workshop's recommendations will be shared with the COTED meeting to seek policy support to expand Caribbean agribusiness development.



**Investing in Agribusiness Development in the Caribbean:  
Successes, Innovations and Impact  
PROGRAMME  
Tuesday 25 October 2016**

<b>Opening Session</b>		<b>Chairperson:</b>
1.30 – 2.00 pm	Welcome remarks	Michael Hailu, Director, CTA Victor Villalobos, Director General, IICA Lystra Fletcher-Paul, SRC, FAO Vassel Stewart, President, CABA
<b>Session One</b>	<b>Fresh Market &amp; Value Added Products: Successes, Innovations &amp; Impacts</b>	<b>Chairperson: Ena Harvey</b>
2.00 – 2.15 pm	Bunny Imports and Exports	Jai Rampersad
2.15 – 2.30 pm	Pomeroon Coconut Producers	Simpson Da Silva
2.30 – 3.00 pm	Purity Bakeries & BADMC	Christopher Symmonds Carlton Batson
3.00 – 3.15 pm	Greenland Livestock Research Station, Barbados	John Vaughan
3.15 – 3.30 pm	Caribbean Broilers - Pork Value Chain	Keith Ameil
3.30 – 3.45 pm	International Tropical Fruit Network	Dr. Hassim
3.45 – 4.15 pm	Discussion on recommendations for Upgrading and expanding successful value chains	
4.15 – 4.30 pm	Coffee Break	
<b>Session Two</b>	<b>Hospitality &amp; Tourism Market: Success, Innovations and Impact</b>	<b>Chairperson: Heiko Bammann</b>
4.30 – 4.45 pm	Caribbean Junior Duelling Challenge – A success story of youth and culinary arts	Peter Edey
4.45 – 5.00 pm	Fisheries Sector linkages to Tourism markets	Milton Haughton
5.00 – 5.15 pm	Chefs from Pacific with SPTO	Deepika Singh, SPTO
5.15 – 5.30 pm	Coconut and Agrotourism Opportunities	Ena Harvey
5.30 – 6.00 pm	Discussion on recommendations for Upgrading and expanding successful value chains	
<b>Session Three</b>	<b>The Way Forward</b>	<b>Chairperson: Isolina Boto</b>
6.00 – 6.15 pm	Recommendations on Development of Agribusiness Value Chains	
<b>Session Four</b>	<b>Upcoming Activities</b>	<b>Chairperson: Ena Harvey</b>
6.15 – 6.30 pm	Launch of Chefs for Development Platform (CTA:IICA)	
6.30 – 6.45 pm	Launch of Youth in Agribusiness Competition (FAO:IICA)	



**Speakers:**

Bunny Foods – Jai Rampersad  
Pomeroon Coconut Farmers – Simpson Da Silva  
Purity Bakeries – Christopher Symmonds  
Barbados Agricultural Development and Marketing Corporation – Carlton Batson  
Barbados Greenland Station – John Vaughn  
Caribbean Broilers – Keith Ameil  
Dining Club – Peter Edey  
Coconut & Agrotourism – Ena Harvey  
International Tropical Fruit Network – Dr. Hassim  
Fisheries Sector – Milton Haughton