



LINK - LEARN - TRANSFORM

2-6 November 2015

**St Michael, Barbados**

**Venue**

University of the West Indies (UWI), Cave Hill Campus and the Lloyd Erskine Sandiford Centre (LESC), St Michael, Barbados



# Organisers

## CTA

The Technical Centre for Agricultural and Rural Cooperation (CTA) is a joint international institution of the African, Caribbean and Pacific (ACP) Group of States and the European Union (EU). Its mission is to advance food and nutritional security, increase prosperity and encourage sound natural resource management in ACP countries. It provides access to information and knowledge, facilitates policy dialogue and strengthens the capacity of agricultural and rural development institutions and communities. CTA operates under the framework of the Cotonou Agreement and is funded by the EU.

## Intra-ACP Agricultural Policy Programme

The Intra-ACP Agricultural Policy Programme (Intra-ACP APP) is a broad technical cooperation framework with focus on the Caribbean and Pacific islands, that supports the reduction and eventual eradication of poverty in African, Caribbean and Pacific (ACP) countries through sustainable development and the integration of sustainable enterprises in these economies into national, regional and, where appropriate, global markets. The Intra-ACP APP comprises two regional components: The Agricultural Policy Project (APP) in the Caribbean and The Pacific Agricultural Policy Project (PAPP). This €20 million, four-year programme (2013–16) is funded under the 10th European Development Fund (EDF) – an instrument that provides Community aid for development cooperation in the ACP States.

## Barbados Agricultural Society

The Barbados Agricultural Society (BAS) is an agricultural organisation that is over 150 years old. It was established by an Act of the Barbados Parliament and seeks to represent the interests of the agricultural sector in all relevant forums. The Society is the secretariat for seven commodity groups representing over 500 farmers, with women comprising 30% of the total. BAS is the organiser of Barbados' premier agricultural exhibition, AGRO-FEST. In addition to agricultural produce, the event also features seminars, musical concerts and local cuisine. In 2015, attendance at this event rose to 75,000, up from 60,000 in 2014.

## Inter-American Institute for Cooperation on Agriculture

The Inter-American Institute for Cooperation on Agriculture (IICA) provides technical cooperation, innovation and specialized knowledge to contribute to the competitive and sustainable development of agriculture in the 34 member states of the Caribbean and Latin America, and to improve the lives of rural dwellers in the member countries. The Institute's four Flagship Projects focus on *Competitiveness and sustainability of agribusiness chains*, *Rural inclusion*, *Family agriculture*, and *Resilience and management of risk*. The Institute's main strength lies in its technical capacities and its stable presence in the hemisphere, through both its Headquarters and its offices in the countries. As a result, its plans and its outcomes come together in the form of findings, public goods and practical, timely and high-quality responses at all four geographic levels, and above all in what could be called "on-the-ground solutions."

# Partner organisations

---

Agriculture and Livestock Division, Kiribati  
Agriserf Limited, Papua New Guinea  
Anton de Kom University of Suriname  
Atlas Limited, St Lucia  
Barbados Agricultural Society (BAS)  
Caribbean Farmers Network (CaFAN)  
Caribbean Agribusiness Association (CABA)  
Caribbean Agricultural Research and Development Institute (CARDI)  
Caribbean Policy Development Centre (CPDC)  
Caribbean Regional Fisheries Mechanism (CRFM)  
Caribbean Industrial Research Institute  
Centre for Development Innovation (CDI)  
Eastern Caribbean Trading and Development Organisation (ECTAD)  
Faculté d'Agronomie et de Médecine Vétérinaire (FAMV), Université d'Etat d'Haïti (UEH)  
Government of Vanuatu  
INTASAVE Caribbean (CARIBSAVE)  
Inter-American Institute for Cooperation on Agriculture (IICA)  
Jamaica Agricultural Society (JAS)  
National Agricultural Research Institute, Papua New Guinea  
National University of Samoa  
Pacific Island Private Sector Organisation (PIPSO)  
Sandals Foundation  
Secretariat of the Pacific Community (SPC)  
Solomon Islands National University  
Suriname Business Forum  
The University of the West Indies, St Augustine  
The Trinidad and Tobago Chemistry Food and Drugs Division  
Trinidad and Tobago Bureau of Standards



# Table of contents

---

<b>Organisers</b> .....	2
<b>Partner organisations</b> .....	3
<b>Table of contents</b> .....	5
<b>Rationale</b> .....	7
<b>The approach</b> .....	9
<b>The Caribbean-Pacific Agri-Food Forum</b> .....	10
<b>Expected outcomes</b> .....	13
<b>The programme</b>	
Parallel sessions .....	15
Other events .....	19
Learning journeys.....	20
Social media reporting training and coverage .....	21
<b>Second Caribbean Agribusiness Forum</b> .....	22
<b>Schedule</b> .....	26



As world leaders are embracing the new post-2015 development agenda with the new Sustainable Development Goals and associated targets at its heart, collaboration and collective action – ever more urgently than before – become the crux of relevant, competent and viable development interventions. Addressing current and future challenges requires a departure from business as usual and embracing the rightfully proclaimed ‘transformational vision’.

As part of the international community and as mandated by the Africa, Caribbean and Pacific (ACP) Group of States and European Union (EU) states, within the framework of the Cotonou Agreement, the Technical Centre for Agricultural and Rural Cooperation (CTA) is set to contribute to the agenda through targeted interventions in the areas of its comparative advantage and where the best opportunities to work collaboratively with other like-minded agencies and partners lie. The outcomes of this agenda setting will be clearly reflected in its new Strategic Plan for 2016–2020.

CTA has initiated the implementation of regional strategic and operational plans built around key priority intervention areas. This is based on a common understanding of the key challenges and opportunities related to agriculture and rural development in ACP regions and territories, and the areas where CTA, together with its partners, is committed to making a difference.

It is against this backdrop that we are organising a Caribbean and Pacific Agri-Food Forum that brings together diverse actors from the agrifood system to engage in collective actions that can contribute to the transformative efforts of agriculture and the rural milieu.

Composed of many small island developing states (SIDS), both regions share common characteristics in their productive and trading systems, priority value chains, services sectors, food security and nutrition status, vulnerability to natural disasters and climate change, as well as in institutional arrangements. SIDS deserve special attention and their relevant strategies and programmes of action (SIDS Accelerated Modalities of Action [SAMOA] Pathway) have expressed support in the sustainable development agenda.

We are building on our capacities and previous experiences and collaboration with partners in those regions but also from our African partners, particularly in the areas of information and communications technologies (ICTs) and agricultural finance. We are confident that in so doing we can make further progress towards:

- more profitable and sustainable value chains and agricultural businesses that are inclusive of small-scale farmers, women and young entrepreneurs
- better agriculture–nutrition links and multi-sector collaboration leading to people owning their own nutrition agenda
- resilient communities and climate-smart agricultural practices and policies in the face of climate change.

Those are the end-points and the areas on which CTA will be focusing in the coming years as part of its Caribbean and Pacific Regional Business Plans 2015–2017, and we invite you to join us on the journey.

The Caribbean region's agriculture is at a crossroads. The fallout in commodity trade with Europe has left no fewer than 500,000 small-scale farmers in a quandary as they no longer enjoy unfettered access to these export markets. Declining service provision plus challenges related to natural resource degradation, climate change, limited financing, heavy food import dependency and rising nutrition-related diseases all compound to produce a heavy negative impact on agriculture's contribution to gross domestic product.

A set of interrelated and iterative guiding principles are expected to be observed at all stages of the process. These principles integrate an approach for collective generation and appropriation of knowledge.

## Guiding principles

### Link

- Reach out to others and share information and experience with those necessary to address complex problems, to which you are committed, in a sustainable way. Without them it is not possible to achieve the desired changes.

### Learn

- Reflect to clarify what you know (or do not know) and revise concepts that can be operational in your relevant context
- Break boundaries by recognising your own strengths and weaknesses, and aim to reach agreements and commitments to joint actions that are viable and beneficial to all partners.

### Transform

- Design and pilot interventions, including innovative research, capacity building, learning and continued improvement and setting up systems to measure progress against objectives
- Reflect on what works well (or does not), reconfigure previous concepts and strategies, document and disseminate lessons
- Recognise your immediate, external and macro environment, including actors and institutional arrangements, policies, practices, ideas and beliefs, power relations and culture and work with advocating partners for system change.

# The Caribbean–Pacific Agri-Food Forum

## Overview

The Forum will be implemented over five days at the University of the West Indies (UWI), Cave Hill Campus and the Lloyd Erskine Sandiford Centre (LESC), St Michael, Barbados. It consists of 12 workshops to run in parallel sessions during the first three days, and an Agribusiness Forum during the last two days. Learning journeys, business networking and side events on specific topics, will take place before, during and after the sessions. Media coverage and social media reporting will communicate widely about the events. Most participants will converge during the last two days, at the Caribbean Agribusiness Forum for further sharing, synthesising and defining the way forward.

All activities have been thought out to be people-centred and action-oriented. These are the dimensions that CTA wants to strongly promote and which are within the spirit of the new sustainability agenda.

## The workshops

Workshops, which will be held at UWI, are hands-on activities where Caribbean and Pacific experts come together to exchange experiences, learn from each other's activities, provide suggestions for improvement and plan for individual and joint actions. Case studies are presented and analysed, and links set up with existing on-the-ground projects and initiatives through an action-learning approach.

## The Agribusiness Forum

During the next two days, the Second Caribbean Agribusiness Forum on *Strengthening the agrifood sector and expanding markets* will take place in plenary at LESL. Participants (approximately 200–250) will include those from the workshops during the first three days and others solely attending the Forum. Highlighting the main drivers of agribusiness development and looking at business successes in a range of areas impacting the local agrifood private sector, leaders, decision-makers and agribusiness actors will mark the way forward. A special emphasis will be placed on learning from successes, and exploring new market opportunities with a special focus on tourism-related markets.

---

## The learning journeys

A 5-day Learning Journey of Pacific and Caribbean experts will take place in Trinidad and Tobago with a focus on meeting food safety standards for product and process certification of agri-food enterprises, and for good health and nutrition. Key institutions and experts with significant capacity and experience in agro-enterprise development from various centres of excellence will host the various visits.

During the week immediately after the Forum, a Caribbean Value Chains Alliance five-day learning journey will take Caribbean and Pacific participants associated with the roots and tubers value chain to experience first-hand the reality of the value chain. This journey will include production, experimental plots, tissue culture facilities, value adding and processing, marketing, visits to agro parks and exchanges with procurement officials from buyers and representatives from policy institutions. The visits will take place in St Vincent and the Grenadines and in Jamaica.

## Business networking and side events

Opportunities for networking in small groups among Caribbean and Pacific leaders will be offered. These will serve to further exchange experiences and plan joint activities. A Business Leaders' lunch will also be arranged involving representatives from successful small- and medium-sized enterprises (SMEs) to share their successes and brainstorm about possibilities for learning and scaling up. Side events will showcase innovations related to the use of ICTs in value chains, i.e. production, finance and marketing.

# The Caribbean–Pacific Agri-Food Forum

## Schedule (overview)

	Monday 2 November	Tuesday 3 November	Wednesday 4 November	Thursday 5 November	Friday 6 November	Saturday 7 November
Morning 9:00–12:30	Parallel meetings  Workshops	Parallel meetings  Workshops	Parallel meetings  Workshops	Agribusiness Forum: plenary meeting Opening (session titles)	Agribusiness Forum: plenary meeting Opening (session titles)	Workshop
Lunch 12:30–13:30			Business Leaders' lunch CTA publications display	Innovations showcase ICT4Ag showcase CTA publications display	Innovations showcase ICT4Ag showcase CTA publications display	
13:30–17:30	Parallel meetings  Workshops	Parallel meetings  Workshops	Parallel meetings  Workshops	Agribusiness Forum: plenary meeting Opening (session titles)	Agribusiness Forum: plenary meeting Opening (session titles)	
17:30–18:30	Networking meetings 1 & 2	Networking meetings 3 & 4	Networking meetings 5 & 6	Caribbean–Pacific networking event		
Evening						
Social media programme: A team of approximately 10 social media reporters (including at least two from the Pacific) will be covering the full event.						

### Learning journeys

Meeting food safety standards for product and process certification of agri-food enterprises, and for good health and nutrition

- Trinidad and Tobago.
- Dates: Sunday, 1 November to Friday, 6 November

The Caribbean Value Chains Alliance Five-Day Learning Journey

- St Vincent and the Grenadines Dasheen: From the Ground Up!
  - Jamaica Sweet Potatoes: "Big bout yah!"
- Dates: Sunday, 8 November to Friday, 13 November

# Expected outcomes

---

Specific activities during the week-long meetings and learning journeys will address specific objectives. Overall it is expected that those objectives and the dynamics practised during the event will all contribute to the following outcomes, in line with CTA's focal areas of work highlighted in its Regional Business Plans:

- Improving agricultural value chains and agribusiness development through relations that are inclusive of small-scale farmers, women and young entrepreneurs across SIDS
- Enhancing knowledge on nutritional status in selected areas of the region and the links between nutrition and agriculture value chains
- Increasing knowledge about the state-of-the-art on climate-change challenges, initiatives and critical gaps, and proposals for scaling up success stories that can link into more sustainable value chains and agribusiness development.

It is expected that the diverse exchanges during the event will also lead to new relations and insights among participants. And that this will contribute to broadening their vision and expanding their plans for collaboration.



# The programme

## Parallel sessions

### **WS1 How to create a successful agribusiness company**

**When** Monday, 2 November, 10:00–12:30 and 13:30–17:30

**Where** UWI Cave Hill School of Business B

**Overview** Eight successful SME agribusiness leaders – three from Pacific, three from Caribbean and two from Indian Ocean Commission countries – each tell their story (25 minutes presentation, 20 minutes discussion). They will prepare a short background document.

**Participants**

- Twenty emerging agribusiness managers are invited to attend – 15 from the Caribbean and five from Pacific countries.
- Four social reporters will help turn each of the 'stories' into a multimedia business case study (with their work already starting before the Forum). They will also video-interview each of the business leaders for 45 minutes.
- After the event, professional (video) editors will turn the results into high-quality business case studies.

**Session organiser** Lamon Rutten (CTA)

**Partners** TBC

**Presenters** TBC

### **WS2 Value chain development and inclusive business models**

**When** Monday, 2 November, 10:00–12:30 and 13:30–17:30; Tuesday, 3 November, 09:00–12:30 and 13:30–17:30

**Where** UWI Solutions Centre, FCIB-A

**Overview** Innovation and growth in the agri-food sector must focus on how to scale, secure and distribute supplies in an inclusive and sustainable way, and how to get there fast. A value chain approach is important in developing sustainable profitable market linkages.

**Aims and objectives** The workshop aims to improve the understanding of value chain frameworks, mechanisms and tools used in the development and implementation of projects within the CaFAN network to support production and marketing. It will also build capacity among farmers' leaders in upgrading and managing commodity value chains.

**Main areas of focus** Key concepts in value chain and inclusive business

- Value chain characteristics and principles
- Value chain analysis
- SME from business perspective; i.e. business model, strategy, viability of business model, etc.
- The relationship between the business and the inclusiveness; how they strengthen or weaken each other
- Viable opportunities to enhance inclusiveness while maintaining or enhancing the business proposition
- Development strategies to create synergies among actors involved in the business model.

**Participants** Targeted participants (25–30 persons) are:

- Actors supporting small-scale farmers through service provision and coordination with buyers
- Farmers looking to sell their products
- Buyers looking to expand their supply chain to include small-holder farmers.

**Session organiser** Caribbean Value Chains Alliance

**Partners** CaFAN, CTA, Sandals Foundation, Sustainable Food Lab

**Presenters** Joost Guijt & Monika Sopov (CDI, Wageningen), Cleve Scott (CaFAN), Afi Martin (CaFAN), Stephanie Daniels & Dimsoy Cruickshank (Sustainable Food Lab).

# The programme

## Parallel sessions

### **WS3 The agriculture–nutrition nexus and the way forward**

**When** Monday, 2 November, 10:00 – 12:30 and 13:30–17:30; Tuesday, 3 November, 09:00–12:30 and 13:30–17:30; Wednesday, 4 November, 09:00–12:30 and 13:30–17:30

**Where** UWI Cave Hill School of Business A (except Tuesday afternoon: 3Vs Pavillion)

**Overview** This session is consistent with CTA's commitment to a joint framework of action on Agriculture and nutrition: a common future, which includes improving "the knowledge and evidence base to maximise the impact of food and agricultural systems on nutrition". It also reflects the priority given to strengthening the agriculture–nutrition nexus in the Caribbean Regional Business Plan. CTA has carried out rapid scans in Haiti, St Lucia and Suriname and country studies in Kiribati, Papua New Guinea, Samoa and Solomon Islands. As the two regions face similar challenges and are both SIDS, it is worthwhile facilitating inter-regional cross-learning and development and endorsement of joint action within the spirit of the Intra-ACP Agricultural Policy Programme.

**Objectives**

- To share lessons learned from CTA Caribbean and Pacific commissioned case studies on strengthening the agriculture–nutrition nexus
- To determine and agree on entry points for CTA's interventions for strengthening the agriculture–nutrition nexus in the Caribbean and Pacific regions, build consensus and partnerships for joint action as well as validate CTA's work in this area
- To develop outlines for policy briefs and other communication materials on strengthening the agriculture–nutrition nexus targeting Caribbean and Pacific policy- and decision-makers and the international development community.

**Participants** CTA will bring together about 30–35 agriculture and food security experts, nutritionists, and policymakers from the seven focal countries involved in the CTA commissioned work on strengthening the agriculture and nutrition nexus and key European and Caribbean experts and representatives of regional organizations involved in food security and nutrition programmes.

**Session organiser** Judith Francis (CTA)

### **WS4 Web 2.0 and social media taster sessions – Discover the wonders of social media for agribusiness and marketing!**

**When** Monday, 2 November, 14:30–17:30; Tuesday, 3 November, 09:00–12:30 and 14:30–17:30

**Where** UWI Solutions Centre, Computer Lab

**Overview** Technological innovation is taking place at a breath-taking pace. New online technologies freely available to the wider public and known as Web 2.0 and social media enable people to collaborate, create, share and publish information and actively interact with their constituencies. CTA in collaboration with various partners will run three series of 'taster sessions' where participants will be exposed to selected Web 2.0 and social media applications and have the opportunity to practise them, hands on.

After a short introduction, showcased tools will include: (i) advanced Google search, (ii) Google Alerts, (iii) how to create a company Facebook page and (iv) Google Drive.

Ideally, participants should bring their own fully charged wifi-enabled laptops. However, some laptops will be available for other participants. Participation in the session is upon registration before the event.

**Session organiser** Ken Lohento (CTA)

**Partners** UWI

**Trainers** Consultants

# The programme

## Parallel sessions

### WS5 Policy analysis and advocacy for farmers' leaders

**When** Tuesday, 3 November, 09:00–12:30 and 13:30–17:30; Wednesday, 4 November, 09:00–12:30 and 13:30–17:30

**Where** UWI Solutions Centre, FCIB-A

**Overview** Knowing how to analyse policy is a key element in improving poor people's livelihood priorities. Civil society organisations (CSOs), including farmers' organisations, have repeatedly called for the establishment of a mechanism which would allow them to proactively input into key development processes.

**Aims and objectives** The workshop aims to build the capacity of the CaFAN leadership and Pacific farmers' network members to engage in participatory governance processes. The workshop will focus specifically on building capacity for policy advocacy.

**Contents** The workshop will provide participants with an understanding of the dynamics of policy-making and decision-making that will enable them to be more effective players in engaging government on policy issues and to be better advocates for the CSO sector in the region.

Participants will also be equipped with templates, document formats, checklists, models and tools that can be immediately used in their policy engagement and advocacy work.

The main areas of focus are:

- Key definitions and concepts: What is policy?
- Why is a sustainable livelihoods/value chains approach important for policy analysis?
- The policy-making process and cycle
- Understanding policy – what to analyse?
- Methods for policy analysis
- Policy-makers' perspectives – reflections on work done by CaFAN and its membership
- Illustrative case-studies in the Caribbean – review of research done by the Sustainable Food Laboratory on enabling environment and business models relevant to priority agricultural value chains; review of agriculture-related policy research conducted by CPDC
- An advocates' policy tools

**Session organiser** Caribbean Value Chains Alliance

**Partners** CaFAN, CPDC, IICA, Sustainable Food Laboratory

**Presenters** Cleve Scott (CaFAN), Shantal Munro-Knight (CPDC), Afi Martin (CaFAN), Jethro Greene (CaFAN), Stacy Rose (Policy Analyst, Jamaica).

### WS6 Access to finance

**When** Tuesday, 3 November, 09:00–12:30 and 13:30–17:30; Wednesday, 4 November, 09:00–12:30 and 13:30–17:30

**Where** UWI Errol Barrow Centre for Creative Imagination, Walcott Warner Theatre

**Overview** This session will provide an introduction to topics relating to access to finance for agribusiness. Domain experts will lead discussions on specific issues and solutions. These experts will be drawn from the Caribbean, Africa (e.g. working on ICT for agricultural finance), the USA, Latin America and Europe.

Topics will include:

- using the strength of value chains to create a virtuous cycle of agrifinance
- post-harvest finance (e.g. factoring)
- applying value chain financing to agri-tourism – the way forward.

**Participants** Participants will include a mix of bankers, farmers and other value chain stakeholders from the Pacific and Caribbean.

**Session organiser** Lamon Rutten (CTA)

**Partners** TBC

**Presenters** TBC

# The programme

## Parallel sessions

### **WS7 Building partnerships and alliances to scale up climate-smart and adaptation solutions in the Caribbean**

**When** Tuesday, 3 November, 09:30–12:30 and 13:30–17:30; Wednesday, 4 November, 09:30–12:30 and 13:30–17:30

**Where** UWI Solutions Centre, FCIB-B

**Overview** The climate change session is intended to bring together relevant stakeholders and experts on climate change in general and climate smart agriculture in particular, in the Caribbean. The main objective is to identify review specific solutions to the changes of climate change in the region and how to scale them up to trigger wider adoption.

- Aims**
- Overview of key issues and challenges related to agriculture-climate change in the Caribbean
  - Define actions for overcoming constraints and gaps to the wider adoption of the successful cases
  - Present concrete examples of successful initiatives on climate change and agriculture
  - Define specific intervention areas for actions-partners, and partnership models to fill important information gaps and support scaling up of the solutions

**Session organiser** Olu Ajayi (CTA)

**Partners** CARDI, IICA, CRFM & CaFAN

**Presenters** Neila Bobb-Prescott, Malcolm Wallace, Steve Maximey, Ricardo Jeremie Gowdie

### **WS8 ICT for fisheries: towards replicating and scaling up**

**When** Wednesday, 4 November, 13:30–17:30

**Where** UWI Cave Hill School of Business B

**Overview** This practical workshop offers a structured approach to analysing ICT needs; assessing related priorities, challenges and opportunities; and translating the findings into a road map for ICT4Fisheries projects and programmes. Very importantly, the workshop draws up key requirements for sustainability and resilience in the developing world context.

An inter-disciplinary team from the University of the West Indies will facilitate the workshop. Additional provisions will be made for training and ongoing support for participants interested in customisation of the open source mFisheries suite of web and mobile applications.

- Objectives** The objectives of this hands-on workshop are to:
- analyse ICT needs in the small-scale fisheries sector
  - assess ICT4Fisheries priorities, challenges and opportunities in the small-scale fisheries sector
  - develop a road map for the ICT4Fisheries life-cycle (planning, design, implementation, deployment, maintenance and budgeting) in the participants' contexts
  - demonstrate a replicable, scalable architecture for ICT4Fisheries.

**Participants** The estimated 20 participants will include fisher-folks from across Caribbean, Pacific and Africa; ICTs for fisheries service providers; fisheries policy and decision makers; researchers in the areas of ICTs and fisheries, among others.

**Session organiser** Benjamin K. Addom (CTA) and Kim Mallalieu (UWI)

**Partners** UWI

**Presenters** Kim Mallalieu, Senior Lecturer, Communications and Leader, Communication Systems Group, Electrical and Computer Engineering; Kyle DeFreitas, Instructor, Computing and Information Technology; Kevon Andrews, Development Engineer, Electrical and Computer Engineering; Margaret Bernard, Senior Lecturer, Computer Science, Computing and Information Technology; Candice Sankarsingh, Multimedia Instructional Designer

### Networking meetings

<b>When</b>	Tuesday, 2 November, 17:30–18:30; Wednesday, 3 November, 17:30–18:30; Thursday, 4 November, 17:30–18:30
<b>Where</b>	UWI, 3Ws Pavillion
<b>Overview</b>	These networking sessions will provide a time and space for participants to meet informally to explore areas of common interest, including the possibility of forming future collaborations or business ventures.
<b>Session organiser</b>	Forum Secretariat (BAS)

### Chefs for Development: the next step

<b>When</b>	Saturday, 7 November, 09:00–12:30
<b>Where</b>	LESC
<b>Overview</b>	This meeting will discuss preliminary results from commissioned research on the role of chefs in linking the agriculture and tourism sectors in the Caribbean and the Pacific which identify best practices and emerging opportunities. It will also review the development of the Chefs for Development platform, including the proposed content, and develop a communication plan.
<b>Participants</b>	Participants will include chefs from the Caribbean, the Pacific and the Indian Ocean and selected experts from the public and private sector.
<b>Session organiser</b>	Isolina Boto (CTA)
<b>Partners</b>	IICA, CTO, BHTA, Chefs from Caribbean, Pacific and Indian Ocean, UWI, CEDA, CABA, FAO.
<b>Presenters</b>	Michelle Smith (BHTA), Ena Harvey (IICA), Peter Eday, Robert Oliver (Chefs), Winston Stona, Co-Founder/Managing Director, Busha Browne/Walkers; Slow Food; Chefs Robert Oliver, Rainal Sahai, Stephan Berrouet Durand, Dane Saddler, Henderson Butcher, Peter Edey, Richard Mathiot.

### Linking agriculture and tourism through policy setting

<b>When</b>	3-4 November, 09:00–17:00
<b>Where</b>	Office, Baobab Tower, Warrens, St Michael, Barbados and Field trips
<b>Overview</b>	A main action recommended at the First Pacific Agribusiness Forum was to encourage the design and development of agritourism policies that would facilitate linkages between agriculture and tourism at national and regional levels. The first pilot will be launched in Vanuatu with two immediate actions. First, a selected group of stakeholders involved in the policy process will visit the Caribbean where policies are in place. This will give them the opportunity to meet their Caribbean counterparts and learn from the policy process in the region. Second, a policy workshop will be held in Vanuatu with selected experts to advance on the policy design process with the expertise of IICA.
<b>Participants</b>	The Vanuatu delegation will be headed by the Ambassador of Vanuatu in Brussels and the Director General of Agriculture of Vanuatu. At least 10 other Pacific experts from Fiji, Papua New Guinea, Samoa, Solomon Islands and other Pacific countries will be considered for participation. The delegates will also participate in the Caribbean Agribusiness Forum.
<b>Organiser</b>	Isolina Boto (CTA)
<b>Partners</b>	IICA, Government of Vanuatu, CTO, Ministry of Tourism (Barbados), Ministry of Agriculture (Barbados), Farmers organisations, BHTA.
<b>Presenters</b>	Ena Harvey (IICA), H.E. Joy Mickey Roy, Ambassador of Vanuatu to the EU; Howard Aru, Director General, Ministry of Agriculture, Vanuatu; Shanise Taylor, BTPA; Suzette Edey-Babb, Head of Planning, Ministry of Agriculture; Guy Morel, Management and Marketing Expert, Seychelles; Private sector representatives from Caribbean, Pacific and Indian Ocean.

# The programme

## Learning journeys

### **Learning Journey: Meeting food safety standards for product and process certification of agri-food enterprises, and for good health and nutrition**

**When** 2–6 November, 2015

**Where** Improving food safety standards for the production, sale and distribution of foods for the local and export markets is critical for agri-food enterprise development in the Caribbean and the Pacific. The limited capacity of Pacific Islands to meet or comply with international and food safety standards is widely acknowledged. Through this learning journey, CTA will expose 10 experts; nutritionists, dieticians, food inspectors, university lecturers from Ministries of Agriculture, Health and Trade and national universities in Fiji, Kiribati, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu to a four-day training programme in Good Manufacturing Practices and Hazard Analysis and Critical Control Point (HACCP) certification requirements and auditing of food manufacturing plants. The programme will include visits to selected manufacturing/processing plants to agro and food processing facilities in either Barbados or Trinidad which meet the international requirements on the fifth day. The goal is to build a critical mass of Pacific experts in the South Pacific region who can contribute to improving food safety laws, regulations and standards and support SMEs in the agro-processing, food manufacturing and food service sectors to meet the international standards for the production, sale and distribution of healthy and safe foods. The role of the Trinidad and Tobago Bureau of Standards is to develop and promote and enforce standards and its subsidiary, Premier Quality Services Limited offers specialized training and consultancy services to the national and regional public and private sector and is the lead agency for training experts to meet the requirements for becoming certified auditors in GMP and HACCP.

**Organiser** Judith Francis (CTA)

**Partners/  
Facilitators** Trinidad and Tobago Bureau of Standards

### **Caribbean Value Chains Alliance Learning Journey – St Vincent and the Grenadines and Jamaica**

**When** Sunday, 8 November–Friday, 13 November

**Where** St Vincent and the Grenadines and Jamaica

**Overview** The Caribbean Value Chains Alliance has started work in six Caribbean states – Antigua and Barbuda, Barbados, Grenada, Jamaica, St Lucia and St Vincent and the Grenadines – with some 10,000 small-scale farmers. It is working on value chains that serve local, regional and export markets, handling key crops such as roots and tubers, fruits and vegetables.

CTA is organising a five-day learning journey for up to 30 participants who will have the opportunity to see different aspects of the roots and tuber value chain in St Vincent and the Grenadines – one of the smaller islands and least populated countries in the Caribbean – and Jamaica – one of the bigger and more populated countries in the region.

The learning journey will focus more on discussions than on presentations and offer a consistent set of activities that constitute the canvas for future actions in the Caribbean region. For special invitees from the Pacific region, it will reveal similarities and differences across the agricultural value chain and how they could be beneficial to both regions. Hopefully, after the event the participants will be able to share their experiences with colleagues at home and will continue to build long-lasting networks and relationships.

**Organiser** Caribbean Value Chains Alliance

**Partners** CaFAN, CTA, Sandals Foundation

**Resource persons** Cleve Scott, Jethro Greene, Afi Martin (CaFAN), Wim Callender (Media)

# The programme

## Social media reporting training and coverage

---

To raise awareness on the event, engage on-site participants and reach out to a wider audience remotely, CTA will support the participation of young social reporters for the online coverage of the event. Prior to the event, 15 young social reporters will participate in a two-day training on the use of digital media for social reporting. At the end of the forum, the social reporters will be awarded a certificate. The youth will come from the Caribbean and the Pacific.

Other interested social media enthusiasts who are not present at the venue will have the opportunity to be part of the larger social reporting team that will participate and contribute remotely (online).

- Objectives** The objectives of the social reporting project are to:
- raise awareness before, during and after the Forum on the topics and discussions through a strong online presence
  - feedback online buzz from the online audience to the conference organisers by bringing these conversations to the sessions
  - strengthen youth networking and knowledge on ICT use for agriculture and on agribusiness issues discussed at the Forum.

**Organiser** Ken Lohento and Nawsheen Hosenally (CTA)

**Partners** UWI

**Presenters** CTA and Consultants

# Second Caribbean Agribusiness Forum



## Strengthening the agrifood sector and expanding markets

**Organised by CTA, IICA, CABA, Ministry of Agriculture and Ministry of Tourism Barbados, 5–6 November 2015**

This Forum is linked to the Brussels Briefings organised by CTA, the European Commission, the ACP Group and Concord on key issues related to agricultural and rural development in ACP countries. It also brings some experiences from the Caribbean through the Intra ACP Agricultural Policy Programme.

### **Context**

A substantial body of research has demonstrated that SIDS are more vulnerable to economic shocks and natural hazards than other countries or regions. To move from a position of vulnerability and dependence to one of resilience, small island economies must also explore new areas of economic development and strengthen their diversification strategies. Agribusiness and the private sector is an important development tool for poor countries, promoting growth, generating employment and promoting public-private partnerships. SMEs are key to the economies in employment creation. The agribusiness potential is underutilised leading to high levels of imported food products, often higher prices and lack of investment, and support to local producers and exporters. There is a need for greater involvement of the private sector in designing and implementing viable local and export food industries. Promoting local supply linkages in agriculture will therefore have a twofold benefit – improving food and nutrition security, and enhancing value added for domestic and regional agricultural products.

Changes in global markets and loss of preferential market access for traditional products – such as sugar, bananas and rice – have led to the further marginalisation of many SIDS, putting them under increased pressure. New opportunities have arisen in value added goods and services and niche markets at local, regional and international levels and to benefit from these, it is necessary to ensure that producers receive the

# Second Caribbean Agribusiness Forum

right incentives, and that governments make strategic investments targeting institutions and infrastructure that will bolster the potential of the agricultural sector and assist with its transformation.

Globalisation imposes new conditions and rules for competitiveness in international markets. It poses the imperative for SMEs to link up with other actors, both at the local and at the global level, and find new ways to interact and learn. Global competitiveness and productivity, the public-private collaboration in education and research, the transport infrastructure, the standards required by global markets on quality, health and environmental sustainability and the analyses of industry clusters and global supply chains are key factors influencing the upgrading process of local SMEs.

The opportunities offered by linking agriculture to tourism-related markets are perhaps one of the most promising avenues for diversification and trade growth for the agricultural sector in the Caribbean as shown by successes across countries in the region. The challenges of shifting food-sourcing to local farmers are considerable, yet if it can be performed in a way that meets commercial needs and customer tastes, this is one way in which tourism operations can significantly increase their contribution to local economic development.

## **CTA's recent work on agribusiness in the Caribbean and the Pacific**

As part of CTA's work on promoting regional trade through agribusiness development, various activities have been carried out in support of SIDS.

- At the ACP-EU policy level, a Brussels Development Briefing was held on Building resilience of SIDS through trade and agribusiness development in July 2014 organised by CTA, the European Commission, the ACP Secretariat and Concord leading to the Private Sector Partnership Forum at the SIDS Conference in Samoa.
- The First Caribbean Agribusiness Forum was organised by CTA and IICA in the Caribbean in November 2014 on Enhancing regional trade and adding value to Caribbean agrifood products looking at the potential offered by the tourism-related markets. Subsequently a study on agribusiness development – Strengthening agri-tourism potential in the Caribbean was commissioned looking at 11 successful businesses cases in five countries. In 2015, a partnership has been developed with the Caribbean Agribusiness Association (CABA) and a joint application for an EU grant on agribusiness developed for 2015-2016.
- As a strategic partnership between CTA and the Pacific Island Private Sector Organisation (PIPSO) launched at the Samoa SIDS Conference, the First Pacific Agribusiness Forum organised by CTA, PIPSO and the Secretariat of the Pacific Community (SPC) was held in Fiji in July 2015 on Linking the agrifood sector to the tourism-related markets aimed at strengthening the agrifood sector through agribusiness development and the identification of new market opportunities. For the first time, experts from the Indian Ocean shared their experience.

# Second Caribbean Agribusiness Forum

## Objectives

- To promote agribusiness development in SIDS by sharing successful business cases
- To identify tangible opportunities in new markets
- To promote linkages between the agrifood sector and the tourism industry to increase sustainable local sourcing
- To identify support needed to strengthen relations between chain actors and tourism industry.

## Audience

Policy-makers, private sector (farmers and agribusiness), financial institutions, chefs, development partners, ministries of agriculture and tourism, civil society groups. The participants from the various training sessions on agribusiness will join the Forum.

## Format

High-level policy panel on new opportunities for private-sector development followed by interactive moderated panel discussions focusing on four main areas (i) lessons learned from successful business cases: practical cases in agrifood and fisheries will be presented with a focus on unexplored markets such as tourism-related markets; (ii) supporting agribusiness development through innovative finance; (iii) data-driven agribusiness and (iv) chefs: key actors in the chain.

## Geographical focus

The geographical focus is the Caribbean but all sessions will feature the experience of the Pacific and the Indian Ocean.

## Programme outline

### *High-level policy panel: Main opportunities within the ACP-EU cooperation instruments*

This high-level policy panel will provide the ACP-EU policy context in support of agribusiness and private-sector development in SIDS and the new opportunities offered by the 11<sup>th</sup> European Development Fund to ACP SMEs. It will highlight policy and regulatory instruments facilitating agribusiness development.

# Second Caribbean Agribusiness Forum

## ***Going global: New opportunities for the agribusiness sector in the Caribbean to expand***

This panel will discuss the drivers of success of a few large Caribbean agribusiness companies involved in manufacturing and distribution of food and beverage products which already serve regional and tourist-related markets and have the potential to go global and link small farmers to bigger markets at regional and international levels.

## **Strengthening SMEs: Learning from successes, exploring new market opportunities**

Existing successes and promising opportunities in linking agrifood and fisheries to existing and unexplored markets (i.e. tourism-related markets) will be presented. A special focus will be put on value addition and branding to increase market access. The panel will also highlight the collaboration between the various stakeholders (policy-makers, farmers, agribusiness and financial institutions).

## ***Agrifinance: new opportunities for the agribusiness sector***

This session will highlight some innovative models in support of agribusiness and local SMEs.

## ***The chefs: the link between sustainable tourism, agriculture and cuisine***

There is a need to upgrade farmers supply chains to larger hotels and resorts, stimulate demand for local produce and its use by chefs who can promote ways to more creatively utilise it in the hospitality sector. Experience of chefs from the Caribbean, the Pacific and the Indian Ocean in sourcing from local farmers and promoting local cuisine will be presented. The food tourism industry will also be discussed as a major economic sector worldwide and for the region. This debate will also be an input to the Chefs for Development platform launched at the First Pacific Agribusiness Forum.

## ***Data-driven agribusiness***

This panel will discuss business data needed and used by SMEs and agribusiness and the use of new opportunities offered by ICTs. Some insights on the use of new technologies (i.e. drones) to build data will be shared as well as mapping farms with GPS and linking to mobile apps to build data.

## ***Scaling up session***

This final session will look at realising the potential of public-private platforms and agribusiness development through a common agenda for action.

# Schedule

Time Slot	Sunday - 1 November (Parallel Meetings)	Monday - 2 November (Parallel Meetings)
08:30 - 09:00		<b>Media Briefing</b> Location (UWI): 3Ws Pavilion
09:00 - 12:30 (Morning Session)	<b>Social Media Reporting and Training</b> Partners: TBD Room (UWI): Solutions Centre, Computer Lab	<b>Opening Ceremony</b> Partners: IICA/ BAS Room (UWI): Errol Barrow Centre for Creative Imagination, Walcott Warner Theatre
		<b>WS1: How to Create a Successful Agribusiness Company (Company A - D)</b> Partners: TBD Room (UWI): Cave Hill School of Business B
		<b>WS2: VC Development and Inclusive Business Models</b> Partners: CDI / CaFAN / Sandals Foundation Room (UWI): Solutions Centre, FCIB-A
		<b>WS3: The Agriculture Nutrition Nexus and the Way Forward</b> Partners: TBD Room (UWI): Cave Hill School of Business A
12:30 - 13:30 (Lunch)		<b>CTA Publication Display</b> Partners: CTA / BAS Location (UWI): Lawn in Front Solutions Centre
13:30 - 17:30 (Afternoon Session)	<b>Social Media Reporting and Training</b> Partners: TBD Room (UWI): Solutions Centre, Computer Lab	<b>WS1: How to Create a Successful Agribusiness Company (Company E - H)</b> Partners: TBD Participants: 35 Room (UWI): Cave Hill School of Business B
		<b>WS2: VC Development and Inclusive Business Models</b> Partners: CDI / CaFAN / Sandals Foundation Room (UWI): Solutions Centre, FCIB-A
		<b>WS3: The Agriculture Nutrition Nexus and the Way Forward</b> Partners: TBD Room (UWI): Cave Hill School of Business A
		<b>WS4: Web2.0 and Social Media Taster Sessions - Discover the Wonders of Social Media for Agribusiness and Marketing</b> Partners: UWI Room (UWI): UWI Solutions Centre, Computer Lab
17:30 - 18:30		
Evening		

# Schedule

Time Slot	Tuesday - 3 November (Parallel Meetings)	Wednesday - 4 November (Parallel Meetings)
<b>08:30 - 09:00</b>	<b>Media Briefing</b> Location (UWI): 3Ws Pavilion	<b>Media Briefing</b> Location (UWI): 3Ws Pavilion
<b>09:00 - 12:30 (Morning Session)</b>	<b>WS2: VC Development and Inclusive Business Models</b> Partners: CDI / CaFAN / Sandals Foundation Room (UWI): Solutions Centre, Shell Suite	<b>WS3: The Agriculture Nutrition Nexus and the Way Forward</b> Partners: TBD Room (UWI): Cave Hill School of Business A
	<b>WS3: The Agriculture Nutrition Nexus and the Way Forward</b> Partners: TBD Room (UWI): Cave Hill School of Business A	<b>WS5: Policy Analysis and Advocacy for Farmers' Leaders</b> Partners: BAS / CaFAN / CPDC / IICA / SFL Room (UWI): Solutions Centre, FCIB-A
	<b>WS4: Web2.0 and Social Media Taster Sessions – Discover the Wonders of Social Media for Agribusiness and Marketing</b> Partners: UWI Room (UWI): Solutions Centre, Computer Lab	<b>WS6: Access to Finance</b> Partners: IICA Room (UWI): Errol Barrow Centre for Creative Imagination, Walcott Warner Theatre
	<b>WS5: Policy Analysis and Advocacy for Farmers' Leaders</b> Partners: BAS / CaFAN / CPDC / IICA / SFL Room (UWI): Solutions Centre, FCIB-A	<b>WS7: Building Partnerships and Alliances to Scale Up Climate-smart and Adaptation Solutions in the Caribbean</b> Partners: IICA / CARDI / CRFM / CaFAN Room (UWI): Solutions Centre, FCIB-B
	<b>WS6: Access to Finance</b> Partners: IICA Room (UWI): Errol Barrow Centre for Creative Imagination, Walcott Warner Theatre	
	<b>WS7: Building Partnerships and Alliances to Scale Up Climate-smart and Adaptation Solutions in the Caribbean</b> Partners: IICA / CARDI / CRFM / CaFAN Room (UWI): Solutions Centre, FCIB-B	
<b>12:30 - 13:30 (Lunch)</b>		<b>Business Leaders' Lunch (2 Hr Min.)</b> Partners: TBD Location: TBD
	<b>CTA Publication Display</b> Partners: CTA / BAS Location (UWI): Lawn in Front Solutions Centre	<b>CTA Publication Display</b> Partners: CTA / BAS Location (UWI): Lawn in Front Solutions Centre
<b>13:30 - 17:30 (Afternoon Session)</b>	<b>WS2: VC Development and Inclusive Business Models</b> Partners: CDI / CaFAN / Sandals Foundation Room (UWI): Solution Centre, Shell Suite	<b>WS3: The Agriculture Nutrition Nexus and the Way Forward</b> Partners: TBD Room (UWI): Cave Hill School of Business A
	<b>WS3: The Agriculture Nutrition Nexus and the Way Forward</b> Partners: TBD Room (UWI): 3Ws Pavilion	<b>WS5: Policy Analysis and Advocacy for Farmers' Leaders</b> Partners: BAS / CaFAN / CPDC / IICA / SFL Room (UWI): Solutions Centre, FCIB-A
	<b>WS4: Web2.0 and Social Media Taster Sessions – Discover the Wonders of Social Media for Agribusiness and Marketing</b> Partners: UWI Room (UWI): Solutions Centre, Computer Lab	<b>WS6: Access to Finance</b> Partners: IICA Room (UWI): Errol Barrow Centre for Creative Imagination, Walcott Warner Theatre
	<b>WS5: Policy Analysis and Advocacy for Farmers' Leaders</b> Partners: BAS / CaFAN / CPDC / IICA / SFL Room (UWI): Solutions Centre, FCIB-A	<b>WS7: Building Partnerships and Alliances to Scale Up Climate-smart and Adaptation Solutions in the Caribbean</b> Partners: IICA / CARDI / CRFM / CaFAN Room (UWI): Solutions Centre, FCIB-B
	<b>WS6: Access to Finance</b> Partners: IICA Room (UWI): Errol Barrow Centre for Creative Imagination, Walcott Warner Theatre	<b>WS8: ICT for Fisheries: Towards Replicating and Scaling Up</b> Partners: UWI Room (UWI): Cave Hill School of Business B
	<b>WS7: Building Partnerships and Alliances to Scale Up Climate-smart and Adaptation Solutions in the Caribbean</b> Partners: IICA / CARDI / CRFM / CaFAN Room (UWI): Solutions Centre, FCIB-B	
<b>17:30 - 18:30</b>	<b>Network Meeting 1</b> Location (UWI): 3Ws Pavillion	<b>Network Meeting 3</b> Location (UWI): 3Ws Pavillion
	<b>Network Meeting 2</b> Location (UWI): 3Ws Pavillion	<b>Network Meeting 4</b> Location (UWI): 3Ws Pavillion

# Schedule

Time Slot	Thursday - 5 November (Plenary Meeting)	Friday - 6 November (Plenary Meeting)	Saturday - 7 November
<b>08:30 - 09:00</b>	<b>Media Briefing</b> Location (LESC): Media Room	<b>Media Briefing</b> Location (LESC): Media Room	
<b>09:00 - 12:30 (Morning Session)</b>	<b>Second Caribbean Agribusiness Forum: Strengthening The Agrifood Sector and Expanding Markets</b>	<b>Second Caribbean Agribusiness Forum: Strengthening The Agrifood Sector and Expanding Markets</b>	<b>Chefs for Development: The Next Step</b>  Partner: TBD Room: TBD
<b>12:30 - 13:30 (Lunch)</b>	Innovation Showcase	Innovation Showcase	
	ICT4Ag Showcase	ICT4Ag Showcase	
	CTA Publication Display	CTA Publication Display	
<b>13:30 - 17:30 (Afternoon Session)</b>	<b>Second Caribbean Agribusiness Forum: Strengthening The Agrifood Sector and Expanding Markets</b>	<b>Second Caribbean Agribusiness Forum: Strengthening The Agrifood Sector and Expanding Markets</b>	
<b>17:30 - 18:30</b>	<b>Network Meeting 5</b> Location (UWI): 3Ws Pavillion		
	<b>Network Meeting 4</b> Location (UWI): 3Ws Pavillion		
<b>Evening</b>	<b>Caribbean-Pacific Networking Event</b> Location: TBD		



# Caribbean Pacific

AGRI-FOOD FORUM



LINK - LEARN - TRANSFORM

# Practical Information

---

## CTA contacts

### General email

cpaf15@cta.int

### Contact people

Juan Cheaz (Cheaz@cta.int)

Emil Jejov (jejov@cta.int)

Tel: +31 317 467100

## BAS (Event Secretariat)

Event Coordinator: Cleve Scott (agrifoodforum@gmail.com)

Telephone/WhatsApp: 246-243-9221

Skype: cleve.scott

Assistant to the Coordinator: Afi Martin (agrifoodforum@gmail.com)

Telephone/WhatsApp: 246-833-7323

Skype: yana.martin24

### Physical mail address

Secretariat

Caribbean-Pacific Agri-Food Forum,

C/O Barbados Agricultural Society

“The Grotto”, Beckles Road, St Michael, Bridgetown, Barbados BB14025

## Media contact

Stéphane Gambier (gambier@cta.int)

Tel: +31 317 467100

## Social media contact

Mikaila Issa Abramane (issa\_abramane@cta.int)

Tel: +31 317 467100

## Social Media Hashtags

#CPAF15 and #Intra\_APP (please use both on all posts)

## Event Website

cta.int/cpaf15