AGENDA
Agro-tourism Policy Setting Workshop
Beachcombers Hotel
St. Vincent & the Grenadines
March 19 & 20, 2019

SESSION TITLE/PRESENTER	TIME
DAY 1 MARCH 19	
REGISTRATION	**8:30 – 9:00 a.m.**
OPENING SESSION	
Chairperson: Ashley Cain, Chief Agricultural Officer, Ministry of Agriculture, Forestry, Fisheries, Rural Transformation, Industry & Labour (MAFFRTIL) Prayers National Anthem **Speakers:** • Raymond Ryan, Permanent Secretary, Ministry of Agriculture, Forestry, Fisheries, Rural Transformation, Industry & Labour • Ena Harvey, Agro-tourism expert, IICA • George Alcee, OECS Representative • Hon. Cecil McKie, Minister of Tourism, Sports & Culture (MTSC) • Rodney Small, pannist (Pan Interlude) • Hon. Saboto Caesar, Minister of Agriculture, Forestry, Fisheries, Rural Transformation, Industry and Labour	**9:00 – 10:00 a.m.**
BREAK 10:00 – 10:15 a.m.	
TECHNICAL SESSION #1 Setting the Scene: Opportunities to support linkages between agriculture & other sectors (trade, tourism and health) in St. Vincent and the Grenadines and the OECS	
Ena Harvey (IICA): Objectives & Expected Outcomes of the workshop; Global and Regional trends and the evolution of agro-tourism and food tourism	**10:15 a.m. – 10:45 a.m.**
Learning from ECS Agro-tourism Experiences **Moderator: Steve Maximay** **Panel** • **George Alcee (OECS)**: Agro-tourism success stories in the Eastern Caribbean States • **Colville King (MAFFRTIL):** Review of SVG initiatives in agro-tourism development • **Michael Dalton (IICA)**: Lessons learnt from the implementation of the OAS Agro-tourism project	**10:45 a.m. – 11:30 a.m.**
Opportunities for Agro-tourism Development in St. Vincent & the Grenadines **Moderator: Steve Maximay** **Panel** • **Camille Soleyn (MTSC)**: Overview of agro-tourism policy and product development	**11:30 a.m. – 12:10 p.m.**

• **Colville King (MAFFRTIL)**: Main agriculture and fisheries fresh and processed products with potential for agro-tourism-related markets	
Lunch 12:10 – 1:10	
Technical Session #2 Building Food Tourism in St. Vincent and the Grenadines: What needs to be done?	
Moderator: George Alcee **Panel** • **Ena Harvey (IICA)**: Best practices and new opportunities in sourcing local food by the Chefs and linking with agribusiness actors • **Sharon Francis**: Organising Food festivals and Food celebrations • **Jerrol Thompson**: Experiences in organizing a breadfruit festival	**1:10 p.m. – 2:10 p.m.**
Challenges and Opportunities of supplying certified fresh and added-value food to the hospitality sector –What can be done better at the Policy Level? Perspectives of chain actors and support services. **Moderator: George Alcee** **Panel** • **Rohan Mc Donald**: Ministry of Agriculture, Forestry, Fisheries, Rural Transformation, Industry & Labour • **Kim Halbich:** Hotel & Tourism Association • **Ezra Ledger**: SVG Bureau of Standards • **Ferique Shortte**: Agricultural Input Warehouse	**2:10 p.m. – 3:10 p.m.**
DAY 2 MARCH 20	
Michael Dalton (review): Highlights and keys decisions taken in day 1	**9:00 a.m. – 9:05 a.m.**
Technical Session #3: Product Development and Branding: key areas to promote product development and branding quality for agro-tourism-markets **9:05 a.m. – 10:00 a.m.**	
Moderator: Maria Fowell **Panel** **Invest SVG:** Investment opportunities for small and micro-businesses in SVG **Susan Douglas (CIPO):** Legal requirements for branding of products **Glen Beache & Kathique Haynes (**SVG Tourism Authority)**:** The importance of branding for product differentiation. International tourist trends and expectations. Gaps & opportunities for market linkages of agricultural products supplies to tourism markets	**9:05 a.m. – 10:00 a.m.**
BREAK 10:00 – 10:15 a.m.	

Session #4: Review of the St. Vincent and the Grenadines Farm Tourism Strategy	
Steve Maximay: Facilitator Group work: discussion on the action plan component of the SVG Farm Tourism Strategy 3 groups focusing on: - Farm tourism development - Culinary tourism - Development of food festivals	**10:15 a.m. – 12:00 a.m.**
Lunch 12:00 – 1:00 a.m.	
Steve Maximay: Facilitator Agro-tourism policy and investment considerations and priority areas for development: **Group presentations**: • **Key elements of the strategy/policy on agro-tourism and proposed actions.**	**1:00 p.m. – 2:30 p.m.**
Closing Remarks & Vote of thanks	**2:30 p.m. – 3:00 p.m.**