



# Investing in Agrotourism Development in the Caribbean Region



## FINAL REPORT



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- United Soybean Board
- Women in Business Development, Samoa
- IICA Offices in Costa Rica, Jamaica and St. Kitts and Nevis

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## Abbreviations

ABS UWI	AgriBusiness Society University of the West Indies
ACP	Africa, Caribbean and Pacific
CABA	Caribbean AgriBusiness Association
CANROP	Caribbean Network of Rural Women Producers
CARICOM	Caribbean Community
CAFY	Caribbean Agricultural Forum for Youth
CARIRI	Caribbean Industrial Research Institute
CDB	Caribbean Development Bank
CDE	Centre for the Development of Enterprise
CELOS	Centre for Agricultural Research, Suriname
CHTA	Caribbean Hotel & Tourism Association
CTA	Technical Centre for Agriculture and Rural Cooperation
CTO	Caribbean Tourism Organisation
CUSO-VSO	Canadian University Service Overseas – Volunteer Service Overseas
CWA	Caribbean Week of Agriculture
DOAM	Dominica Organic Agriculture Movement
DNCW	Dominica National Council of Women
EDF	European Development Fund
EMPRETEC	Emprededores y Tecnología (Guyana)
FAO	Food and Agriculture Organisation
FAST	Finance Alliance for Sustainable Trade
GOAM	Grenada Organic Agriculture Movement
GTA	Guyana Tourism Authority
IICA	InterAmerican Institute for Cooperation on Agriculture
JOAM	Jamaica Organic Agriculture Movement
MAAF	Ministry of Agriculture and Fisheries
MOT	Ministry of Tourism
MOH VPH	Ministry of Health Veterinary Public Health
OAS	Organisation of American States
OECS	Organisation of Eastern Caribbean States
SEED CAP	Supporting Economic Empowerment and Development in the Caribbean and Pacific
SFC	Sugarcane Feeds Centre
SIDS	Small Island Developing States
SPC	Secretariat of the Pacific Community USB-USSEC United Soybean Board-United States Soybean Export Council
WIBID	Women in Business Development

## Executive Summary

The Forum brought together fifty five (55) participants from the Caribbean and Pacific regions, together with representatives of Ministries of Agriculture, Tourism and Culture, technical assistance agencies, Universities, and private sector companies.

The Agenda featured three sessions. The first session focused on “Promoting a Regional Agrotourism Framework” with presentations from IICA on the establishment of a Regional Agrotourism Resource Centre for the Caribbean, from the OECS Secretariat on agrotourism initiatives in the sub-region; from the Caribbean Tourism Organisation on the regional Food Tourism Strategy and from the CTA and Pacific representatives on proposals for collaboration between the Caribbean and Pacific regions on agrotourism linkages.

The second session showcased agrotourism project proposals developed in Haiti, Trinidad and Tobago and St. Kitts & Nevis, while the third session shared perspectives from three development partners on support to agrotourism and investment opportunities.

Highlights of discussions for each session are presented in the Report.

## Recommendations

### Collaboration between the Caribbean and Pacific Regions

- Work with Pacific governments to educate and sensitize Caribbean leaders on the value of **organic agriculture**, use meetings leading up to SIDS to influence leaders and also solicit the support of the Prime Minister of Samoa to influence other leaders.
- CTA and IICA to finalise the proposals for collaboration between the two regions. The set of activities will include the following:
  - (1) Mapping the opportunities linked to Agrotourism in the Pacific at every level;
  - (2) Promotion of public-private sector partnerships and documentation of successful models in Samoa and other countries.
  - (3) Consolidation of a network of Chefs in **both** Regions.
  - (4) Exchanges between the Pacific and Caribbean, including study tours to the Caribbean. CTA to work with IICA to establish a small task force to contribute to study tours for the Pacific in the Caribbean

- (5) Learning opportunities and capacity building, including the development of distance learning courses.
- (6) Establishment of a Knowledge Sharing Platform on Agrotourism, including dissemination of best practices and successes in both the Pacific and the Caribbean and building of the network in a consolidated fashion.

### **In the Caribbean**

- IICA to work with Caricom Secretariat, CTO, CTA, and other partners to mobilize the Agrotourism Task Force towards the implementation of the Regional Strategy and Action Plan for Agrotourism
- IICA and CTO to sign MOU and to advance plans for implementation of the Food Tourism Strategy
- Regional Initiative on public liability insurance for small rural tourism operators, to be investigated
- Member states to submit stories on their sustainable tourism initiatives for publication in CTO's quarterly Vision Expressed Newsletter.
- CTO to compile and share information on marketing and promotional agencies, and on conferences on product development and promotion (such as the one in Singapore) which focus on sustainable tourism and agrotourism
- CABA to liaise with USB-USSEC to discuss aquaculture investment opportunities in the Caribbean Region.

### **Next Steps**

- IICA to follow up with FAST to develop investment profiles on agrotourism
- IICA and CTA to share presentations and report of the seminar on the CTA website
- CTA, SPC and IICA to finalise details of the Agrotourism proposal for Caribbean-pacific collaboration towards SIDS 2014
- IICA to schedule a meeting of the Regional Agrotourism Task force
- IICA and CTO to meet to advance plans for the Food Tourism Strategy

# Introduction

## Background

Global trends (including food and dining trends; climate change and green economies; 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 are 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, and are experimenting with exotic tropical flavours and colours in foods typical of the Caribbean Region.

*In its purest sense, AgroTourism refers to travel which combines rural settings with products of agricultural operations – all within a tourism experience that is paid for by visitors. Agrotourism provides “rural experiences” to travelers with the goal of generating revenues for farmers and surrounding communities. These experiences typically include a wide range of attractions and activities that take place in agricultural areas. Important ingredients of such “rural experiences” include open spaces, low levels of urban or industrial development, and opportunities for visitors to directly experience agricultural, pastoral, and natural environments, as well as crafts, culinary products and local culture.*

*Agrotourism Linkages* refer to the transactions and trading arrangements that take place along the Tourism Value Chain not only at the level of rural agro-industry, and also within complex trade and distribution networks, across distance and time, between the agricultural sector and the tourism and foodservice sectors at national, regional and international levels.

## Importance of Agrotourism in the Caribbean Region

The issue of strengthening the links between agriculture and tourism has been on the Region’s political and economic development agendas for a considerable time. The potential to improve the value added from tourism 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 and the private sector, in both the agriculture and tourism sectors.

Forging agriculture-tourism linkages capitalizes on the inherent ability of the tourism sector to diversify the Caribbean economy, stimulate entrepreneurship, catalyze investment and assist in wider social development in our rural communities. Such linkages offer unprecedented opportunities to shore up agricultural production, stimulate the rapid growth in “new” agriculture, create employment along the Tourism Value Chain, and build resilience and sustainability of Caribbean economies. The latter is particularly critical for reducing the high levels of leakage of foreign exchange from tourism (as much as 90% in the Bahamas and 50% in Barbados), preserving patrimony and cultural identity, enhancing food and nutrition security and reducing poverty in local communities, and promoting local awareness and good practices with respect to climate change and environmental issues.

### **IICA’s Work in Agrotourism**

Since 2002, IICA has had a focussed programme on Agrotourism in the Caribbean Region, as part of a larger hemispheric programme in Latin America and the Caribbean.

The major achievements since 2002 have been:

- Building partnerships and alliances at public and private sector levels at both national and regional levels, with the objective of strengthening the policy and institutional framework in support of agrotourism trade linkages and rural tourism.

*The most significant achievements in this regard have been (1) IICA’s membership on the Board of Directors and on the Sustainable Tourism Committee of the Caribbean Tourism Organisation (CTO) for the past 9 years and (2) the endorsement of a Regional Agrotourism Sector Development Plan by the Ministers of the Caribbean Region in 2012;*

- Establishment of strong alliances with the Caribbean Tourism Organisation, Caribbean Hotel and Tourism Association, CARICOM Secretariat, OECS Secretariat, OAS, CDE, Commonwealth Secretariat, and the CTA;
- Facilitating knowledge transfer and supporting training and skills development through the documentation of success stories and Best Practices in the Caribbean and Latin America; publication of manuals, videos, webinars; and development and management of an online distance learning course on Agro-EcoTourism (in both Spanish and English which to date, has trained over 600 students);
- Facilitation of business and investment opportunities in Caribbean countries and access to tourism markets, by conducting evaluations and diagnostic assessments of existing and potential agrotourism sites and attractions; preparing project



proposals for investment; networking farmers, processors and entrepreneurs with hotels and foodservice buyers; and hosting workshops and seminars.

### **Collaboration with the Pacific Region on Agrotourism**

Like the Caribbean Region, the two productive sectors - agriculture and tourism - seem to offer the best opportunities for inclusive economic growth in several Pacific Island Countries (PICs) and therefore the promotion of linkages between tourism and agriculture should help create economic opportunities, build resilience in rural communities and enhance sustainable development in both tourism and agriculture sectors.

Historically, the tourism industry in the South Pacific has primarily marketed itself on sun, sand and sea. Cuisine has not had a front and center position, with most chefs deferring to western menu formats in order to accommodate perceived visitor tastes. However, there is growing interest in South Pacific cuisine and the recognition by some hotel properties of the high value of the regions cuisine in its tourism package as a cultural point of difference.

Where cuisine goes, agriculture follows, so the further development and strengthening of local cuisine represents a new opportunity to enhance the tourism brand, reduce food imports by sourcing more to local farmers groups and to further engage all Pacific Islanders in the tourism industry.

### **Advancing Regional Initiatives in AgroTourism Trade Linkages and Rural Tourism**

The Agrotourism Investment Seminar at the CWA will seek to advance the implementation of the Regional Strategic Development Plan for Agrotourism. The Plan seeks to provide a mechanism for managing and increasing the local development impact of tourism and agriculture. It seeks to create a collaborative and inclusive national and regional planning and implementation network that can drive trade and new business between the two sectors.

The Three Broad Components of the Plan are:

- Component #1: Development of an Institutional and Policy Framework for Facilitating Linkages between Agriculture and Tourism
- Component #2: Measures to Increase Trade of Agricultural Goods into the Tourism and Hospitality Sector

- Component #3: Rural/Culinary Tourism: Product Development And Promotion

Proposals will be presented by IICA, the OECS Secretariat, the Caribbean Tourism Organisation and private investors on these components. In addition, proposals for Caribbean-Pacific collaboration on agrotourism will be presented.

Other initiatives in the pipeline include rural tourism developments in cocoa in 7 Caribbean countries, and national rural tourism projects in Haiti and St. Kitts & Nevis.

### **Objectives of the Agrotourism Investment Seminar**

1. To share information on the status of implementation of the Regional Development Plan for Agrotourism
2. To present regional and national project proposals and investment opportunities in agrotourism
3. To identify potential donor and investor interests in trade linkages and rural tourism
4. To advance institutional arrangements and proposals for collaboration on agrotourism in the Caribbean and between the Caribbean and Pacific Regions

## Opening Session

The Opening Session was chaired by Ena Harvey, IICA Management Coordinator for the Caribbean. The Head Table comprised the following persons:

- *Ena Harvey, IICA Management Coordinator-Caribbean Region & Agrotourism Specialist*
- *James French, IICA Director of Technical Cooperation*
- *Michael Hailu, Director, CTA*
- *Leela Ramoutar, Specialist, Private Sector Facilitation, CARICOM Secretariat*
- *Indranauth Haralsingh, Director, Guyana Tourism Authority (GTA)*

Highlights of the remarks from the Head Table are presented below:-



### **James French, IICA Director of Technical Cooperation**

*“... The opportunity to develop agrotourism as a value chain required new thinking beyond the two sectors... new thinking by IICA...and recognition by the public sector of the potential of this value chain to create employment and growth within the region and capture the value added involved for the stimulation of the rural sector. Recognizing the changes taking place in both tourism and agriculture led to IICA’s development of an agrotourism programme in 2002.*

*“...IICA took had the opportunity to create the linkages between public and private sector, creating very close relationships with the Caribbean Tourism Organisation, the Caribbean Hotel and Tourism Association, the CARICOM Secretariat, the Commonwealth Secretariat, CDE and CTA.*

*...We worked very hard in facilitating knowledge transfer and supporting training and skills development and the documentation of success stories and best practices in LAC. One particular*

course that we are very proud of is the online agro-ecotourism course which we offer together with the OAS. To date we have trained over 600 students in Latin America and the Caribbean..

... It is a real pleasure for us to be involved in this particular workshop, and we hope that everyone involved will be able to share their experiences so that together we can develop a strategy for moving forward for increasing the investment and success of the agrotourism sector for the benefit of the rural sectors.

### **Michael Hailu, Director, CTA**

... For us at CTA this is an exciting opportunity to address a number of issues that we are concerned about in terms of creating economic opportunities for smallholder farmers, and especially women.... helping to reduce the huge food import bill in both the Caribbean and the Pacific, and linking the two regions in a very concrete and practical manner.

... We are very excited about the potential benefits for smallholder farmers and small agribusiness in the region. Agrotourism is very much along the lines of value chains, literally from farm to fork. I understand that in this workshop, we will be looking at different aspects to support local chefs and promoting local foods. It has all of the aspects from the income point of view and the nutrition point of view..

**... We also feel that this is something that we can support within the INTRA ACP programme with IICA and the SPC in the Pacific. CTA has a coordinating role between the two regions and this is one way that we can show in a very practical manner what the two regions can do by working together..**

... It will also open opportunities in creating capacity... we realize that the Caribbean is a lot more advanced than the Pacific. There are real opportunities for capacity building and for developing agrotourism in the Pacific. There are lots of areas where the two regions can come together and benefit from their comparative advantages..

... We hope that out of these discussions, we can come up with very strategic actions that we can take forward.

**Leela Ramoutar, Specialist, Private Sector Facilitation,  
CARICOM Secretariat**

*... I am particularly pleased to be part of this Seminar for two reasons. Firstly because of my job, which deals with production integration, and secondly because I am so often bitterly disappointed by lack of local content in so many restaurants and hotels across CARICOM.*

*... The Caricom Secretariat has a very important mandate founded in the revised Treaty of Chaguaramas under production integration. The Treaty establishes a broad spectrum of measures as to how production integration can be used to boost industrial development in the Community. This includes linkages between sectors and across countries. It is not surprising therefore, that the issue of strengthening links between tourism and agriculture has been on the political and economic development agendas for quite some time ...*

*... The region has been experiencing economic development challenges and there is an urgent need for economic transformation. We have low growth, high debt economies.... Our growth rate is far below what it should be, and within this scenario, the major issue how to transform our region into a high growth, competitive one..*

*... Collaboration with IICA has led to the establishment of a **Technical Working Group** on Agrotourism linkages which has developed a Plan of Action for Agrotourism...*

*... The region is often described as having an Implementation deficit. I am therefore asking for the assistance of all stakeholders to make sure that this Action Plan becomes an implemented one.*

**Indranauth Haralsingh, Director, Guyana Tourism Authority  
(on behalf of Hon. Irfaan Ali, Minister of Tourism)**

*... It is often said that "Agriculture is the best culture to be practised". Food security is critical for our survival and the growing tourism arrivals will place additional pressures as well as create opportunities for destinations in the Caribbean. The Caribbean needs to produce more food locally and to import food from within the region.*

*...Agrotourism is very, very important and there is a great opportunity and the need for a food tourism strategy for the region*

*... Agriculture and tourism are a great natural fit. Agrotourism has great potential to create additional sources of income and employment for the rural community, and to diversify activities and to understand a destination's local culture through food .*

*... Global trends are fuelling growth in agrotourism. Increasingly tourists are seeking genuine experiences linked to food culture and heritage. In Guyana, there is tremendous potential for the development of agrotourism from farm-based, eco-, agro-, and agro-heritage to agro-forestry. The*

*linkages and partnerships between farmers and visitors are strong, as local produce and foods makes their way to the menus .. We also have abundant and very fertile land in Guyana and numerous opportunities for investing in agriculture in Guyana*

*... We need to pay attention to producing more food with fewer resources, minimize the impact of farming activities on the environment, and help small farmers to break the cycle of poverty. We need to invest in training young farmers, and in removing obstacles to food importation within the region.. we need to explore opportunities for indigenous foods and incentives for the tourism to produce and procure food locally and intra-regionally, and for investment in organic foods*

*... We should also use this forum to discuss policy initiatives and the institutional framework to fine-tune the regional strategy proposed by IICA and to work more on the regional agrotourism task force. We would like to compliment IICA and the Caricom Secretariat for their work, and vision and leadership and their commitment to development to agrotourism in the region. Developing a Caribbean-Pacific agrotourism partnership is also a great initiative...*

*... We in Guyana will be celebrating tourism awareness month in November. One of the activities is a Restaurant week and focus on having more local foods on the menu... We are optimistic that the Caribbean will become the foodie destination of the future. The time to invest in agrotourism development is now.*



## Presentations and Discussions

### Session #1: Promoting a Regional Agrotourism Framework

This session focussed on the Regional Strategy for Agrotourism in the Caribbean Region. It dealt with proposals for development of the institutional framework at regional and sub-regional levels, notably marketing the Caribbean as a “Foodie” destination, and linking the Caribbean with the Pacific Region through agrotourism best practices.

The session was moderated by Ena Harvey.

Four presentations were given in this session. Highlights of the presentations are provided below:

1. **Establishing a Regional Agrotourism Resource Centre for the Caribbean**, by Ena Harvey, IICA Management Coordinator-Caribbean & Agrotourism Specialist
2. **OECS Proposals for Agrotourism Development**, by George Alcee, Agricultural Economist, OECS Secretariat
3. **Caribbean Food Tourism Strategy**, by Gail Henry, CTO Sustainable Tourism Specialist
4. **Developing a Caribbean-Pacific Agrotourism Partnership – Towards SIDS 2014**, by Isolina Boto, CTA and Pacific Team

### Establishing a Regional Agrotourism Resource Centre for the Caribbean



The first presentation by Ena Harvey provided participants with the broad overview of agrotourism and of IICA’s work over the last decade in Latin America and the Caribbean. The Tourism Value Chain, *from Farm to Table to Spa and Gift Shop* was described, with examples provided of success stories in the trade of fresh and

processed foods and craft, as well as in the establishment of community-based and rural tourism sites and attractions.

The components of the Regional Strategy and Action Plan on Agrotourism were outlined and the establishment of an Agrotourism Resource Centre was highlighted as a key component of the implementation of the Action Plan. IICA's work with the Caribbean Tourism Organisation (CTO) in the development of a Food Tourism Strategy, and plans for the establishment of a Caribbean Culinary Alliance, were also shared with participants.

### **OECS Proposals for Agrotourism Development**



The OECS development plan for agriculture to 2012-2022 has identified Agrotourism Linkages as an important aspect of development for the sub region, with IICA as the main partner for implementing actions under this plan. George Alcee, Agricultural Economist with the OECS Secretariat, shared information on projects undertaken with funding from FAO in 2009 on “Strengthening the Value Chains that Serve the Hospitality Sector.”, which identified agro-tourism opportunities in the context of the value chains that serve the hospitality/tourism sector, and developed strategies and criteria for establishing an OECS Quality Seal to ensure competitiveness and sustainability of the linkages between the sectors.

He also reported on a joint meeting of Agriculture and Tourism Ministers in May 2010, the outcome of which was a mandate to the Ministers of the sub-region to mobilise resources to undertake the necessary demand studies, which would serve as the evidence base for the identification of agriculture products to be targeted for production and sale to the hospitality, cruise and export markets.

Under a current project funded under the 10<sup>th</sup> EDF, the OECS is aiming to strengthen linkages between agriculture and tourism and other key economic sectors in the OECS, with a view to optimizing economic benefits and improving the collective economic impacts of the sectors.



## Caribbean Food Tourism Strategy



Gail Henry listed the following key advantages of Food Tourism:

- ✓ A strengthened tourism sector and enhanced local **job opportunities** through appealing food tourism experiences;
- ✓ New **destination marketing** platform for the region that will enhance and support national tourism product diversification efforts;
- ✓ **Financial benefits** to tourism operators/suppliers participating in food tourism;
- ✓ Potential for local community and other organizations to participate in **revenue generation** from food tourism;
- ✓ **Positive linkages and spinoff benefits** to agriculture, restaurant and food/spirits manufacturing, culture and heritage, and spa and wellness entities in the destination;
- ✓ Further means to **celebrate and highlight local culture** in the form of authentic local food experiences; and
- ✓ **Greater awareness of food products** in destinations with possible **export benefits** for local producers.

Lessons learned from leading Food Tourism Destinations show that they all have strong food-focussed business organizations/alliances (comprising both public and private sectors) leading and supporting food tourism development, as well as funding from government, membership, projects and earned revenues. Product development is a key facet of the destinations' food tourism development programs and standards are in place to ensure food quality, service, and hygiene standards. Marketing is perhaps the most important focus of successful food tourism development programs. Marketing initiatives focus on food tourism events, awards programs and ceremonies, visitor guides, websites, social media, and media and PR initiatives.

In terms of next steps for the Caribbean to take the Food Tourism Strategy forward, Gail pointed to the need for ongoing tourism product diversification, identification of lucrative segments that can build on strengths of Caribbean tourism assets, and the establishment of a coordinating body, which would undertake fund raising, capacity building, research, and promotion.

### **Developing a Caribbean-Pacific Agrotourism Partnership – Towards SIDS 2014**

Before introducing the Pacific panel members, Isolina Boto of the CTA gave participants a brief introduction to the context for collaboration between the Pacific and Caribbean regions in agrotourism and CTA's role. Individual members of the panel provided more information on specific aspects.



The Pacific and Caribbean regions share many common challenges as Small Island Developing States. In both regions, agriculture and tourism are the most important economic drivers and these sectors have largely been developed, designed and managed largely in isolation of each other.

There are many challenges to be faced in the market, including issues of volumes, quality, regularity and compliance with food safety. There have been successes in some Pacific countries in terms of export, for example, beef and coffee from Vanuatu, and there are many lessons to be drawn from these successes and shared.

Agrotourism has the potential to bridge the gap between farmers and the tourism industry and also promote the preservation of the natural resource base. The collaboration between the two regions is intended to **convert vulnerabilities into resilience, and creating sustainable production and marketing systems.**

In terms of inter-regional collaboration, the objective is also to promote increased investment in agriculture, and link it to health and nutrition. In comparison with the Caribbean, the Pacific receives very few tourists and they would therefore benefit from the experience of the Caribbean in Tourism. However, for the Pacific, a sustainable

tourism development model combining nature, culture and traditions would be the priority for developing the economies.

For the Pacific, sustainable production systems would revolve primarily around organic production, and linking small farmers with the hotels and restaurants. Organic production is a **point of difference** and a natural fit for the Pacific, and it represents a focus that the Pacific can build upon. Most production systems in the Pacific are small-scale and based on multi-cropping. The tie to the land and sea is very important for Pacific Island Countries. The use of chemical inputs is very low (less than 3% of farmers in Vanuatu use chemical inputs).

Certification and branding are already well developed with the Participatory Guarantee Schemes for local production and the Pasifika brand for tree crops such as coconut, coffee and cocoa, **There are over 8,000 farmers certified in the region** with two thirds of them in Papua New Guinea. In Samoa, WIBID's programme is an organic one. Even with a very small population of 181,000 and a small land mass, over 33,000 hectares of land are certified organic and over 700 farmers have been certified. Linking organic production to tourism would validate indigenous knowledge which is very, very strong and very rich in the Pacific.

**The PICs have some strong pillars in organic production. They enjoy the highest level of support at the institutional and policy levels from the Regional Organic Group which includes seven (7) Prime Ministers and is chaired by the Prime Minister of Samoa. This has been a HUGE STEP as the Prime Ministers have agreed to mainstream organic production into their economic development policies. Without this, the provision of support from Ministries of Agriculture would not have been possible.**

The commercial production of horticultural crops is not a traditional practice and linking farmers with tourism can change the balance of production and bring new chances for growers of indigenous crops to *"move into that space"*.

**Under the EU INTRA ACP project, the exchange of experience and expertise between the two regions has started. The UN SIDS 2014 conference in September in Samoa is only one milestone of the proposed Pacific-Caribbean collaboration, and represents an opportunity to leverage a small project to green SIDS and offset carbon emissions using the farmer-hotel linkage to match demand and supply.**

The intention is to go beyond SIDS to have a sustainable programme which would see the reduction of the high food import bill for the tourism industry (70-80% of food imported).

The set of activities being planned include the following:

1. Mapping the opportunities linked to Agrotourism in the Pacific at every level;
2. Promotion of public-private sector partnerships and documentation of successful models in Samoa and other countries.
3. Consolidation of a network of Chefs in **both** Regions. The dramatic effect of the cook books on the Pacific has raised the status of cuisine in the Pacific. They have created excitement and enthusiasm among chefs to act as champions and “*guardians of their food culture*”.
4. Exchanges between the Pacific and Caribbean, including study tours to the Caribbean. The Caribbean is further advanced in its thinking and infrastructural development for tourism and agrotourism, and the Pacific stands to benefit from their experience, and developing a model for the Pacific that is consistent with its purity and do it sustainably.
5. Learning opportunities and capacity building, including the development of distance learning courses. This could include replication of the “Recipes for Development” project and institutionalization of learning. The CTA has some funding for this and would welcome partners.
6. Establishment of a Knowledge Sharing Platform on Agrotourism, including dissemination of best practices and successes in both the Pacific and the Caribbean and building of the network in a consolidated fashion.  
This is also an area of strength for the CTA – knowledge sharing platforms have been developed with Caribbean farmers (CAFAN) and Caribbean Fisheries (CRFM). Similar ones are being considered for Youth (CAFY) and women (CANROP).

*The members of the Pacific panel are very excited about this collaboration, and even made a suggestion to have Ena come to the Pacific and speak to leaders in tourism and agriculture in the Pacific region as a “call to arms” to sensitize them to unlocking the massive potential of agrotourism linkage for the Region.*



## DISCUSSION

### **Comment from Shadel Nyack Compton, Belmont Estate and Member of Grenada Board of Tourism**

Shadel was “*enthused and encouraged*” by the presentations and made a call for action to move forward in tangible ways to forge the collaboration between the Pacific and the Caribbean. She indicated that Grenada is open and willing to assist on any initiatives and pledged her country’s commitment.

She also indicated that Grenada is promoting the branding of the tri-island state of Grenada as an organic destination. The Grenada Organic Agriculture Movement (GOAM) is providing support. Grenada faces challenges similar to those expressed by Dorianne Campbell of JOAM, Jamaica and Vanessa Provost of DOAM, Dominica, with respect to the lack of political will, and high cost of certification. She would like to see how the Pacific could assist at the level of the Caribbean governments to educate and sensitize our Ministers and to bring some of their successes in high level endorsement for organic production and branding their region as organic.

- **In response, Isolina Boto of the CTA indicated that CTA would be bringing participants from the Caribbean and Indian Ocean to the SIDS Conference.**
- **She called for the establishment of a small task force, through IICA, which would assist with the conduct of study tours in the Caribbean to share the successful experiences and would include representation from Tourism, Health and Agriculture.**
- **She also called for collaboration among agencies such as the IICA, Caribbean Export and GTZ on the issue of organic production for the Caribbean**
- Karen Mapusua of the SPC recommended that “*we need to learn how to advocate smart*” by “*pushing the right buttons*” to influence high level officials through their areas of interest. She cited the success achieved by using health for the Prime Minister of Samoa, environment for Palau and indigenous traditions for French Polynesia. MOREOVER, SHE SAID THAT AT EVERY MEETING THEY SERVED THE PRIME MINISTERS WITH ORGANIC FOOD !. and that they put energy into building the relationships.

## DISCUSSION (continued)

### Comments from Brian Crichlow, Ministry of Agriculture, Cayman Is.

There are different perspectives to Agrotourism. In the Cayman Islands, there are no big rural communities. There are no strong culinary traditions or local foods. **With a small population of 50,000, Cayman receives 350,000 stayover visitors and 1.5 million cruise tourists.** There has been a dramatic change over the past 4-5 years in linking farmers with high end hotels and restaurants.

They now have a Farmers market which is heavily patronized by chefs, particularly the new breed of chefs from the USA who are accustomed to buying from Farmers markets. The signature chef at the Ritz Carlton in Cayman now offers a Farm to Table Dinner with visiting chef Ingrid Hoffman from the cooking channel. **The farmers cannot now even keep up with the demand from the hotels !**

### Comments from Dorianne Campbell, Jamaica

1. The high cost of liability insurance for rural tourism operations is a major constraint. Dorianne asked whether a regional initiative could be developed to address this issue for small operators.
2. With respect to Food Tourism, Dorianne called for a project to recover and document the “real” traditions and culture of our countries, citing the example of many types of “jerk” which no longer reflect the valid taste of Jamaican jerk

**Robert Oliver** responded on the issue of food culture, indicating that the Pacific has a much bigger problem of having lost a lot of its traditional recipes. He emphasised the great URGENCY of using tourism to “*catapult cuisine*” back to the traditions.

A call was made by one of the participants to include the Ministries of Culture as collaborators with respect food traditions, intellectual property rights.

With respect to organic farming, one participant indicated that non-organic farming is what would make the impact on the food security situation in the Region, and that Ministries would therefore resist the push towards organic production systems.

Isolina countered, saying that the intent is not to exclude non-organic agriculture, but more to promote sustainable production systems. It was agreed that SIDS will not feed the hungry of the world with organic production.

## Session #2: Agrotourism Developments at National Level

This session focussed on specific project proposals being developed in Haiti, Trinidad and Tobago and St. Kitts & Nevis.

The session was chaired by Ignatius Jean, IICA Representative, Jamaica.

Four presentations were given in this session. Highlights of the presentations are provided below:

1. **Rural Tourism Project – Haiti**, by *Alain Thermil, IICA Specialist; Ministry of Tourism Haiti; Ministry of Agriculture, Haiti*
2. **Hope Bay Farm Integrated Agrotourism Project**, Tobago, by *Vassel Stewart, CABA*
3. **Rural Tourism on Cocoa Plantations**, by *Alison Godwin, Grande Agrotourism, Trinidad*
4. **Agrotourism Linkages – St. Kitts & Nevis Experience**, by *Augustine Merchant, IICA Coordinator, St. Kitts & Nevis*

### Rural Tourism Project – Haiti



Alain Thermil, IICA Specialist, IICA Office in Haiti reported on Rural Tourism Project which the office has developed in collaboration with the Ministry of Tourism and Ministry of Agriculture in Haiti.

IICA has signed an MOU with the Ministry of Tourism in Haiti, which is providing resources to implement a project in two rural areas, Grande Anse and Plateau Central to establish four touristic routes for water, coffee, cocoa and sugar cane.

The project valued at over US\$4 million dollars is expected to provide opportunities for sustainable livelihoods development for hundreds of rural families in these two districts, and to create a niche for Haiti as an agrotourism destination. The project components include development of an inventory of sites, mapping, empowerment of locals and promoting products, design of the thematic routes, networking of rural habitats and training.



Alain also indicated that the network of farms under the Ministry of Agriculture which have potential for agrotourism development (in terms of housing and agricultural technology tours) is being looked at.



#### **Hope Bay Farm Integrated Agrotourism Project, Tobago**

Vassel Stewart, President of the Caribbean AgriBusiness Association (CABA) presented proposals prepared by CABA on behalf of the Tobago House of Assembly for an Integrated Agrotourism Project on 200 acres of the 600-acre Hope Bay Farm in Tobago. The Farm was originally an animal breeding centre for small ruminants, providing quality breeding and replacement stock, and artificial insemination services to livestock farmers.

Two types of enterprises will be integrated in the agrotourism project, viz. a new private sector commercial enterprise using Lease, Build Operate (LBO) as the investment strategy and, traditional support services in animal and plant breeding stock and seedling materials.

The Government of Tobago will put in the infrastructure and the investment package for the private sector will include a lease for 30, 50 or 99 years. CABA is currently preparing a feasibility assessment for the individual enterprises. They are seeking dialogue with any donor agencies at the CWA to fund this first phase of feasibility studies.



### Rural Tourism on Cocoa Plantations

Alison Godwin presented the experience through rural tourism, providing information on what takes place on the farm. Grande Agrotourism undertakes a lot of training on the farm as well as cocoa production training with farmers (under a CDE project).

GrandeAgrotourism is an experience through agriculture on a 10-acre estate. It is an agro-eco-tourism company which is an alternative to a sun-sea-sand attraction. The focus is on the history of cocoa and culinary experience of “Bean to Bar” chocolate. The nature trail walk (a mini-hike which is 45 minutes long, with a rubber reserve, many species of local humming birds, traditional organic gardening and modernized vertical gardening), is a guided tour which is priced to keep it affordable for schools and families.

Alison shared the “*cocolicious menu*” which is traditional and also includes cocoa coated chicken and almond crusted cocoa crusted fish. Everything on the menu comes from the property or the community. They support the local community by marketing their products, such as cocoa tea, and nuts & channa. Plans include hosting conferences in a natural setting.

### Agrotourism Linkages – St. Kitts & Nevis Experience

Augustine Merchant, IICA Coordinator, St. Kitts & Nevis, shared three examples of agrotourism in the Federation, and described in greater detail, a project initiated under the IICA 10-week agro-ecotourism distance learning course.

Following the closure of a 350 year sugar industry, in 2005, and with the growth in tourism, especially in cruise tourism (*650,000 cruise visitors in 2012, with a population of less than 50,000 and a projected 700,000 cruise passengers for the upcoming season*), St. Kitts & Nevis embarked upon agrotourism. The OAS IICA project in 2007 (of which St. Kitts & Nevis was a beneficiary) had a number of very important outputs. One of the major outputs was the development of a National Strategy with six (6) pillars for enhancing Agrotourism development in the Federation.

One of the highlights is Mansa’s Farm in Nevis. The farm is on the Caribbean side of the island, and there is also an off-shore US medical school both of which represent a captive tourism market. The Four Seasons hotel has a tour for its guests on the farm. The most

recent development is the opening of a restaurant. All of the features were added in phases and did not require any bank financing.

Another major development in agrotourism is the Sugar Train, marketed as the last railway in the West Indies. The tour is pre-sold to cruise passengers. The third example cited is the recent attraction being developed by the Taiwanese at the end of the Sugar Train ride. It consists of a 25-acre farm with one of the biggest greenhouses featuring tropical orchids and gardens and a tea house (with teas from St. Kitts and Taiwan), 5 acres of different types of guavas and other fruits. It should be completed by 2014.

The IICA Office is working closely with a young entrepreneur to develop a farm which was a project resulting from the IICA 10-week online agrotourism course. The property is the last operating sugar factor in Nevis. The student (a female) has been receiving a lot of support and collaboration from a number of agencies. The government has cleaned up the grounds and leases it at a peppercorn rent. Augustine contacted the landscape manager at the Four Seasons hotel, who is now providing technical expertise for the 6-acre site, and private individuals have also donated plants. The **Australian government** is providing funds to fence the area to prevent animals from coming onto the property. Donkey cart rides will also be a feature of the attraction. There are many donkeys in St. Kitts & Nevis and the cart is being built by a local carpenter. There is also a spring in the area, a cotton ginnery and quite a range of equipment and machinery, and these will be developed as additional attractions.



## DISCUSSION

**Ignatius** commented that a common thread to all of the presentations is the need for **CHAMPIONS**. He added that a champion does not always have to be the Minister, but that it could be someone who has the ear of the Minister. He also commented that agrotourism development will not be through mega projects and mega millions in the main, but that it will happen in the communities with rural people generating wealth for their families.

**Robert Oliver** commented that tourism is perfect for small farmers as this is where the artisanal products come from. **Chefs want to work with small farmers – they want these points of difference!** This fact could be used to win support from Ministries of Agriculture, who are always looking for innovative ways to support small farmers.

George Alcee of the OECS, commented on the importance of regional standards for tour operators and mentioned the OECS Quality Seal which was agreed on jointly by the Ministers of Tourism and Ministers of Agriculture for use in the sub-region.

Ena pointed out that both the **EU SPS regional project (now being implemented by IICA) as well as the SPS project being implemented in the OECS under the 10<sup>th</sup> EDF** will provide on the ground training and support to both public and private sector operators with respect to compliance in agricultural health and food safety along the production-marketing value chain.

## DISCUSSION (continued)

Ena alluded to the fact the **donkey milk cheese** is the most expensive cheese in the world ! She made mention of the highly successful Innovation in Small Ruminant Production Workshop hosted by IICA Canada at the CWA earlier in the week and recommended that the projects in Tobago and Nevis be linked to the outcomes of this workshop on small ruminants.

In terms of FarmStay tourism, she mentioned the **Ruta de Posadas** across Central America funded by the Spanish Corporation. This is a 5-country route of farmstays that tourists can visit in Central America. In EU there is also **EuroGites** which supports over 400,000 rural farm stay operations. EuroGites has certification for farm stays and rural tourism operations. IICA and CTA will link with EuroGites. **Rainforest Alliance International** also has several certification tools and instruments.

She also gave more details on the Agro-EcoTourism course mentioned by Augustine, which IICA offers online with the OAS. IICA provides \$200-dollar scholarships (giving preference to women and youth) for this course, and has trained over 600 persons to date with 10 editions (Spanish) and 2 editions in English, and we now have a basket of 400+ project proposals developed by students (as a course requirement) that could be considered for funding in Latin America and the Caribbean.

Re Sea Island Cotton from the Caribbean, Ena underlined the importance of the this signature crop indicating that our cotton has the longest staple and is highly prized in world markets. The refurbishing of the cotton ginnery in Nevis is therefore very important.

### **Comment from Suresh Benny, SugarCane Feed Centre, Trinidad**

Aquaculture should be included in Agrotourism, as it offers activities such as canoeing and recreational fishing.

He also raised the issue of considering *zoonoses* (diseases spread from animals to humans) and biosecurity for the Tobago project, and questioned the wisdom of continuing breeding stock operations with the risk of disease spread between animals and tourists.

### **Session #3: Perspectives from development partners on support to agrotourism and Caribbean-Pacific Collaboration**

This session focussed on donors interested in investing in sustainable rural development, particularly through participation in the value chain development for tourism and initiatives in the pipeline to support agrotourism development at national and international levels.

**The session was chaired by Luther St. Ville, Operations Officer, Agriculture and Rural Development, Caribbean Development Bank**

Three presentations were given in this session:

1. **Investing in Aquaculture Production for the Caribbean Tourism Industry**, by *Francisco de la Torre, USB-USSEC*
2. **Building Businesses and Livelihoods through Sustainable Trade Finance**, by *Representative, Finance Alliance for Sustainable Trade*
3. **Tourism Development Support Services**, by *Gail Henry, Caribbean Tourism Organisation*

#### **Investing in Aquaculture Production for the Caribbean Tourism Industry**



Aquaculture for agrotourism could be very successful if planned correctly. It could have significant impacts in terms of food security, generating jobs, and reducing the flight of foreign exchange to purchase the imported seafood for the tourism industry (the Caribbean imports frozen tilapia from China). **The concept of**

**“Fresh from the Caribbean” needs to be explored !**

Tremendous opportunities exist for large-scale and small scale fish farming. There are many species, including molluscs. Technology is readily available, and the Caribbean has significant water resources to invest in aquaculture to feed into the tourism industry.

Large scale operations are usually located in remote rural areas where they create jobs for the community, and invest in education and social development. Smaller projects work better in clusters to service the markets.

Aquaculture agrotourism operations include restaurants with freshly caught fish and activities for children. Aquaponics with agricultural production using waste water from aquaculture operations, is also possible.

**Where Aquaculture is in the global environment and why it is important:** - Aquaculture is one option to increase protein production to feed the world and to reduce the region's 4 billion dollar food import bill. Asia-Pacific is growing much faster and is the #1 region for aquaculture production. The global centre of gravity of the world from US and Europe and moving eastward. 66% of the middle class will be from the Asia-Pacific region in 2030. The middle class is the #1 consumer of aquaculture products.

US imports 93%, Mexico 55% of its aquaculture products. Everything is coming in from Asia - China, Pangasius from Vietnam. Since 2011, China has become a net importer and this is freeing up some opportunities and presents a real opportunity for the Caribbean to supply our region with aquaculture products. In EU consumption of fish is quite high and Europe could be a very interesting market for the Caribbean to export, as well as the US and other countries in the region.

Shrimp, tilapia, pangasius and marine species can be successfully produced in the region. Turkey and Spain are producing large amounts of sea bass and other products very highly regarded in Europe. Tilapia aquaculture production in Jamaica and Trinidad has not been very successful. Other countries in the region, however, such as Guyana have significant potential.

Feed conversion rates in aquaculture production are 1.2kg feed per kg of protein produced. It therefore represents a very efficient system with much better feed conversion rates than poultry, pigs and ruminants. In addition, the quality of protein is very high.

Francisco mentioned 5 components for sustainable development of aquaculture investment, focusing on **creating economically viable businesses**, proper financial planning (cost of feed is 65-75% of production), good technology and management (*including having a local feed production industry*), marketing (whether it is hotels, restaurants, visiting tourists), and compliance with the legal and regulatory norms. The bad reputation of aquaculture has changed primarily because of consumers who raised concerns about negative environmental impacts. **Certification agencies are also very**

**active and supermarkets are increasingly purchasing fish that has been sustainably farmed.** Producers themselves saw their profit margins shrinking and greater efficiencies had to be achieved in feed conversion. This led to less water pollution by excess feeding.

### **Building Businesses and Livelihoods through Sustainable Trade Finance**

The Finance Alliance for Sustainable Trade facilitates efficiency, transparency, and stability in financial markets for sustainable SMEs by providing objective data while developing and promoting reporting and quality standards.

Sean shared with the participants, support from FAST in hosting Financial Fairs (FFFs), which are essentially a series of one-to-one meetings between SMEs and lenders based on each other's requirements. Fast facilitated approximately \$26 million USD over 2 years of FFFs

FAST has a Financial Literacy Toolbox (FLTBX) containing modular credit readiness training materials on: Financial Management; Accounting; Costing; Risk Management; and Finance. They also have a network of Consultants in each region who provide hand holding to businesses in the preparation of proposals for financing.

### **Tourism Development Support Services**



Gail Henry provided participants with a summary of the management structure of the Caribbean Tourism Organisation and the functioning of the Council of Ministers, Board of Directors, airlines, cruise operators, the Caribbean Hotel & Tourism Association (CHTA) and the Tourism Development

Company. She also described how CTO's work is financed and outlined the services offer of the CTO and the many high-level international events hosted on the organisation's calendar. She emphasized that *"if you are in the tourism business, it is critical to attend the trade shows, such as ITB in Bberlin"*. The CTO website, [www.onecaribbean.org](http://www.onecaribbean.org) and [www.caribbeantravel.com](http://www.caribbeantravel.com) contain quite a lot of resources and information, and links to other useful sites. She also indicated that their member associations in the source markets provide content for the CTO.

In terms of trends, she indicated that the market is growing for Russian travelers, going to Cuba, Jamaica and DR. Brazil is another emerging source market for the Caribbean. There is also growth in arrivals from Central America.

With respect to marketing, Gail offered several options, including collateral publications (Caribbean Guide) and free marketing options the **Responsible travel.com**, and promised to put together a document with some of the sites for responsible and sustainable travel.

**She made a strong and emotive appeal to participants to send their sustainable tourism initiatives and products to her for publication in a quarterly newsletter entitled “Vision Expressed”.** At present Gail is struggling to obtain material for this newsletter, and has been begging persons (through their Ministries of Tourism) to send in their articles, which the TravelMole would edit and publish. **It is a totally free publication goes to 250,000 persons in the travel trade across the world. She appealed to participants to take advantage of these opportunities.** The Adventure Travel Trade association is also very useful for participants to join. There are also other Culinary associations. These associations have meetings and trade shows.

CTO also provides training (including tour guiding, small hotels management and quality assurance) and product development. At a recent training and product development workshop in Singapore, funded and FULLY SPONSORED by Singapore and the Commonwealth Secretariat, only a FEW Caribbean countries participated. WE KEEP MISSING THESE OPPORTUNITIES. Funding is being sourced to have a similar workshop for the Caribbean.

Development of FLAGSHIP TOURISM PRODUCTS in Singapore is very interesting. These products form the centerpiece of many rural tourism projects.

CTO works with CXC and other educational bodies to develop the curriculum for tourism education in schools. The Service Quality element is also supported by CTO’s Hospitality Assured certification programme, adapted from the UK for the Caribbean. A number of workshops have been done in different countries, but more countries need to sign up.

CTO also puts on several free webinars on sustainable tourism, including food tourism. Their role is to facilitate and enhance the capacity of Member Countries to develop high quality tourism products and experiences for our visitors. CTO is also working at the regional level with the Spa and Wellness sector in collaboration with Caribbean Export and the the Caribbean Spa and Wellness Association (CSWa).



CTO also develops policy guidelines at national and regional levels. Also working with CROSQ and working with CARICOM to rationalize the hundreds of certifications required by the industry. The point raised about tour operators and standards imposed by Travel Life for example in the EU, is very important. CTO is about to sign an MOU with IICA for collaboration on regional agrotourism activities.

CTO also works closely with Universities and hires students at BS and Masters level to undertake research. Their research includes quantifying the impact of tourism on the economies of the Caribbean using Tourism Satellite Accounts. **There are therefore many different areas where the CTO could assist such as sharing success stories and organising study tours.**

## DISCUSSION

### **Dorienne to Francisco, United Soybean Board**

In Jamaica, JOAM has two organic farms in aquaponics, one small scale, and the other very large, and advice is needed on organic fish meal. The reality is that 98% of the fish meal in the world is GMO soy and most fish feeds contain soy. Francisco recommended that Jamaica look for local sources of organic ingredients (such as cassava and corn) and most importantly, have someone to make the feed.

**Isolina** added to the discussion, indicating that the industry is moving the image of aquaculture associated with lower value species like tilapia, and gave the example of organic shrimp production for export in Madagascar which is a very big success. There is no policy framework in other countries re a biosafety framework, and running the operations as a business. **Marine tenure** and allocation of rights are issues in the Pacific. Also access to improved varieties is a challenge in the Pacific. **Of the 5 successes in the Pacific, four were based on introduction of new species.**

**Francisco:** More and more new varieties are being introduced, and the major challenge is fingerling production - getting fish to spawn in tanks. Most of the future growth will be in MARINE aquaculture. Hundreds of new species are being investigated in Asia. In Central America, work is being done on yellow fin and blue fin tuna. There is a lot of work going on in Baha in the Sea of Cortez in California and quite a few species are being commercially produced.

**Brian Crichlow:** The Caribbean cannot compete with China in tilapia production.

## DISCUSSION (continued)

**Francisco:** Mexico imports close to 100,000 Tonnes from China. Mexico is shipping FRESH tilapia to the USA. Vietnam is also producing Pangasius which is a very cheap fish (300 Tonns per ha). Very intensive production. Restaurants offer Pangasius fillets as Chilean sea bass (*customers are often paying \$20 for a 30-cent piece of fish*).

**Suresh:** The availability of fish meal was discussed with a question raised on how the waste from processing plants in the Caribbean is being used.

**Vassel:** Only perhaps Guyana with its abundance of water has the capacity to go into aquaculture.

**Vanessa:** As an organic producer, she has made the decision not to buy “Rainforest Shrimp”, which she thought was a product of Guyana, but the package shows that it is packaged in China.

**Luther:** Cost of production is an issue and it is an area that we should explore. Many islands have water resource issues.

**Dorienne:** *“Jamaica has the most beautiful small mangrove oysters that are delicious and the production of these needs to be resuscitated”.*

*Post-CWA meetings between Sean Watters of FAST and Ena were held to advance the outcomes of the Seminar. Sean has suggested that as a first step, in the case of agrotourism investments that IICA prepare a guide on the types of financing services that are aligned to investments in agrotourism, so that potential investors could understand how to look at such businesses in terms of issues such as risks, grace and repayment periods needed, gender impacts, inter alia.*

*In terms of the wider scope for collaboration (not only for Agrotourism), there is the potential for leveraging the services and experience of FAST in organising investment fairs, coaching SMEs, utilisation of their Financial Literacy Toolbox, online uploading of investible projects, building SME business platforms, coaching of entrepreneurs, and networking with donor partners, particularly those who work with networks of SMEs.*

# Recommendations

## Recommendations

### Collaboration between the Caribbean and Pacific Regions

- Work with Pacific governments to educate and sensitize Caribbean leaders on the value of **organic agriculture**, use meetings leading up to SIDS to influence leaders and also solicit the support of the Prime Minister of Samoa to influence other leaders.
- CTA and IICA to finalise the proposals for collaboration between the two regions. The set of activities will include the following:
  1. Mapping the opportunities linked to Agrotourism in the Pacific at every level;
  2. Promotion of public-private sector partnerships and documentation of successful models in Samoa and other countries.
  3. Consolidation of a network of Chefs in **both** Regions.
  4. Exchanges between the Pacific and Caribbean, including study tours to the Caribbean. CTA to work with IICA to establish a small task force to contribute to study tours for the Pacific in the Caribbean
  5. Learning opportunities and capacity building, including the development of distance learning courses.
  6. Establishment of a Knowledge Sharing Platform on Agrotourism, including dissemination of best practices and successes in both the Pacific and the Caribbean and building of the network in a consolidated fashion.

### In the Caribbean

- IICA to work with Caricom Secretariat, CTO, CTA, and other partners to mobilize the Agrotourism Task Force towards the implementation of the Regional Strategy and Action Plan for Agrotourism
- IICA and CTO to sign MOU and to advance plans for implementation of the Food Tourism Strategy

- Regional Initiative on public liability insurance for small rural tourism operators, to be investigated
- Member states to submit stories on their sustainable tourism initiatives for publication in CTO's quarterly Vision Expressed Newsletter.
- CTO to compile and share information on marketing and promotional agencies, and on conferences on product development and promotion (such as the one in Singapore) which focus on sustainable tourism and agrotourism
- CABA to liaise with USB-USSEC to discuss aquaculture investment opportunities in the Caribbean Region.

## **Next Steps**

- IICA to follow up with FAST to develop investment profiles on agrotourism
- IICA and CTA to share presentations and report of the seminar on the CTA website
- CTA, SPC and IICA to finalise details of the Agrotourism proposal for Caribbean-pacific collaboration towards SIDS 2014
- IICA to schedule a meeting of the Regional Agrotourism Task force
- IICA and CTO to meet to advance plans for the Food Tourism Strategy

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# Agenda

8:00 – 8:30	<b>Registration</b>
8:30 – 9:30	<p><b>Welcome and Opening Remarks</b></p> <p>Welcome Remarks</p> <ul style="list-style-type: none"> <li>• <i>James French, IICA Director of Technical Cooperation</i></li> <li>• <i>Leela Ramoutar, Specialist, Private Sector Facilitation, CARICOM Secretariat</i></li> <li>• <i>Michael Hailu, Director, CTA</i></li> </ul> <p>Remarks</p> <ul style="list-style-type: none"> <li>• <i>Indranauth Haralsingh, Director, Guyana Tourism Authority</i></li> </ul>
9:30 – 11:00	<p><b>Promoting a Regional Agrotourism Framework</b></p> <p>This session will focus on the Regional Strategy for Agrotourism in the Caribbean Region. It will discuss proposals presented for development of the institutional framework at regional and sub-regional levels, notably marketing the Caribbean as a “Foodie” destination, and linking the Caribbean with the Pacific Region through agrotourism best practices.</p> <p><b>Chair: Ena Harvey, IICA</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Establishing a Regional Agrotourism Resource Centre for the Caribbean <i>Ena Harvey, IICA Management Coordinator-Caribbean &amp; Agrotourism Specialist</i></li> <li>• OECS Proposals for Agrotourism Development <i>George Alcee, Agricultural Economist, OECS Secretariat</i></li> <li>• Caribbean Food Tourism Strategy <i>Gail Henry, CTO Sustainable Tourism Specialist</i></li> <li>• Developing a Caribbean-Pacific Agrotourism partnership – Towards SIDS 2014 <i>Isolina Boto, CTA and Pacific Team</i></li> </ul>
11: 00 – 11:15	<b>DISCUSSION</b>
11:15 – 11:30	<b>COFFEE BREAK</b>
11:30 – 12:30	<p><b>Agrotourism Developments at National Level</b></p> <p>This session will focus on specific project proposals being developed in Haiti, Trinidad and Tobago and St. Kitts &amp; Nevis.</p> <p><b>Chair: Ignatius Jean, IICA Representative, Jamaica</b></p> <p><b>Speakers:</b></p>

	<ul style="list-style-type: none"> <li>• Rural Tourism Project - Haiti <i>Alain Thermil, IICA Specialist; Ministry of Tourism Haiti; Ministry of Agriculture, Haiti</i></li> <li>• Hope Bay Farm Integrated Agrotourism Project, Tobago <i>Vassel Stewart, CABA</i></li> <li>• Rural Tourism on Cocoa Plantations <i>Alison Godwin, Grande Agrotourism, Trinidad</i></li> <li>• Agrotourism Linkages – St. Kitts &amp; Nevis experience <i>Augustine Merchant, IICA Coordinator, St. Kitts &amp; Nevis</i></li> </ul>
<b>12:30 – 13:30</b>	<b>LUNCH</b>
<b>13:30 – 15:00</b>	<p><b>Perspectives from development partners on support to agrotourism and Caribbean-Pacific Collaboration</b></p> <p>This session will focus on donors interested in investing in sustainable rural development, particularly through participation in the value chain development for tourism and initiatives in the pipeline to support agrotourism development at national and international levels.</p> <p><b>Chair: Luther St. Ville, Operations Officer, Agriculture and Rural Development, Caribbean Development Bank</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Investing in Aquaculture production for the Caribbean tourism industry <i>Francisco de la Torre, USB-USSEC</i></li> <li>• Building businesses and livelihoods through sustainable trade finance <i>Sean Watters, Finance Alliance for Sustainable Trade</i></li> <li>• Tourism Development Support Services <i>Gail Henry, Caribbean Tourism Organisation</i></li> </ul>
<b>15:00 – 16:30</b>	<b>DISCUSSION and CLOSING SESSION</b>