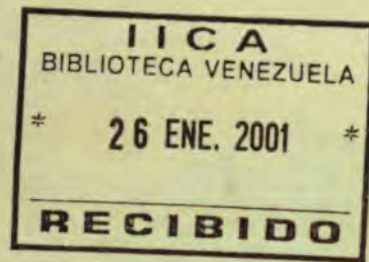


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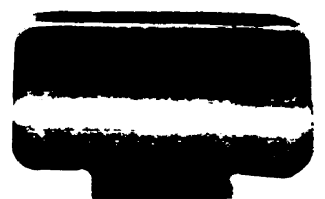
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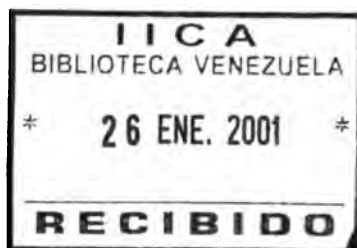
**STRATEGIES FOR STRENGTHENING
MICRO-ENTERPRISES FOR RURAL WOMEN**

**The First Lady of Jamaica
and
The Inter-American Institute for Cooperation on Agriculture (IICA)
in collaboration with
The Rural Agricultural Development Authority (RADA)**

**May 14, 1999
Kingston, Jamaica**

IICA OFFICE IN JAMAICA





**Inter-American Institute for
Cooperation on Agriculture**

Proceedings of the Workshop

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Edited by Hyacinth Chin Sue

IICA OFFICE IN JAMAICA

**ISSN-0253-4746
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SERIES**

**ISSN-0253-4746
A2/JM-99-06**

**May 1999
Kingston, Jamaica**

**"The views expressed in signed articles are those of the authors and do not necessarily
reflect those of the Inter-American Institute for Cooperation on Agriculture."**



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INTRODUCTION

The purpose of the opening ceremony was to launch the Jamaica Network of Rural Women Producers and to share the background activities, which led to the formation of the network. The Jamaica Network of Rural Women Producers is to be part of a regional and hemispheric programme which came as a result of years of commitment on the part of the First Ladies of Latin American and the Caribbean and the Inter-American Institute for Corporation on Agriculture (IICA) to address the conditions of rural women. The Network seeks to:

- a) create sustainable employment within the rural agricultural sector;
- b) promote self-reliance among rural women producers;
- c) promote products made by rural women;
- d) promote relevant training to upgrade and develop human resources; and
- e) promote sustainability of individual groups and a network of rural women.

The workshop facilitated the participation of the members to develop a three-year programme of work. This document presents the highlights of the addresses that were delivered. The complete speeches are not included, but attempts were made to capture the most salient points as closely as possible in the words of the person who delivered them, so that their intent is not mis-represented.

The highlights of the reports of the working groups are also presented. These will be used as the basis for developing the work programme and project proposals to seek external funding.

A list of presenters and participants is included in the Appendix.



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Dr. Chelston Brathwaite
IICA Representative in Jamaica

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FIRST SESSION

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Opening Ceremony

CHAIRPERSON:
Dr. Chelston Brathwaite
IICA Representative in Jamaica

SINGING OF THE JAMAICAN NATIONAL ANTHEM

PRAYER:
Mrs. Faith Innerarity

WELCOMING ADDRESS:
The Most Honourable Lady Cooke
First Lady of Jamaica

Welcome to all participants to King's House including representatives from Barbados, Costa Rica, the United States, Trinidad and Tobago and the various dignitaries from Jamaica.

There were so few people when this group started; we all fitted in the dining room, but now we have grown and have moved to the ballroom. I am honoured, and especially interested in rural women because the first seventeen (17) years of my life were spent in deep rural Jamaica with no water and no electricity. I remember having to walk very far to get water. I understand the type of existence of many rural women who have no running water and no transportation.

This idea of helping the rural women has always been my concern and is a worldwide concern. If it were not for the rural women in Jamaica, a lot of people would starve. I am happy to see that rural women have changed and their involvement in agriculture is not confined to using the hoe. We are happy for all our rural women involved in agriculture and agricultural enterprise.

If you go to the market in Montego Bay, women are there holding their children. What are the men doing? The men are probably playing dominoes. You would never, see women sitting around playing dominoes at that time of the morning.

I believe that women and agriculture are the future of Jamaica. Ladies, you should feel proud to be in agriculture. I welcome you all and will give you the necessary support in this effort.

**GREETINGS FROM IICA:
Dr. Chelston W.D. Brathwaite
IICA Representative in Jamaica**

It is my pleasant duty this morning to welcome all of you to King's House. Unfortunately, the Minister of Agriculture could not attend and sends his regrets.

It is not often that I am in the presence of so many beautiful women. Most of my meetings are with men. I acknowledge the presence of my wife at this meeting and my colleague from Barbados, who is ahead of Jamaica because they have already set-up their network.

In 1996, IICA presented to the Sixth Conference of Wives of Heads of State and Government of the Americas, the results of research carried out by the Inter-American Development Bank (IDB) in 18 Latin American and Caribbean countries. In 1997 the Wives of Heads of State and Government of the Americas requested that a program be developed to explore ways to improve the lives of rural women in the Americas.

In 1997, Chile and Costa Rica presented a proposal to IICA for improving the lives of rural women and it was supported by all of the First Ladies, both in Latin America and the Caribbean. It was approved, and in 1997 the First Ladies of Costa Rica and Chile presented the Business Development Program for Rural Women (PADEMUR) to the Inter-American Board of Agriculture (IABA) at its ninth regular meeting, with the endorsement of the Inter-American Commission of Women (ICAW). There was a call for establishment of a fund and for technological assistance. The IABA, which is IICA's highest governing body, approved the Business Development Program for Rural Women in Resolution 330, dated October 14, 1997.

PADEMUR has three features:

- the adoption of the technical and financial measures required for implementing such a program
- establishment of a special fund to secure resources to finance IICA's actions under the program; and
- co-ordination of actions with financial and technical organizations to provide joint support to this program.

PADEMUR promotes and supports efforts to improve living conditions and women's position in the sustainable rural development process in Latin America and the Caribbean.

The objectives of the program are:

- to strengthen organizations that provide services to rural women using the gender approach; and
- to develop the political, social and economic leadership skills in rural women

PADEMUR is co-ordinated at the hemispheric level by IICA's Directorate for Rural Development and is carried out in alliance with international and regional organizations, donor countries, non governmental organizations and the private sector including:

Inter-American Development Bank (IDB)
Inter-American Commission of Women (IACW)
Central American Bank for Economic Integration (CABEI)
Central American Agricultural Council (CAC)
Central American Social Development Authority (CISC)
Swedish International Development Authority (SIDA)
Pan American Development Fund (PADF)
AgriFuture Foundation

At the regional level, the Regional Committee of Wives of Heads of State and Government is the co-ordinating body. At the national level in Jamaica, the co-ordinating body is the committee established by Lady Cooke including representatives of the agricultural sector and leading women or organizations associated with the program.

I know that our rural women are some of our best businessmen, so I know that this effort will be successful.

IICA has a special role to play in technical co-ordination. It is part of our mission to make the women the business leaders of the world. We are part of a revolutionary process. A good example is the businessperson of the year as identified by the Chamber of Commerce.

I would like to thank the First Lady and Mrs. Hyacinth Chin-Sue for their efforts to co-ordinate this initiative.

**GREETINGS FROM THE PAN AMERICAN
DEVELOPMENT FOUNDATION:
Mrs. Juliet Mallet-Phillips
Caribbean Affairs Consultant**

It is indeed an honour for me to be here today to represent the Pan American Development Foundation (PADF) and to be part of this program to strengthen efforts for micro-enterprise for rural women. The Foundation has been working with various private sector and government initiatives to support development.

Our sectoral strategy is to help the less advantaged people to help themselves and to work with NGOs and other organisations to help them.

Our focus is raising income, specifically for women and youth and building a resource base on which they can depend.

Working with the Organisation of American States (OAS), we interact with private businesses to provide emergency supplies in the region. We are cognisant of the status of women in the hemisphere and that their position greatly needs to be strengthened. Women remain among the poorest of the population.

Women specifically suffer from:

- lack of resources; and
- unemployment

We recognise that the economic empowerment of women is essential. Women need to have access to, and control resources. To achieve this, they also need expanded opportunities and information.

Women contribute to the economy and to combating poverty through both remunerated and unremunerated work at home, in the community and in the workplace, yet they remain among the poorest segments of the population. Within the Caribbean for instance, women's ownership and access to productive resources remain low, they suffer higher rates of unemployment and lower wages than men and they are more likely to be working part-time for both voluntary and involuntary reasons.

The economic empowerment of women is critical for the eradication of poverty. Such empowerment can be addressed by improving their access to ownership of economic resources. To achieve this, women in the Caribbean need expanded economic opportunities through education and better access to skills training, information on new and more sustainable enterprises, and assistance to take advantage of emerging market opportunities.

Recognizing that poverty is particularly acute in rural households, the Seventh Conference of Wives of Heads of State and Government of the Hemisphere endorsed the proposal to strengthen rural women's participation in education, production and commercial activities. PADF has signed a collaborative agreement with IICA to further this goal. Related IICA activities to date focus on developing a Regional Network of Women Producers of which this national network will be part, and to develop a Pan-Caribbean Women's Issue Paper.

In most instances, it was felt that increasing economic wellbeing necessitated diversifying away from agriculture. This was compounded by the inability to effectively control the agricultural devastation brought on by the natural disasters such as hurricanes, hence the focus was to shift towards the tourism sector and the development of women's micro-enterprises linked to tourism.

The PADF sets its goal as the economic empowerment of women as a vehicle towards poverty alleviation through promoting income earning ventures for women who are currently unemployed or engaged in low paid employment. The project will have a multifaceted approach to the alleviation of poverty and be consistent with the PADF, which inter alia emphasizes raising family incomes, increasing rural production, and maintaining and improving family health.

It is envisioned that the project will be for a duration of approximately three years, encompassing the training of women in basic artisan and entrepreneurial skills, setting up related women's micro-enterprise and the production, marketing and sale of the products. It will have a community level approach and will be implemented by PADF together with the respective women's departments and bureaux in collaboration with key private sector partners.

PADF Project objectives include:

1. Human resource development
2. The establishment of sustainable business ventures using high volume production of low cost indigenous raw material with linkages between the agricultural, tourism and trade sectors;
3. The installation of appropriate technology/equipment for efficient and effective micro-enterprise development;
4. Participatory approach to production and marketing among the project beneficiaries
5. Strengthening the capabilities of local non-governmental organisations to provide services to rural women's micro-enterprises

Expected Project outputs include:

1. A cadre of skilled women artisans, equipped with the skills and techniques for the management of viable and sustainable micro-enterprises;
2. The involvement of no less than (30) thirty women in locally-owned micro-enterprises

3. The acquisition of appropriate technology/equipment necessary for improved business efficiency
4. The strengthening of the culture of co-operation among women engaged in micro-enterprise ventures
5. The strengthening of at least four non-governmental organisations that provide services to rural women micro-enterprises.

Project Components include:

Education and Training: Working together with the Chambers of Commerce and the Women's Bureaux, PADF, through its Tools for Training Program will provide tools and requisite training for rural women in basic artisan skills (leather work, handicraft and pottery); basic managerial skills such as budgeting and accounting; education on accessing available financial services such as entrepreneurial skills. By the end of the project, the women will have acquired skills to run the business themselves. This process will also involve an attitudinal change and the development of self-esteem as the participants understand gender issues.

Credit Facilities/Revolving Fund: Almost 80% of the existing 330,020 micro-enterprises in the Dominican Republic have never had access to credit. Similar statistics exist for the other countries. PADF will facilitate the creation of a Revolving Fund, specifically for micro-enterprise development by women. PADF works primarily with the National Development Foundations, the Small Business Development Unit in St. Kitts, the Enterprise Development Unit in Antigua and corresponding micro-enterprise credit institutions in the Dominican Republic and Haiti, as well as other private sector participants.

Product Development: Artisan goods will be produced using available and renewable natural resources. Working with local business partners, PADF will facilitate training in packaging, labelling and quality control.

Technology Validation and Transfer: PADF, through its Tools for Training Program will endeavour to provide the tools for production, as well as equip the newly established enterprises with appropriate technology (fax, photocopier, computer and production techniques), to ensure effective and efficient running of the business.

Market Research and Development: Paramount to the success of micro-enterprise initiatives is the access to local and international markets and marketing services. The project will identify local economic and business development organisations to assist women's micro-enterprise development organisations with market research, marketing strategies, labelling, packaging and other product development techniques. It is expected that institutions such as the national development foundations will provide training and technical assistance to the women's enterprise developed through the project.

Promoting a Broader Role for the Private Sector: The project will seek to broaden private sector participation in the development of rural women's micro-enterprises by creating informal networks of people and potential local partners knowledgeable in business development, marketing and social service needs of the population as a whole. In addition, the project will draw in support for this initiative, from international private entities with business interests in these four countries. The project will emphasise institutional strengthening for local micro-enterprise development organisations and the improvement of health services.

I have said a lot, but you will say much more in your deliberations. I wish you all success in the development of a proposal for a Jamaican Network of Rural Women.

MAIN ADDRESS:

"Rural Women in the 21st Century, Challenges for Progress"

Dr. Garnet Brown

Advisor to the Minister of Agriculture

It gives me great pleasure to address this gathering because it takes my mind back to the beginning. Makes me wonder if history repeats itself. I know that our women have a vital role to play in the development of the region and as such, you deserve every cooperation.

When I was asked to address you, I thought about what I could say. I concluded that, on our way to the 21st century, we have to look back. If we don't know where we are coming from, we do not know where we are going. I decided that by asking certain questions, we might a clear vision on where we should be going.

Everybody wants to know what will happen down the road. We have our strategists. Some people read their horoscopes. We have our economists (how accurate they have been is another question). We also have our philosophers and fortune-tellers. People of the cloth predicted the hour and the day when the last day will come. But they have been wrong. Our Lord Jesus himself didn't know and told us not to worry.

But in our efforts to strive toward the future, at the earth level, we should first of all think about what people are doing now. How are they shaping up? How are they poised to face the future? I think our Jamaican situation here parallels the rest of the region.

We must apply our mind to three questions:

- a) where are we coming from?
- b) where are we now?
- c) where are we going?

When Columbus came to Jamaica, he found the Arawak Indians and gushing streams. Arawaks were hard working people and lived in harmony with their environment. What Columbus didn't know, was that his so-called discovery was the beginning of the demise of these people and of the environment.

In 1665, two generals were set out to capture Hispaniola; they failed and instead captured Jamaica (which was poorly guarded). Cromwell was not impressed with his new British possession or did not think it was important. If Jamaica had been regarded as important, it would have been better guarded by the Spanish.

Neither the Spanish nor the British thought this island was important. Time is a great healer, because shortly thereafter, the fertility of our alluvian planes produced King Sugar. The abolishment of slavery saw the establishment of hillside agriculture and small farmers in 1838.

It is important to note that the colonial period included a prosperous landed gentry on the one hand and a poor set of people on the other. This is our heritage. The welfare mentality plaguing us now in our society still may have had its origin in this heritage.

So where are we coming from? We are coming from a place where the trickle down mentality existed. (Scraps from the table). But also, historically our people have been a people of determination. We are still in economic colonization. Bilateral donors are dictating the pace and the direction of our development.

Ironically, there are still a vast number of us who have still not overcome the mental slavery of welfare dependence. There is reluctance among our people to grasp opportunities that present themselves. We are faced with decentralization. We are only now starting to emerge from high interest rates and inflation. Our rural development and social services have suffered. We must put our shoulders to the wheel.

Gone are the days when we were among the most disciplined people in the world. There is the issue of drugs. Indiscipline and violence are rampant among our young. Even our faith in God is gone. We are now at a very important crossroads. Therefore we must be very careful in choosing the path we are now to go - right, left or centre. So, where are we going?

From today, we have to choose where we are going. Is it going to be a path of hard work, honesty, discipline and equity or is it going to be a path of gluttony, lawlessness and disrespectful behaviour, with a commitment to nothing? We must decide and let us decide now. We cannot continue to serve God and man at the same time. We cannot continue to be luke-warm.

Although we have begun to see some positive trends, we cannot predict how our nation will survive in the 21st century. The acts of politicians by themselves do not a nation make. Our people must develop positive traits and aspirations that are in tandem with where we want to go.

What is the challenge of rural women in all of this as we face the 21st century? Against all that background, what about our women? I think women must organize themselves as a medium through which rural communities can be empowered. Delegation of management of local affairs is a must. We must get on with local government reform if the needs of rural women are to be addressed. But, there must be organizations to delegate responsibility. Our rural women must get organized.

Secondly, I see women playing a positive role in stemming the tide of rural/urban drift, especially through economic enterprise. Successful rural women with successful enterprises making successful rural communities will be critical.

Thirdly, the question of food security - rural women must be challenged to avail themselves of all the opportunities to make their enterprises as effective and as productive as men. Sex discrimination must stop.

Fourthly, the network being proposed will be a vital step toward participatory mechanisms. Rural women will therefore be challenged to assume leadership roles in this effort. For the 21st century, women must rise to take on more and more leadership roles, especially in rural areas for effective decision-making.

Fifthly, rural women through the local projects that they forge among themselves, must be prepared to be role models and examples in the utilisation of by-products of primary agriculture activities. Women must stand for high quality and standards.

Women must be trained in the effective use of technology for local production. Women must take advantage of training. They must set positive examples in sustainable resource use, because destructive use of resources has been one of our most important problems.

Sixthly, women by their robustness in micro-enterprise will form marketing solutions and ideas for reasonable rural infrastructure to get products to the market. You cannot just produce without proper marketing and rural infrastructure.

Can you women here today, by chance be the ones to show the way for the 21st century?

It must be borne in mind that real development is about people. We can have new words or projects, but real development is for the people. Do not forget that. In the process, our minds and attitudes must change.

Against this background, the challenge facing rural women is to generate the process that the outward actions are an expression of the inner person. The truth is that whatever we do, in terms of infrastructure, if the minds of the people are not changed, we really have done nothing.

I mean therefore, the outward expression of success must be born of renewed values inside. The task then is to influence others to embrace and imbibe these new values which in turn will impel them to change and be stimulated to produce effectively.

What are these values that need to change? We need to adopt a spirit of self-reliance, honesty, integrity, commitment, truthfulness, justice, industry and reverence the presence of God. Can you make this happen in the rural areas through your efforts? If yes, then the 21st century faces much promise.

But a word of caution, if our rural women are really going to make a difference, they can not be seen as antagonistic or in competition with men. An adversarial approach to men will be a formula for disaster. We need a partnership in progress with our men as the way forward.

God placed Eve on the side of Adam in partnership. So, while women's organizations are definitive in focus for good reason, they would fail if they do not influence the youth and the male folk as well to come along. How are you by your efforts, going to influence the men and the youth?

Finally, let me say that without the Lord being with us, we will not succeed.

SECOND SESSION



CHAIRPERSON:
Mrs. Faith Innerarity
Director of Social Security
Ministry of Labour, Social Security and Sports

THE REGIONAL INITIATIVE:
Mrs. Marlene Antoine
Regional Co-ordinator for
Sustainable Rural Development
IICA Office in Trinidad and Tobago

There are a few changes in the programme. We want to introduce our colleague from Costa Rica. There are so many similarities between here and Costa Rica that she wanted to share some of them after listening to earlier presentations.

Mrs. Marcelle Banuett
Hemispheric Directorate
IICA Headquarters in Costa Rica

I'm impressed to find here so many different representations. We have had many meetings with people from Peru, Ecuador and other countries of the Americas where we are in the same process of building a network with rural women. Being here knowing that we share so much in common as it relates to women's work in the fields is very interesting, and especially that we are coming to the same conclusions.

In those countries, women have limited involvement in the plot. They are rural producers, members of co-operatives, labourers, marketers and also workers at home.

Women producers not only work full-time, but also work 18 hours on average, and still take care of the children and the home. We really do accomplish a substantial part of the income in Central and Latin America - about 50% - and there is data to show this. The contribution of active rural women to family income: varies between 34% and 50%, hence, our participation in decision-making needs to be empowered.

Our access to credit is low, not only women's, but men's too. However, women's access is worse. Therefore, we need to help women to connect to various credit agencies so that they can benefit from the different credit sources that are available.

**Mrs. Marlene Antoine:
IICA Office – Trinidad and Tobago**

At the regional level, we are trying to create a Caribbean Network of Rural Women Producers which was borne out of the International Fund for Agricultural Development (IFAD) Summit on the Economic Advancement of Rural Women Producers and the initiative of the First Ladies that we spoke about earlier.

There is a history to this network. The Food and Agricultural Organisation (FAO) tried to do a similar network some time ago. It is our hope that the First Ladies will be successful at grounding this initiative within CARICOM so that the programme will be discussed each time the Heads of State meet in the region.

As you heard earlier today, PADEMUR is a programme to promote and support efforts to improve the socio-economic conditions of women and the relative position of women within the context of sustainable rural development in Latin America and the Caribbean, through strengthening women's groups in the region and developing political, social and economic leadership skills among women.

What are we going to do?

- We are going to look at human resource development and management training;
- Credit support through the creation of a specialised fund; and
- Provide technical co-operation services

How is the program going to operate?

The Directorate for Sustainable Rural Development of IICA co-ordinates the actions at the hemispheric level. This hemispheric co-ordination involves the work of a number of international organizations, donor organizations, private sector (Inter-American Development Bank, Inter-American Commission on Women, Swedish International Development Authority, etc.) and Non-Governmental Organisations.

At the regional level, a Regional Committee of Wives of Heads of State and Government is the decision-making body. At national level, the network will:

- Establish national committees including the respective First Lady, representatives from the agricultural services and women's organizations associated with the programme
- Co-ordinate activities at the national level involving the identification of viable projects and implementation of a gender based programme of activities
- Make the network sustainable
- Recognise that each country is different and identify the needs of the beneficiaries.

What assistance can you expect from the IICA Caribbean Regional Centre?

Our actions at the region will be to:

- Support the formation of national networks
- Channel the projects that you define through the committee. For example, the project proposals that you develop today will be sent to the meeting of CARICOM in Trinidad, July 4 –7. The first meeting of the Regional First Ladies will be held at the same time. Similar workshops are to be held in Guyana and other islands.
- Provide technical assistance on gender training and institutionalisation of gender perspective in outreach programmes and will support gender consultants locally if available
- Provide financial support to establish a database
- Provide technical support to establish a credit facility
- Provide information on the position of women in the Caribbean.

Mrs. Innerarity added: There are different levels; hemispheric, regional and national. What we are doing here in Jamaica is not just something here in our own small corner, but we are operating in an international network, therefore we need to organize ourselves. What we are talking about today, is part of a reality. Part of the global networking reality.

EXPECTATIONS OF THE NETWORK (Barbados Experience):

**Mrs. Ena Harvey
Consultant
IICA Office in Barbados**

**And Mrs. Ameena Austin
(Electronics Technician and Vegetable Farmer)
President, Association of Women in Agriculture, Barbados)**

I come from a long line of women in agriculture, from my West African ancestors and Amerindian great grandmother who worked in cocoa and cotton and sugar plantations; my mulatto grandmother who made and sold drinking chocolate sticks and asham, and my own mother whose backyard garden is filled with healing plants. My mother taught me the difference between a dasheen, edoe and tannia.

Such is the history of women in Barbados and as someone who loves folkculture, I love to share these stories and songs about culture. Ms. Harvey then burst into song about the multiple tasks of women...

All de day mi, de day mi work fi bowsey...

I wake up at 5:30 a.m. then I cook breakfast and transport my sister to her farm. When I return I make the children's breakfast and prepare and take them to school. I am in the field by 9:00 a.m. At 11:00 am. I bring my sister home and I am back in the field by 11:45 a.m. At 12:30 PM I eat lunch and I start working from 1:15 P.M TO 3:00 p.m. At 3:00 p.m. I transport the children home. I am back in the field by 3:45 p.m. And return home at 6:30 p.m. when I cook dinner and look after the children until bedtime. On Saturdays I clean the house, wash clothes, iron, etc. I go to bed at 7:30 p.m. I spend two days every week in the market selling cabbage, okra, carrots, cucumbers, beets, beans and sweet potato.

An important aspect of the IICA Regional Women Producers Project with IDB in the early nineties was to collect data on the number of women actually involved in agriculture and their contribution.

In addition to full-time women farmers, there were a substantial number of occasional or part-time workers. Women play an essential role in the marketing of produce as well. Apart from the female farmers, there are also several women employed in the sector as teachers, researchers, laboratory analysts, tissue culture specialists, food processors, agronomists, administrators, bankers, veterinarians, extension workers, agricultural consultants, economists, exporters, agricultural economists who have become members of our network. Women also operate their plots on a part-time basis without any technical training.

Part-time farming has to be noted for its special contribution to supplementary family income. Women food producers are 39% of all farmers, yet they have a small percentage of land in comparison to the men.

Approximately half of the women surveyed in the IICA regional study need access to important support services such as irrigation, credit and other infrastructure. Women sometimes end up paying domestic rates for water, rather than the agricultural rate.

Over the last two decades, Barbados has been oriented towards tourism and sectors other than agriculture, which is pulling women out of agriculture.

Given the multiplicity of tasks women have to perform, they need to develop skills in time management. Technologies must be devised which make optimum use of time and not create more work. Women have been in micro-business for a long time. Their participation forms the very history of markets throughout the region. Seventy percent (70%) of all food produced in Barbados is marketed by women. Now there is a gender shift as an increasing number of young men are marketing fruits in offices.

The role of women is reflected in our folk culture. This is the only thing that they can't steal from us. We have to learn how to sell our culture. Songs throughout the region sing the praise of rural women.

Women have contributed to improved levels of nutrition in the region. Women have tended to sell chickens and pigs to raise money for school supplies and school fees for their children. These micro-enterprises posed less of a threat to natural resources because of their size; rather they make use of indigenous resources and encourage savings. Domestic agriculture in Barbados is still dominated by women. Our women produce a number of creative products.

In order to be efficient, the female small farmer must be able to utilise appropriate technology to maximise productivity and minimise losses. Improved extension services, cheaper inputs and more modern equipment have all been cited as major areas in which improvements are needed for women farmers. Technologies must be devised which make optimal use of these qualities that have been known so well by rural women, without creating more work for them. Planners, researchers and extension personnel must therefore design and transfer technologies with consideration for women's physical capabilities and availability. The technologies employed by women are far less threatening and wasteful than those that we employ today in our more sophisticated processing industries.

Since the 18th century, we have seen that micro-enterprise activities have the potential ability to promote sustainable rural development, generate employment, use indigenous resources, generate savings and create dynamic linkage effects.

The agro-processing and marketing sectors remain largely under-developed. The single largest constraint is the lack of a holistic approach to the identification and development of products in which we have a competitive advantage in the international market place. By holistic, I am referring to the integration of production, post-harvest management, processing, marketing and distribution components for a selected mix of products from commodities such as aloe, tamarind, hot pepper, sorrel, sweet potato, yam and golden apple.

The lack of a focussed and market-led approach has given rise to all of the inefficiencies that are commonly reported as constraints to micro-enterprise development.

Constraints such as:

- inadequate institutional and financial support for research and development;
- disorganised production base resulting in inadequate and irregular supplies of high priced agricultural produce;
- paucity of trained technicians for repair and maintenance of food processing plant and machinery
- competition from similar imported products
- inefficiency in existing processing facilities with respect to poor plant layout

- food safety controls; and
- lack of appropriate equipment and replacement parts and under-utilisation of installed plant capacities

We need to make the agricultural sector into a vibrant engine of growth.

Let me tell you about our Women's Association in Barbados. It was officially launched two months ago, although it has been around for some time. We have developed a constitution, identified our aims and objectives, Board of Directors, committees and sub-committees.

The needs of our women can be summarized as:

- i) we want safe, nutritious food.,
- ii) we want to turn around the agricultural sector in Barbados, and
- iii) we need to address marketing as it relates to competition from imports and price stabilization

Our approach to achieving success is to:

- Sensitize the media
- Liaise with the ministries of agriculture, trade and import division
- Plan to host a partnership meeting with importers
- Form direct link with tourism to supply what they need and to see how we can supply this market with crops such as asparagus and cherry tomatoes.
- Establish a farmers market that we will operate and control. We have identified a space. Will charge or provide vendor fees so that people can access their fresh produce from anywhere on the island.
- Establish a membership card so that our members will get a discount on selected things.
- Develop a proposal with IICA and FAO to present to the First Ladies' conference.
- Develop a calendar of activities to build a fund-raising initiative for equity financing.
- Strengthen the policy of co-operation with other farmers groups and good relationships with the ministry and other farmer organizations.
- Ask their husbands for free advice.

I would like to leave you with a quotation from Nelson Mandela's 1994 Inaugural Speech which I dedicate to you, the women in agriculture in Jamaica as you launch out on your own.

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.

We ask ourselves, "who am I to be brilliant, gorgeous, talented and fabulous? Actually, who are you not to be?Your playing small does not serve the world. There's nothing enlightened about shrinking so that other people won't feel insecure around you.

And as we let our own light shine, we unconsciously give other people permission to do the same".

Mrs. Innerarity: Our study on the Jamaican Women Producers showed that the statistics on rural women have always under-estimated their role. We also know now that micro-enterprise development is a growing sector world- wide.

I believe we can enter into the working group sessions. We have a good basis on which to start.

IDENTIFICATION OF CONSTRAINTS TO MICRO-ENTERPRISE DEVELOPMENT:

Before launching into the working group session, a general discussion of the constraints to micro-enterprise in Jamaica was conducted. Below are some of the dialogues that ensued and the constraints that were identified.

Ena Harvey: In order to develop our marketing strategy, we reviewed what was being imported in our own supermarkets. We called the governmental department with responsibility for giving out import licences. A lot of the produce is coming from Guyana and the Organization of Eastern Caribbean States (OECS). We informed the Minister of Agriculture of the list of products available from local producers and have found that the range of products was not wide enough. The Minister has decided not to issue any further licences and he has talked to the supermarkets. Our job is to improve the quality of our produce so that we can compete. We need transparent systems because there has been a lot of misinformation.

We have also aligned ourselves with specific supermarkets. Some hotel chefs shop at these markets. These are niches that we are targeting. We need specifications, purchase arrangements and letters from the tourist sector giving their support.

Glenda Simms (Bureau of Womens Affairs): We in Jamaica need to look at our rural women at different levels, some are more isolated and marginalized than others while some have no access to transportation and proper roads and these may be the majority. In Mountain Pass, St. Catherine for instance, the Bureau collaborates with RADA for technical assistance. In St. Elizabeth the women's tomatoes are rotting in the field, they have no access to technology and resources to process them in the field. They need vehicles to take their produce to market.

Donna McFarlane (Office of the Prime Minister-Tourism):
Technology is the issue and it needs to be cost-effective as well.

Olga Turner: (Agro-processor Highgate, St. Mary)

We are fighting to get young people to get involved. We have difficulty with men who dominate women's discussions in co-operative meetings. Leadership is an issue. I have invented a machinery to grate cassava. We have access to technology.

Mrs. Brouers (College of Agricultural Science and Education)

There is the need to consider the National Investment Policy and make linkages with the clusters that have been identified: agriculture, tourism and agro-processing. A lot of the problems that we are talking about are actually symptom of deeper problems.

Elaine Rainford:

Lady Cooke mentioned water. People still having to carry water from streams.

Summary of Constraints Identified:

- Issue of imported produce (unfair competition from extra-regional imports, not so much from within the country)
- There has to be reciprocity in trade within CARICOM
- Vehicles are needed to market produce
- There is also a cultural constraint. Need for co-operation within rural communities. Jamaicans are individualistic. Need to co-ordinate poverty eradication with programs for rural women
- Need to get organised
- Need to ensure that the technology is appropriate and that they are culturally acceptable
- University of Technology needs to make more appropriate low cost technology for women
- Need to patent women's own inventions
- Need to get Jamaicans to eat what we produce thereby creating a demand for local produce
- Promote quality and presentation for marketing our products
- Need to take an inventory of what we have in terms of technologies to build on and an inventory of fancy foods that women produce
- Seek assistance in value-added processing
- Need to deal with water for domestic use and irrigation to attract youth and women into agriculture
- Need to help rural women to move around the region to take advantage of various training activities and learn from other women
- Need to link agriculture production and cultural activities to tourism. Agricultural tourism is an area that other countries have benefited from e.g. Japan. Yam festival is a good example

- Need to address the question of land titling, property rights as it relates its use as collateral affecting credit for women
- Address vandalism
- Training and education



THIRD SESSION

CHAIRPERSON:
Mrs. Hyacinth Chin Sue
Rural Development Specialist
IICA Office in Jamaica

DISCUSSION OF CONSTRAINTS:

The constraints identified by participants in the previous session were organized into four main categories for discussion in the working groups as follows:

- Attitudinal change
- Access to technology, indigenous knowledge and patenting
- Credit and collateral
- Infrastructure: roads, vehicles, water

These were the priorities and main areas of interest.

Participants were then given the following guidelines for their working group discussion to help them to develop an outline for the national programme, including strategies for addressing the constraints.

Each group identified:

- a) the overall problem
- b) specific problems to be addressed
- c) activities needed to address the problems
- d) which person(s) and/or organizations should be involved
- e) how will the achievements be measured

REPORTS FROM THE DISCUSSION GROUPS:

The reports from the working groups were presented by group leaders and are summarized in the following tables.

<p>Low status of agriculture in general and specifically negative attitude toward women</p>	<p>➤ Education in schools ➤ Exposure to all aspects of agriculture, not just production</p>	<p>➤ Ministry of Education ➤ 4-H Clubs ➤ Community Groups ➤ Media ➤ Public Education on women in agriculture ➤ Cabinet ➤ NGOs</p>	<p>➤ Increased involvement of women in agriculture ➤ Increased demand for local foods ➤ Increase in agricultural special interest groups ➤ Public recognition of women in agriculture ➤ Increased access to credit ➤ Increased income from agriculture</p>	<p>➤ Globalization making product uncompetitive ➤ Acts of God ➤ Praedial larceny ➤ Competitive industries that attract people away from the sector ➤ Collapse of the financial sector</p>
<p>Bank and other Credit Institutions see agriculture as high risks</p>	<p>➤ Policy decision to support agriculture financially ➤ Non-traditional credit options such as the traditional partner system</p>	<p>➤ Banking sector</p>	<p>➤ Increased access to credit ➤ Increased returns from agriculture through greater application of available technology</p>	<p>➤ Women failure to repay unsecured loans</p>
<p>Use of local foods not encouraged</p>	<p>➤ Promote local foods in school meals, hotels ➤ Consumer education</p>	<p>➤ Consumer Affairs ➤ IICA ➤ Bureau of Women's Affairs ➤ Media</p>	<p>➤ Increased use of local foods ➤ Increased markets for local foods</p>	<p>➤ Markets flooded with cheaper imports</p>
<p>Resistance to change</p>	<p>➤ Training: trial and demonstration plots and exchange visits</p>	<p>➤ Bureau of Women's Affairs ➤ AWOJA ➤ Women's Groups ➤ IICA</p>	<p>➤ Greater adoption of technology</p>	
<p>Gender biases and power relations</p>	<p>➤ Empowerment training ➤ Technology solutions that are gender sensitive</p>	<p>➤ AWOJA ➤ Bureau of Women's Affairs</p>	<p>➤ Public recognition of women in agriculture</p>	
<p>Fear of competition</p>	<p>➤ Education and market information ➤ Exposure to new options diversification</p>	<p>➤ CARDI ➤ JAMPRO ➤ RADA ➤ JAS ➤ Ministry of Agriculture</p>	<p>➤ Greater access to market information</p>	<p>➤ Product uncompetitive</p>

Problems	Activities to Solve the Problem	Agencies/Persons to be Involved	Results Indicators or Achievements	External Risks
Inadequate application of existing technology	<ul style="list-style-type: none"> ➤ Assess use and availability of traditional technology ➤ Use of audio/ visual aids to exchange information and techniques ➤ Provision of training to empower individuals to pass on technical skills 	<ul style="list-style-type: none"> ➤ UWI ➤ UTECH ➤ SRC ➤ CARDI ➤ IICA 	<ul style="list-style-type: none"> ➤ Increased output ➤ Increased leisure time ➤ Creation of development models for replication ➤ Involvement of more young women in agriculture 	<ul style="list-style-type: none"> ➤ Technology not environmentally, socially and economically acceptable
Individualism – how to counteract this and work together	<ul style="list-style-type: none"> ➤ Group exchanges to share appropriate technology from one place to another 	<ul style="list-style-type: none"> ➤ RADA ➤ JAS ➤ IICA ➤ JEA 	<ul style="list-style-type: none"> ➤ Number of women participating in exchanges 	
Need for labour saving technology	<ul style="list-style-type: none"> ➤ Needs assessment to determine the skills needs for women 	<ul style="list-style-type: none"> ➤ SRC 	<ul style="list-style-type: none"> ➤ Involvement of more young women in agriculture 	
Technological/ development research institutions do not have adequate links to rural areas	<ul style="list-style-type: none"> ➤ Use of community expositions or trade shows like Denbigh to expose women to new development ➤ Establish links with support organizations ➤ Establish rural outreach centres 	<ul style="list-style-type: none"> ➤ FAO ➤ IICA ➤ RADA 	<ul style="list-style-type: none"> ➤ Outreach centres established ➤ Communication improved among women and with support institutions 	<ul style="list-style-type: none"> ➤ Support organizations willing to collaborate

CREDIT/COLLATERAL

Problem	Activities to Solve the Problem	Agencies/Persons to be Involved	Results Indicators or Measurement of Achievements	External Risks
<ul style="list-style-type: none"> ➤ Credit systems exploited by large businessmen 	<ul style="list-style-type: none"> ➤ Develop a credit system which gives preference to women 	<ul style="list-style-type: none"> ➤ Private sector ➤ Chamber of Commerce ➤ Agricultural Credit Banks 	<ul style="list-style-type: none"> ➤ Fund is established ➤ Number of women benefit from credit 	<ul style="list-style-type: none"> ➤ Acts of God ➤ Praedial larceny
<ul style="list-style-type: none"> ➤ Women lack collateral, e.g. Land title 	<ul style="list-style-type: none"> ➤ Use the business/plans as collateral ➤ Identify persons to write business plans ➤ Training and guidance in business management 	<ul style="list-style-type: none"> ➤ IICA ➤ Women Group ➤ Credit Unions ➤ SDC ➤ Private Consultants ➤ JAMPRO ➤ IICA 	<ul style="list-style-type: none"> ➤ Suitable loan system identified ➤ Business plans developed 	<ul style="list-style-type: none"> ➤ Adequate funds

Problem	Activities to Solve the Problem	Agencies/persons to be Involved	Results or Achievements	External Risks
Bad roads, no proper maintenance	<ul style="list-style-type: none"> ➤ Train women to participate in community representation 	<ul style="list-style-type: none"> ➤ Parish Councils ➤ Women's Group 	<ul style="list-style-type: none"> ➤ Greater participation of women in local Government committees 	
High cost of transportation because of poor road conditions	<ul style="list-style-type: none"> ➤ Assist women to acquire their own transportation where feasible 		<ul style="list-style-type: none"> ➤ More transportation comes into the community 	
No access to piped and irrigation water	<ul style="list-style-type: none"> ➤ Prepare project proposals to get water to communities 	<ul style="list-style-type: none"> ➤ IICA ➤ RADA ➤ SDC 	<ul style="list-style-type: none"> ➤ People in the community get piped water ➤ Women have more time for other endeavors because less time is spent getting water ➤ Decreased farming activity because of lack of water 	

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Wife of Dr. Brathwaite

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Secretary
St. Helen's Women for Change

Mrs. Janine McNeish
Manager - Wholesome Foods

Miss Sharon Bates
Assistant Leader
Flower Hill Cottage Industry
Bammy Project - St. James

Miss Edna Edwards
Leader, Flower Hill Cottage Industry
Bammy Project

Miss Olga Turner
Farmer - Triumph Women's Movement
St. Mary

Miss Etheline Harris
Member/Farmer
Accompong Group

Mrs. Sheila Kerr
Chairperson
Botany Bay Women in Action

Miss Avis Rowe - Farmer

Miss Dalsia Nugent
Member
Faith Pen Women's Group

Miss Debbie Henry
President
Faith Pen Women's Group

Miss Sonia Elaine Duhaney
Assistant Group Leader
Mountain Pass Women's Group

Miss Ivona Martin
Ground Supervisor
Twickenham and Mountain Pass Group

Miss Lesia Gregory
Student/Field Worker
Excelsior Community College/Scientific
Research Council

Miss Sonia Mais
Secretary
Casseda Mountain Bakery
Mavis Bank Group

Miss Erica Thaxter
Treasurer
Casseda Mountain Bakery
Mavis Bank Group

Miss Suzette Panton
Public Relations Representative
Casseda Mountain Bakery
Mavis Bank Group

Miss Angella Brown
Assistant Secretary
Casseda Mountain Bakery
Mavis Bank Group

Miss Sonia Cruickshank
Secretary
Sue's Cottage Industry

Miss Winnifred Moore
Member
Rock Hall Industry Women's Group
Portland

Miss Thelma Gooden
Member
Sandy bay Women for Progress
Hanover

Miss Claris Peterkin
Member
Sandy Bay Women for Progress
Hanover

Mrs. Lurline Brooks
Supervisor
Reach Chips Factory

Miss Shirley Vernon
Head of Projects
Bureau of Women's Affairs

RESOLUTION OF THE INTER-AMERICAN BOARD OF AGRICULTURE

In October 1997, the First Ladies of Costa Rica and Chile presented the Business Development Program for Rural Women (PADEMUR) to the Inter-American Board of Agriculture (IABA), at its ninth regular meeting, with the endorsement of the Inter-American Commission of Women (IACW).

The IABA, which is IICA's highest governing body, approved the Business Development Program for Rural Women, in Resolution 330 dated October 14, 1997. It calls for the:

- adoption of the technical and financial measures required for implementing the Program;
- establishment of a special fund to secure resources to finance IICA's actions under the program; and
- Coordination of actions with financial and technical organizations to provide joint support to this program.

WHAT IS THE BUSINESS DEVELOPMENT PROGRAM FOR RURAL WOMEN (PADEMUR)?

PADEMUR promotes and supports efforts to improve living conditions and women's position in the sustainable rural development process in Latin America and the Caribbean.

Its objectives are:

- to strengthen organizations dedicated to providing services to rural women, using the gender approach;
- to develop political, social and economic leadership skills in rural women.

HOW PADEMUR OPERATES

(IICA) is the organization responsible for developing PADEMUR.

It is coordinated at the hemispheric level by IICA's Directorate for Rural Development.

Actions carried out at the regional and national levels are coordinated by IICA's Regional Directorates and its Technical Cooperation Agencies, respectively.

This effort is carried out in alliance with international and regional organizations, donor countries, non-governmental organizations and the private production sector, including:

- Inter-American Development Bank (IDB)
- Inter-American Commission of Women (IACW)
- Central American Bank for Economic Integration (CABEI)
- Central American Agricultural Council (CAC)
- Central American Social Integration Council (CISIC)
- Swedish International Development Authority (SIDA)
- AgriFuture Foundation
- Pan American Development Foundation (PADF)

The Conference of Wives of Heads of State and Government of the Americas meets annually through the mechanism established by PADEMUR for decision making at the hemispheric level.

At the regional level, the Regional Committee of Wives of Heads of State and Government is the coordinating body.

At the national level, the coordinating body is the National Committee set up by the respective country's First Lady, which includes representatives of the agricultural sector and leading women or organizations associated with the Program.

PROGRAMME

STRATEGIES FOR STRENGTHENING MICRO-ENTERPRISES FOR RURAL WOMEN IN JAMAICA

King's House
Kingston, Jamaica
May 14, 1999

Under the Patronage of
The Most Honourable
Lady Cooke
First Lady of Jamaica

Opening Ceremony

Chairperson, Dr. Chelston W.D. Brathwaite
IICA Representative in Jamaica

Chairperson, Mrs. Faith Inzerarity
Director, Social Security
Ministry of Labour, Social Security and Sports

Chairperson, Mrs. Hyacinth Chin Sue
Rural Development Specialist
IICA Office in Jamaica

8:30 - 8:35 **Welcome**
The Most Honourable Lady Cooke
First Lady of Jamaica

10:00 - 10:20

The Regional Initiative
Mrs. Marlene Antioine
Regional Coordinator
Sustainable Rural Development
IICA Office in Trinidad & Tobago

1:00 - 2:00 **Group Work (Continued)**

8:35 - 8:45 **Greetings from IICA**
Dr. Chelston W.D. Brathwaite
IICA Representative in Jamaica

10:20 - 10:45

Expectations of the Network, Barbados Experience
Mrs. Ena Harvey, Consultant
Mrs. Ameena Austin, President,
Association of Women in Agriculture,
Barbados

2:00 - 2:30 **Group Presentation**

2:30 - 4:00 **Preparation of a Work Program 1999 - 2001**

8:45 - 9:00 **Greetings from the Ministry of Agriculture**
The Hon. Roger Clarke
Minister of Agriculture

9:00 - 9:10

Greetings from the Jamaica Agricultural Society
The Hon. A.A. Pottinger
Chairman - Jamaica Agricultural Society

10:45 - 10:55

Experience of a visit to Trinidad and Tobago
Mrs. Mylene Harris, Farmer - Portland

9:10 - 9:20 **Greetings from the Pan American Development Foundation**
Mrs. Juliet Phillips
Caribbean Affairs Consultant

10:55 - 11:30

Identification of Constraints to Micro-enterprise Development - Group Discussion

9:20 - 9:50

Main Address
"Rural Women in the 21st Century, Challenges for Progress"
Dr. Garnet Brown
Advisor to the Minister of Agriculture

11:30 - 12:00

Guidelines for Program Development - Group Work

12:00 - 1:00

L U N C H

9:50 - 10:00

C O F F E E B R E A K

BACKGROUND

Origin of this Initiative

In 1996, the Inter-American Institute for Cooperation on Agriculture (IICA), presented to the Sixth Conference of Wives of Heads of State and Government of the Americas, in Paraguay, the results of the research carried out, together with the Inter-American Development Bank (IDB), on women food producers in 18 Latin American and Caribbean countries.

In 1997, the wives of Heads of State and Government of the Americas requested that IICA formulate a program of hemispheric scope to address the problems of rural women that were revealed by the research on women food producers, and strengthen rural women's participation in production-business chains.

FECHA DE DEVOLUCION

IICA
PRRET-A2/JM-99-06

Autor
Proceedings of the workshop
Título strategies for strengthening
micro-enterprises for rural
women

Fecha Devolución	Nombre del solicitante



