



Caribbean Agrotourism Policy Setting Workshop

Strengthening the Regional Agrifood Sector to Service Tourism Demand and Promoting Authentic Tourism Offerings in Rural Communities

**Workshop organised by the Technical Centre for Agricultural and Rural Cooperation (CTA),
Inter-American Institute for Cooperation on Agriculture (IICA)**

9-11 October 2019, Bridgetown, Barbados

1.0 Background and Rationale

The issue of strengthening the links between agriculture and tourism has been on the Region's political agenda for a considerable time. The potential to improve value-addition through increasing the level of trade in fresh and processed foods and other domestically produced goods and services is a goal that is shared by policy makers in both the Agriculture and Tourism sectors.

The development of productive and fully integrated linkages between the Agri-Food Sector and Tourism in the Caribbean Region offers significant potential for repositioning and broad-based growth in the Agriculture value chain, and opportunities for channeling the Region's diversity and building-in genuine competitiveness and sustainability in the tourism product.

Forging Agriculture-Tourism linkages capitalizes on the inherent ability of the Tourism sector to diversify the Caribbean economy, stimulate entrepreneurship, catalyse investment and assist in wider social development in local communities. Such linkages offer unprecedented opportunities to stem and reverse the declines in traditional agriculture, stimulate the rapid growth in "new" agriculture and build resilience and sustainability of Caribbean economies. The latter is particularly critical for reducing the high levels of foreign exchange leakage in tourism, preserving cultural identity, reducing poverty in local communities and enhancing local awareness and good practices with respect to climate change and environmental issues.

Global trends (including food and dining trends; climate change, energy conservation, and environmental protection; nutrition, health and wellness; and the conservation of heritage) are all driving growth in AgroTourism. Current market research indicates a preference by tourists for a product and an experience that is authentic, linked to local foods, culture and heritage in a destination, and a willingness to pro-actively select and pay a premium price for

such an experience. The top dining trends also show that internationally recognized hotel brands and restaurant chains as well as world-renowned chefs, are investing in their local agricultural and food sectors as part of their response to Climate Change impacts, developing markets close to customers and experimenting with exotic tropical flavours and colours in foods typical of the Caribbean Region.

In the Caribbean, the huge potential for trade in food presented by the annual influx of 40 million visitors to the region, is as yet un-realized. Also untapped is the “ready-made” demand for locally sourced foods created under the hotel certification and accreditation schemes which specify the use of indigenous produce as a criterion for achieving 5 diamond status. Related to this are initiatives by agencies such as Fair Trade, Slow Food and by the private sector to drive visitor business to hotels which conserve water and energy, serve organic food and engage in sustainable tourism projects with local communities.

A review of available information shows that linkages between the food production sector and tourism are as low as 10-30% for several destinations and as high as 70-90% for some products and for specific market niches (such as small hotels, local restaurants and caterers, and larger hotels with a “Green” focus). Many countries have identified specific agricultural commodities which have competitive advantage, and are putting in place incentives and programmes to promote their production for the tourism sector. Work is also being conducted on regional value chains for priority commodities (including root crops, small ruminants, fisheries, coconuts and cocoa) with potential for trade to both fresh and processed food (including Specialty Food) markets as well as the potential of Geographical Indications (GIs).

Significant opportunities also exist for trade with tourism in authentic craft and souvenirs, and natural beauty and wellness products and for the associated movement of service professionals in the rapidly growing spa sector.

Procurement systems employed by international and regionally owned hotel chains, as well as by other hospitality and foodservice establishments, favour consolidation of imported shipments, and provisioning of cruise ships outside of the Region, primarily through SYSCO, an international brokerage used by the majority of tourism players across the region. At national levels, however, several success stories and best practice models of Farmer-Hotel partnerships exist, and give credence to the real potential for replication and expansion of these initiatives.

Analysis of the status of initiatives in Agro-and Rural-based tourism sites and attractions shows a multitude of exciting and successful initiatives in culinary events, nature and agriculture-based accommodation, tours and attractions; health and wellness service and product offerings; and agro-heritage sites and attractions. Constraints to further development of this aspect of agrotourism include the absence of information, technical assistance and seed funding for investment; poor rural infrastructure, uncoordinated systems

for certification of products and service providers that are relevant to the Caribbean reality and consistent with basic international requirements and standards; and an apparent weakness among community-based organizations and producer associations to work in organized professional groups to develop and manage projects, access markets or take advantage of available assistance and financial resources.

In terms of socio-economic impacts, the data indicate significant revenue generation for farmers through trade with the hospitality industry, and new employment opportunities for women and youth, and for men displaced from traditional agriculture in banana and sugar production. Benefits are also evident for hotels in terms of positive impacts on the “bottom line” (in the form of significant savings on food and beverage purchases), and improved profile as environmentally and socially responsible corporate citizens.

Status of Agrotourism Policy and Strategy in the Caribbean

In recognition of the need for initiatives in this area, the Council for Trade & Agricultural Development (COTED) of CARICOM in 2007, called on its members to review proposals for a Caribbean agro-tourism strategy (as presented by IICA at the 23rd special meeting of COTED) with a view to its adoption.

In 2010, IICA submitted to CARICOM Secretariat, as a background study to the Strategic Plan on Regional Development (SPRD), a regional strategy on agrotourism. The study called for the establishment of a formal framework at the regional level for overseeing and coordinating the inputs needed to bring about greater progress in linking the two sectors.

In an effort to fine-tune the regional strategy proposed by IICA, the CARICOM Secretariat, through its Agribusiness Desk, and with the support of the InterAmerican Institute for Cooperation on Agriculture (IICA), hosted a Regional workshop entitled “*Agriculture and Tourism Working Together - A Strong Opportunity For Caribbean Business*”, on 20-22 September, 2011 in Barbados. Some 60 representatives of both the public private sectors in Tourism and Agriculture, from the fifteen (15) Member States¹, participated. The Workshop was held in collaboration with the Caribbean Tourism organization (CTO), the Organisation of American States (OAS), the Commonwealth Secretariat, and the Government of Barbados.

¹ Antigua and Barbuda, Bahamas, Barbados, Belize, Commonwealth of Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Suriname, Trinidad & Tobago

The IICA CTA Partnership for Agrotourism in the Caribbean Region

IICA and CTA partnership on agribusiness development and tourism-related markets is aimed at promoting regional trade, developing profitable markets with the tourism industry, promoting Public-Private Sector Partnerships (PPPs) and upscaling successful business models. Activities include documenting evidence based on the importance of the tourism related markets for regional trade and its economic value, promoting agribusiness forums and developing financial proposals to upscale best practices.

Since 2012, CTA and IICA have joined forces in raising awareness on Agrotourism in the Caribbean Region amongst the various chain actors and, importantly, amongst the policy makers. The joint event *Investing in Agrotourism Development in the Caribbean Region* held at the 2013 Caribbean Week of Agriculture (CWA) held in Guyana received strong support from the Ministers of the region.

Under the Intra-ACP Component of the EU-funded 10th EDF Agricultural Policy Programme (APP), CTA and IICA organized three annual Regional Agribusiness/Agritourism Forums to showcase successes in regional export markets and attract investments to upscale successful business models. The first was the Grenada Agribusiness Forum in 2014 entitled *Enhancing regional trade and adding value to Caribbean agrifood products*. The second forum held in Barbados in 2015, saw the participation of high level ACP Ambassadors and EU Officials, and featured presentations from successful private sector firms in the Pacific and the Caribbean. A key recommendation from this Forum was **“To seek ACP-EU funding for the private sector for the Caribbean and across ACP SIDS”**. The Third Forum, held in 2017 in Trinidad, was hosted with DEVCO and the Caribbean Agribusiness Association (CABA).

The various joint activities have promoted strong partnerships and alliances at local, regional and international levels and have promoted exchange of knowledge through the documentation of success stories and best practices in the region. Equally important has been the exchange on the subject with other Small Island Developing States (SIDS) and, in particular, with the Pacific Island Countries (PICs). Producers, Chefs and policy makers involved in promoting links between agriculture and tourism in the Pacific were invited to present their experiences at CWA on various occasions and exchange of experiences are taking place. IICA was invited to present the Caribbean experience at the CTA regional Briefing held in Vanuatu and invited to support the country in developing its national Agritourism strategy.

IICA and the CTA also worked with the South Pacific Commission (SPC), the Pacific Island Private Sector Organisation (PIPSO), the South Pacific Tourism Organisation (SPTO) as well as other partners to develop proposals aimed at promoting and strengthening the links between agriculture and tourism in the Pacific Islands and promoting exchange of best practices between the Caribbean and the Pacific regions as a strategy for economic diversification, regional trade and employment creation.

Since 2016, CTA and IICA have been supporting the development of a network of chefs to source locally fresh and processed products, as ambassadors of local cuisine, and have established a Knowledge Platform for Chefs, chefs4dev.org.

Under the Intra-ACP envelope of the 11th EDF, a ‘basket’ of funds has been approved for agrotourism development in the Caribbean Region. In order to kickstart the development of projects which could be considered, the CTA funded a Scoping Study, as well as the hosting of six Agrotourism Policy workshops (*in St. Vincent & the Grenadines, Barbados, Suriname, Jamaica, St. Lucia and Grenada*) aimed at identifying policy gaps in the promotion of Agrotourism and priorities for project development at national level.

It is with this background that CTA is collaborating with IICA to organize from 9-11 October 2019, a **regional** workshop bringing together all of the CARIFORUM countries and other relevant stakeholders to discuss regional opportunities for increasing trade and investment for greater trade of Agri-Food products and agribusiness development, particularly in rural communities, in partnership with the tourism sector.

2.0 Goal and Objectives of the Regional Workshop

Goal: To provide a mechanism for managing and increasing the local and regional development impact of Tourism and Agriculture through the creation of a collaborative and inclusive planning and implementation framework that can drive trade and new business between the two sectors.

Objectives

- To promote linkages between the agrifood sector and the tourism industry to increase sustainable sourcing through the strengthening of agritourism policy and strategy in the Caribbean
- To increase the understanding and awareness of the current deficiencies in the supply of fresh and processed agricultural products along the value chain and the actions needed
- To design inter-sectoral and inclusive policies which promote PPPs for improved local food use and consumption.
- To identify concrete regional projects that can be supported under the intra ACP EU funding.

3.0 Expected outputs

1. Awareness and understanding of the opportunities in Agrotourism in the Caribbean Region
2. Priority areas for development and support of Regional Agrotourism projects
3. Key elements of a Caribbean Agritourism Policy and Strategy identified

4.0 Co-organizers

The workshop will be co-organised by CTA and IICA, with collaboration from the Ministry of Agriculture and Food Security and the Ministry of Tourism and International Transport, Barbados.

5.0 Date and place

The workshop is planned to take place from from **09-11 October 2019** in **Bridgetown, Barbados**.

6.0 Participants

About 50-60 participants are expected to participate in the workshop, identified by the co-organisers and collaborators.

These will be drawn from the key organizations CTA, IICA, Ministries of Agriculture and Tourism, Regional donor and partner agencies, private sector persons in agricultural production, fisheries, agribusiness, import and distribution and retailing, culinary and community tourism, agrotourism and representatives of farmers' organization, the public sector and NGOs from the 15 CARICOM member states.

7.0 Language of the Workshop

The language of the workshop shall be English



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Draft Workshop Programme

DAY 1 October 9, 2019	
REGISTRATION	8h00 – 9h00
OPENING SESSION	
Chairperson: , Ena Harvey, Representative, IICA Barbados Speakers: <ul style="list-style-type: none"> • Welcome Remarks: Ministry of Agriculture and Food Security • Welcome Remarks: Ministry of Tourism and International Transport • Welcome Remarks: Isolina Boto, CTA, Brussels • Welcome Remarks: Katja Svensson, Representative, EU Delegation, 	9h00 – 9h30
TECHNICAL SESSION #1: AGROTOURISM DEVELOPMENT IN THE CARIBBEAN	
Introduction of Keynote Speaker – Ena Harvey, Representative, IICA Delegation, Barbados KEYNOTE ADDRESS H.E. Liz Thompson, Barbados Ambassador to the United Nations	9h30 – 10h15

<p>Chairperson:</p> <p>SUCSESSES FROM RECENT INTERVENTIONS</p> <ul style="list-style-type: none"> • Promoting Agrotourism Development in ACP Small Island Developing States <i>Isolina Boto, Manager - CTA Brussels</i> • Promoting Agrotourism in the Caribbean <i>Ena Harvey, IICA Hemispheric Agrotourism Specialist, Barbados</i> • Agrotourism in the ECS <i>Maria Fowell, Tourism Specialist, Economic Development Policy Unit, OECS Commission</i> 	10h15 – 10h45
BREAK AND GROUP PHOTO	10h45 – 11h15
<p>TECHNICAL SESSION #2: AGROTOURISM DEVELOPMENT: TWO BASIC DIMENSIONS – TRADE AND RURAL TOURISM</p>	
<p>This session will focus on models for regional production integration and trade of priority food commodities (fresh and processed) required by the tourism / foodservice sector across the Caribbean, and initiatives for the development of unique rural-based attractions that capitalize on the shared heritage and traditions of the Member States of the Region.</p> <p>Panel 1: From Farm to Table: Innovations in Production and Processing</p> <ul style="list-style-type: none"> • Hydroponics and New Crops - <i>Rishi Panjwani Ino-Gro</i> • Regional Trade Opportunties in Processed Root Crop, Herb and Spice Products – <i>Simpson DaSilva, Caribbean AgriBusiness Association (CABA)</i> • Regional trade in coconut oil and coconut water - <i>Ansari Hosein, Representative, CARDI</i> • Supply of Fishery Products to Regional Tourism sector – <i>Representative Caribbean Regional Fisheries Mechanism (CRFM)</i> • Supply of Meat and Dairy products – <i>Andrea Power, Hatchmans Cheeses, Barbados; Caribbean Broilers (Keith Amiel)</i> 	11h15-12h30
DISCUSSION / Q&A	12h30 – 13h00
LUNCH	13h00 – 14h00

<p>Panel 2: A Buyer's Perspective</p> <p><u>Moderator: Terry Vanterpool-Fox, Barbados Tourism Marketing Inc.</u></p> <ul style="list-style-type: none"> • Initiatives by MASSY Supermarkets to partner with farmers – <i>Dunstan Demille, Purchasing Manager, MASSY St. Lucia</i> • Sandals Resorts International and linkages with producers - <i>Avian Locke, Purchasing Manager, Sandals Barbados Resort & Spa</i> • Dominican Agribusiness Board (JAD) and ASONAHORES – <i>Claudia Chez, Deputy Executive Director, La Junta Agroempresarial Dominicana</i> • Potential for the Development of a Regional Health & Wellness Sector in the Caribbean – <i>Steve Andrews, Soothing Touch Da Spa, Barbados and former Chair, Caribbean Spa and Wellness Association</i> 	14h00 – 15h00
DISCUSSION / Q&A	15h00 – 15h30
<p>Panel 3: Successful Models for Community Based and Rural Tourism</p> <p><u>Moderator: Dr. Kerry Hall, Tourism Consultant, Ministry of Tourism and International Transport</u></p> <ul style="list-style-type: none"> • A Regional Model for FarmStay and Rural Tourism – <i>EuroGites Representative</i> • Best Practice in Community Based Tourism – <i>Paula Lewis, Manager, Belmont Estate - Grenada</i> • Potential for Development of Regional Heritage Trails - <i>Uwahnne Martinez, Belize & Tania Lieuw-a-Soe, Wi Uma, Suriname</i> 	15h30 – 16h00
DISCUSSION / Q&A	16h00 – 16h30
<p><u>Facilitators – Ainsworth Riley and Brent Theophile, IICA</u></p> <p>THREE GROUP DISCUSSIONS ON PRIORITIES FOR REGIONAL AGROTOURISM AND POLICY IMPERATIVES:</p> <p>GROUP 1: PRODUCTION GROUP 2: TRADE GROUP3: COMMUNITY BASED / RURAL TOURISM</p>	16h30 – 17h30
END OF DAY ONE	

DAY 2 October 10, 2019	
PLENARY - THREE GROUP PRESENTATIONS ON PRODUCTION, TRADE AND COMMUNITY BASED TOURISM	8h30 – 9h00
TECHNICAL SESSION #3: SUPPORT SERVICES & CAPACITY DEVELOPMENT FOR AGROTOURISM LINKAGES	
<p>This session will focus on successful models and tools developed by both the public and private sectors and international agencies to link producers with buyers in the tourism sector; train and certify culinary professionals and build capacity in rural communities. These models have the potential for upscaling at regional level in the Caribbean.</p>	
<p><i>Moderator: Maria Fowell, Tourism Specialist, Economic Development Policy OECS Commission</i></p> <p>Panel 1: Successful models in ICT Applications and Training /Certification</p> <ul style="list-style-type: none"> • V.A.C.H. (Virtual Agricultural Clearing House) - Noorani Azeez, Executive Vice President, St. Lucia Hotel & Tourism Association (SLHTA) • Tourism Linkages Network and ALEX Trading Platform – Ainsworth Riley, IICA Jamaica • Capacity Building for Chefs and Culinary Professionals - Jennifer Barrow, BCC Hospitality Institute, Barbados; Peter Edey, Dining Club, Barbados 	9h00 – 10h00
BREAK 10h00 – 10h15	
TECHNICAL SESSION #4: PROMOTING INVESTMENT IN PRODUCTION, TRADE AND RURAL TOURISM PRODUCT DEVELOPMENT	
<p><i>Lead Paper summarizing available financing options for Agrotourism Development – CTA and IICA</i></p> <ul style="list-style-type: none"> • Facilitating Financial Transactions re trade and investment for Agrotourism across the Region – <i>Dr. Justin Ram, Caribbean Development Bank, Barbados</i> • How Blockchain Technology Helps Young Caribbean Farmers Access Finance - <i>Daniela Doyle, Develop Digitally, Jamaica</i> • Cross-Border Investment in Support of Agrotourism Linkages — <i>Rodinald Soomer, Caricom Development Fund</i> 	10h00 – 12h00
GROUP DISCUSSIONS	12h00 – 13h00
LUNCH	13h00 - 14h15
GROUP DISCUSSIONS (continued)	14h15 – 15h30

GROUP PRESENTATIONS IN PLENARY	15h30 – 16h30
FINAL RECOMMENDATIONS AND CLOSE OF WORKSHOP	16h30 – 17h40

DAY 3

Friday 11th October

Site visits

- **Leave Hotel at 9:30 for 1.5h tour**
Adams Aqua Life - Aquaponics Fish Farm with Agrotourism tour.
- **11:45 arrive at PEG Farm and Nature Reserve** – Biodynamic farm with restaurant and tours
(2.5h total: 1 hour for lunch 1.5 hour for tour)

Return to Hotel