



## 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

### Draft Workshop Programme

DAY 1 October 9, 2019	
REGISTRATION	8h00 – 9h00
OPENING SESSION	
<b>Chairperson:</b> , Ena Harvey, Representative, IICA Barbados  <b>Speakers:</b> <ul style="list-style-type: none"> <li>• Welcome Remarks: Ministry of Agriculture and Food Security</li> <li>• Welcome Remarks: Ministry of Tourism and International Transport</li> <li>• Welcome Remarks: Isolina Boto, CTA, Brussels</li> <li>• Welcome Remarks: Katja Svensson, Representative, EU Delegation,</li> </ul>	9h00 – 9h30
TECHNICAL SESSION #1: AGROTOURISM DEVELOPMENT IN THE CARIBBEAN	
<b>Introduction of Keynote Speaker – Ena Harvey,</b> <b>Representative, IICA Delegation, Barbados</b>  <b>KEYNOTE ADDRESS</b> <b>H.E. Liz Thompson, Barbados Ambassador to the United Nations</b>	9h30 – 10h15
<b>Chairperson:</b>  <b>SUCSESSES FROM RECENT INTERVENTIONS</b> <ul style="list-style-type: none"> <li>• <b>Promoting Agrotourism Development in ACP Small Island Developing States</b> <i>Isolina Boto, Manager - CTA Brussels</i></li> <li>• <b>Promoting Agrotourism in the Caribbean</b> <i>Ena Harvey, IICA Hemispheric Agrotourism Specialist, Barbados</i></li> <li>• <b>Agrotourism in the ECS</b> <i>Maria Fowell, Tourism Specialist, Economic Development Policy Unit, OECS Commission</i></li> </ul>	10h15 – 10h45
BREAK AND GROUP PHOTO	10h45 – 11h15
TECHNICAL SESSION #2: AGROTOURISM DEVELOPMENT: TWO BASIC DIMENSIONS – TRADE AND RURAL TOURISM	

<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><b>Panel 1: From Farm to Table: Innovations in Production and Processing</b></p> <ul style="list-style-type: none"> <li>• <b>Hydroponics and New Crops</b> - <i>Rishi Panjwani Ino-Gro</i></li> <li>• <b>Regional Trade Opportunities in Processed Root Crop, Herb and Spice Products</b> – <i>Simpson DaSilva, Caribbean AgriBusiness Association (CABA)</i></li> <li>• <b>Regional trade in coconut oil and coconut water</b> - <i>Ansari Hosein, Representative, CARDI</i></li> <li>• <b>Supply of Fishery Products to Regional Tourism sector</b> – <i>Representative Caribbean Regional Fisheries Mechanism (CRFM)</i></li> <li>• <b>Supply of Meat and Dairy products</b> – <i>Andrea Power, Hatchmans Cheeses, Barbados; Caribbean Broilers (Keith Amiel)</i></li> </ul>	<b>11h15-12h30</b>
<b>DISCUSSION / Q&amp;A</b>	<b>12h30 – 13h00</b>
<b>LUNCH</b>	<b>13h00 – 14h00</b>
<p><b>Panel 2: A Buyer's Perspective</b></p> <p><u>Moderator: Terry Vanterpool-Fox, Barbados Tourism Marketing Inc.</u></p> <ul style="list-style-type: none"> <li>• <b>Initiatives by MASSY Supermarkets to partner with farmers</b> – <i>Dunstan Demille, Purchasing Manager, MASSY St. Lucia</i></li> <li>• <b>Sandals Resorts International and linkages with producers</b> - <i>Avian Locke, Purchasing Manager, Sandals Barbados Resort &amp; Spa</i></li> <li>• <b>Dominican Agribusiness Board (JAD) and ASONAHORES</b> – <i>Claudia Chez, Deputy Executive Director, La Junta Agroempresarial Dominicana</i></li> <li>• <b>Potential for the Development of a Regional Health &amp; Wellness Sector in the Caribbean</b> – <i>Steve Andrews, Soothing Touch Da Spa, Barbados and former Chair, Caribbean Spa and Wellness Association</i></li> </ul>	<b>14h00 – 15h00</b>
<b>DISCUSSION / Q&amp;A</b>	<b>15h00 – 15h30</b>

<p><b>Panel 3: Successful Models for Community Based and Rural Tourism</b></p> <p><u>Moderator: Dr. Kerry Hall, Tourism Consultant, Ministry of Tourism and International Transport</u></p> <ul style="list-style-type: none"> <li>• <b>A Regional Model for FarmStay and Rural Tourism –</b> <i>EuroGites Representative</i></li> <li>• <b>Best Practice in Community Based Tourism –</b> <i>Paula Lewis, Manager, Belmont Estate - Grenada</i></li> <li>• <b>Potential for Development of Regional Heritage Trails -</b> <i>Uwahnne Martinez, Belize &amp; Tania Lieuw-a-Soe, Wi Uma, Suriname</i></li> </ul>	15h30 – 16h00
<b>DISCUSSION / Q&amp;A</b>	16h00 – 16h30
<p><u>Facilitators – Ainsworth Riley and Brent Theophile, IICA</u></p> <p><b>THREE GROUP DISCUSSIONS ON PRIORITIES FOR REGIONAL AGROTOURISM AND POLICY IMPERATIVES:</b></p> <p><b>GROUP 1: PRODUCTION</b>  <b>GROUP 2: TRADE</b>  <b>GROUP3: COMMUNITY BASED / RURAL TOURISM</b></p>	16h30 – 17h30
<b>END OF DAY ONE</b>	

<b>DAY 2</b> <b>October 10, 2019</b>	
<b>PLENARY - THREE GROUP PRESENTATIONS ON PRODUCTION, TRADE AND COMMUNITY BASED TOURISM</b>	<b>8h30 – 9h00</b>
<b>TECHNICAL SESSION #3: SUPPORT SERVICES &amp; CAPACITY DEVELOPMENT FOR AGROTOURISM LINKAGES</b>	
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.	
<i>Moderator: Maria Fowell, Tourism Specialist, Economic Development Policy OECS Commission</i>  <b>Panel 1: Successful models in ICT Applications and Training /Certification</b> <ul style="list-style-type: none"> <li>• <b>V.A.C.H. (Virtual Agricultural Clearing House)</b> - Noorani Azeez, Executive Vice President, St. Lucia Hotel &amp; Tourism Association (SLHTA)</li> <li>• <b>Tourism Linkages Network and ALEX Trading Platform</b> – Ainsworth Riley, IICA Jamaica</li> <li>• <b>Capacity Building for Chefs and Culinary Professionals</b> - Jennifer Barrow, BCC Hospitality Institute, Barbados; Peter Edey, Dining Club, Barbados</li> <li>• <b>Community Based Tourism Toolkit</b> – <i>Annie Bertrand, COMPETE Caribbean</i></li> </ul>	<b>9h00 – 10h00</b>
<b>BREAK 10h00 – 10h15</b>	
<b>TECHNICAL SESSION #4: PROMOTING INVESTMENT IN PRODUCTION, TRADE AND RURAL TOURISM PRODUCT DEVELOPMENT</b>	
Moderators: Ena Harvey, IICA and Isolina Boto, CTA	
<i>Lead Paper summarizing available financing options for Agrotourism Development – CTA and IICA</i> <ul style="list-style-type: none"> <li>• <b>Facilitating Financial Transactions re trade and investment for Agrotourism across the Region</b> – <i>Dr. Justin Ram, Caribbean Development Bank, Barbados</i></li> <li>• <b>How Blockchain Technology Helps Young Caribbean Farmers Access Finance</b> - <i>Daniela Doyle, Develop Digitally, Jamaica</i></li> <li>• <b>Cross-Border Investment in Support of Agrotourism Linkages</b> — <i>Rodinald Soomer, Caricom Development Fund</i></li> </ul>	<b>10h00 – 12h00</b>
<b>GROUP DISCUSSIONS</b>	<b>12h00 – 13h00</b>
<b>LUNCH</b>	<b>13h00 - 14h15</b>
<b>GROUP DISCUSSIONS (continued)</b>	<b>14h15 – 15h30</b>

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

**DAY 3**  
**Friday 11<sup>th</sup> 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**