

Jamaica



Presentation of  
IICA Jamaica's  
Technical Cooperation  
Experiences  
in 2004

## Our Experiences and Lessons Learnt

[title slide] In this section of our agenda, we will be presenting experiences that highlight the Work Programme of the IICA Office in 2004 as well as some of the lessons learned.

1. [ *The IICA Logo* ] The IICA Office in Jamaica and throughout the hemisphere has adopted a specific approach to tackling the issue of Sustainable Rural Development.

Technically, this approach is defined as the 'Territorial Approach'. The Territorial Approach has some key principles namely,

- the promotion of knowledge-based systems with emphasis on human capital development;
- local autonomy and management by rural community members; and
- the introduction of technical know-how to increase on and off-farm productivity and competitiveness.

2. To make the 'Territorial Approach' operational, a 'bottom up' approach has been used, wherein IICA's Specialist staff engage themselves in consultation with farmers, community leaders and members, as well as other sector operators with the view of

determining and prioritizing problematic issues, and subsequently determining how to go about dealing with these issues.

3. In collaboration with the MOA, RADA, SDC and the PIOJ, the IICA Office undertook a number of visits to rural communities in Jamaica, with the objective of determining those that could best benefit from a development programme utilizing the 'Territorial approach'
4. [*Maps*]. Using criteria including the levels of unemployment, literacy and adoption of agricultural practices, the Charles Town community in Portland and the Elim community in St. Elizabeth were selected for intervention.
5. [*Concept paper cover*] Next came the development of concept papers; followed by specific cases for intervention, and project proposals and activities for implementation.
6. [*Socio economic cover*]. Subsequent socio-economic surveys were then conducted in both target areas to define the profile of the communities and the magnitude of the various challenges faced.
7. Our surveys confirmed :-
  - high levels of dependency on subsistent farming,
  - high levels of poverty - especially within female-headed households;
  - low levels of skills and literacy among the young population; and

- high levels migration to urban centres.

3. [ 6 Consultation photos] In consultation sessions with members in both these communities, six (6) broad areas of intervention were identified namely:-

- Development of Human Capital within the community,
- Governance,
- Development in Agricultural Production activities for income generation,
- Development of value added production,
- Environmental Preservation; and
- Development of the Physical Infrastructure.

4. [*Abeng, Maroon museum*]. In the case of Charles Town, being a community with a strong Maroon history, there was also keen interest in the areas of Cultural Preservation, Awareness and Marketing.

5. It is within this technical framework that we will now reflect on our experiences during 2004 including the lessons learnt from the Charles Town and Elim Community Development Programmes.

6. We will specifically now highlight our interventions in 2004 which were confined to the areas of developing Human Capital; Governance and Agricultural production for income generation.

### Human Capital Development

7. [*women reading*] IICA's intervention in the area of human capital development is reflected on the ground in different forms.
8. In the case of the rural community of Elim, our first intervention which was crafted based on requests from youths at the consultation meeting held in the Community as well as the findings of the Socio-economic study, took the format of a literacy training project.
9. In collaboration with the Sydney Pagan Agricultural School ( which is located in the *community area*), and the Social Development Commission (SDC) and JAMAL, an Education Group was established.

10. [*men in the cooperative*]. The importance placed on this literacy project continues to rise with participation level exceeding the targeted number. The level of autonomy shown by the Educational group is overwhelming, with them actively promoting the project, encouraging and mobilizing community members, as well as ensuring the smooth running of weekly training sessions. At least two (2) community members are making their contribution by way of assisting the Jamal Instructor in teaching the students in the level one class.

11. It is expected that in the next 24 months, we should see the first batch of 15-20 persons graduating from level 3 and heading towards level 4 proficiency.

12. [*2computer photos*]. In the case of the Charles Town community, another level of human capital development is being addressed.

13. Utilizing our technical capacity in the field of Information Technology, the IICA Office in Jamaica delivered training session in Basic Computer and Internet skills to 15 members of the community - mainly teenagers and young adults. The local primary school served as the venue for the three-day training sessions.

14. We must make mention that the school Principal, teachers and community members alike are very appreciative of the training offered and our efforts in this area are ongoing.
15. [*Holly computer presentation*]. IICA has also presented two computers to the community so that they can continue to develop their skills.

### Governance

9. [*room full of people*]. Our emphasis on rural community members taking control of their personal and community development is the key task in the development of self governance and other rural development initiatives.
10. [*workshop photo*] Through the intervention of the IICA Office and our collaborating agencies, RADA and SDC, a workshop to facilitate the process was conducted and this resulted in the revival of the Elm Citizen's Association.
11. [*holly and farmers*] The roles of Elm community members and leaders are now more clearly defined and regular community meetings are being held.

12. Suffice to say, Elim community members are now ready for progress and are taking matters in their own hands to ensure the successful implementation of a plan of action for the operation of their Cooperative.

### Agricultural Production and Development of value added products

13. [*training, training, Deleta inputs*]. Using the integrated approach of Agribusiness coupled with Education and Training, IICA, in collaboration with USAID, financed the R2RW/IICA/MOA Hurricane Ivan Farmer Relief Programme. This programme supported the reactivation of hot pepper production in Elim. Farmers received inputs, including land preparation and seedlings and with support from RADA, initial training in Good Agricultural Practices.

14. [*guy in field*]. It is projected that by the end of the second quarter of 2005, the Elm farmers will commence their business relationship with a major hot pepper processing company - thereby effecting a much-needed sustainable source of income.



15. [*Beekeeping photo*]. In the case of Charles Town, the integrated approach of Agribusiness coupled with Education and Training to promote income generation was also applied to the production of a value-added product namely, honey.

16. [*beekeeping photo, certificate photo*] In collaboration with the Ministry of Agriculture, IICA organized the first in a series of technical training sessions in beekeeping. The interest generated by the Charles Town community members for this economic activity has resulted in IICA submitting a project proposal to the Caribbean Food and Nutrition Institute to fund this economic activity. This project has now been approved.

### Lessons learned

17. [*map again*] IICA's experiences in the rural communities of Charles Town and Elim have served to highlight that on the ground; the "Territorial Approach" as well as the integration of specialist areas (~~i.e. agribusiness and education and training~~) can meaningfully assist people in rural communities of Jamaica to achieve sustainable development.

## CPEC

18. [*Launch photo, laptop donation*]. Another case of our support to Human Capital Development and Institutional Development in the agricultural sector during 2004, was that of the 21 month project entitled "*Strengthening the Competitive Advantage of Primary Producers Focusing on Rural Women in Agriculture*". This project was Co-funded by CIDA under its Caribbean Human Resource Programme for Economic Competitiveness and launched in February 2003. The project ended in September 2004.
19. This programme saw IICA collaborating with RADA, JAS, JNRWP, JPFA and JEFA to improve the skill competency of over 400 farmers, micro-entrepreneurs and extension officers island wide.
20. [*computer, gaps training photos*] More than 95% of these persons were women. They were exposed by over 20 specialist experts to technical know-how in 15 areas including *Good agricultural practices (for spice, vegetables, pigs, goats and egg production); business and financial management; computer skills; strategic planning and association management.*

21. [*Cinderella handing strategic plan, website and launch*] In the area of institutional development, under this CPEC Programme, the Executives and members of the JNRWP and the JPFA received specialist guidance in the development of documented strategic plans for their organizations.
22. The institutional capacity of the JNRWP was further enhanced with the development of a website which was launched at their AGM in October 2004.
23. [*report cover*]. IICA has received high commendation from beneficiaries and the funding agency CIDA for the execution of this project, which was completed on time and within budget.
24. [*photos of Marlene Jackson, Suzie Allen and Herfa Johnson*] Indicative of the impact of the programme on the lives of the trainees, we have taken the opportunity to highlight the post - training development of three graduates of the CPEC/IICA training programme.
25. [*Marlene*] The first graduate is a farmer within the area of spice production, Marlene Jackson a is producer of hot pepper. She has been empowered by the

knowledge gained during the training programme. Applying agribusiness principles, integrated pest management techniques as well as irrigation technology Marlene has since graduating, expanded her production of hot pepper from 1.5 acres to 4 acres - all under contract arrangement for the Walkerswood Caribbean Foods processing factory. She is also a vibrant member of the JNRWP.

26.[*Suzie*] Another participant, Suzie Allen, who excelled in all areas of training that she undertook, has gone on to further develop her computer and information technology skills under a programme offered at the HEART Trust NTA. She has also represented youths in agriculture at regional meetings of the Caribbean Agricultural Forum of Youth (CAFY) and the Alliance for Sustainable Development of Agriculture and the Rural Milieu.

27.[*Herfa*] Heirfer Johnson has been a pig farmer for the past 8 years. Located in Mayfield, Manchester the CPEC training programme in strategic planning, project preparation has enabled her to use the instruments and knowledge disseminated to write a project proposal and to access a loan from the Development Bank of Jamaica to build additional pens and improve her watering system with a tank capacity of 40,000 gallons. She is now working the plan and has expanded from a sow herd of 17

to 35 animals. She has also benefited from training in AI and is now able to do her own AI and not hire someone to do that. "The training has let her stop guessing and become more focused and practical".

28.*[graduation photo of all]* These 3 examples, reinforce our preposition that investment in human capital development with a focus on knowledge and technology transfer, as pursued by the IICA Office in 2004, does give rise to tangible results, in terms of strengthening the productivity and competitive advantage of primary producers, particularly rural women.

#### HURRICANE IVAN

29.*[chicken house, binns, howard white]* Right on the heel of the conclusion of the CPEC training programme, Hurricane Ivan visited our shores and caused much devastation and dislocation to the entire farming sector of Jamaica, including IICA. *[office photos]*.

30.*[signing of agreement]* To support the MOA in the process of rehabilitation of the sector, the IICA Office moved with alacrity to realign its technical cooperation programme and associated resources as well as collaborated with the local USAID office to fund and implement the 'Hurricane Ivan Farmer Relief Programme'.

31. This programme sought to quickly render assistance to Jamaican farmers so as to

ensure expeditious reactivation of their production and trading activities with local agroprocessors, exporters and domestic traders and consequently their income-generating capacity.

32. [*project steering committee photo*] The execution of the programme required close integration of IICA's specialists' expertise as well as close collaboration with the Ministry of Agriculture (MOA), the Rural Agricultural Development Authority (RADA, the funding agency and farmers.

33. [*ryland brown, other farmers.*] Over 600 producers of tilapia fish, hot pepper, callaloo; tomato, sweet potato and watermelon in the parishes of St. Catherine, Clarendon, Manchester, St. Elizabeth, Westmoreland, and Hanover received inputs ranging from fingerlings and seedlings, small tools, feed to land preparation.

34. [*Beadle smiling*] It should also be noted that IICA also provided grant funding to pig farmers to assist them in their rehabilitation efforts.

35. [*seed house and brood stock*] The office was also instrumental in funding the renovation of screen houses at the Bodles Research Station, as well as pond renovation and acquisition of brood stock for the Aquaculture Branch located at Twickenham Park.

36. [*joe suah at elim*] Beneficiary farmers did not only receive inputs but were also

recipients of training in good production and marketing practices for the crops in question. These training sessions which totaled some 52, were delivered in a timely fashion by the RADA parish office in the parishes in question.

37. Based on our experience under the Hurricane Ivan Farmer Relief Programme, two major lessons have been learnt.

- a. Commodity farmer groups/organizations can significantly improve the process of disaster damage assessment, the identification of farmers for relief assistance, as well as logistics for and transparency in the delivery of inputs to disaster relief beneficiaries.
- b. The expeditious delivery of relief to farmers requires that there be very close collaboration between these farmers, RADA, MOA, and technical as well as donor agencies.

#### INFORMATION CONFERENCE

38. The experience of the information and communication programme at the IICA Office in Jamaica, has traditionally been one of support.

39. In 2004, the office embarked on an initiative to promote this area of work and raise the level of awareness of information as an important tool in promoting the agricultural sector and its contribution to economic development.

40. [*Brochure, banner*] In collaboration with partners from CARDI and other IICA offices in the Caribbean, our office undertook the planning and organization of the IICA/CTA-funded regional conference on Information Strategies for the Repositioning of Agriculture in the Caribbean, which was held in St. Lucia in November 2004.

41. [*group photos, head table*] The conference was successful in bringing together 40 information professionals, rural women and youth and agribusiness entrepreneurs and media personnel from thirteen countries within the region, with presenters from Holland, the Caribbean and Latin America.

42. [*participants at table*] The opportunity was opened for this varied group of participants to exchange ideas and learn from each other, with a view to discussing issues and challenges we face in information management and developing strategies to address these.

43. [*Milford-Allen and Nelson*] The experiences of participants from Jamaica, represented by the MOA, RADA, the JNRWP and the Gleaner, were very rewarding. Both MOA and RADA made presentations in the main sessions. The model of ABIS, presented by the participant from RADA, was an eye-opener to many of the participants - most of whom



saw this type of information system as necessary and the way forward in providing business/market information to the farming and agribusiness communities. The type of information that is more relevant to the advancement of their day-to-day operations. [media session photo].

44.[Press release photos]. The participant from the Gleaner took advantage of the opportunity to showcase his skills and connections - taking photographs, conducting interviews and writing press releases, which were emailed back to the Gleaner in Jamaica each day - so that participants were able to see their news and views posted on the newspaper's website while the conference was still in session.

45.Suffice to say - the conference received good coverage in the Jamaica Gleaner and via the Internet with three full articles on the conference appearing in the Gleaner in the same week.

46. [2 more photos] Participants were fully appreciative of the knowledge, information and experiences that were imparted to them. Fruitful interaction among the information professionals resulted in new working relationships being formed and the event served to open up the possibility for greater collaboration between stakeholders in information and communication in the region, involving rural women and youth in the process, thereby promoting the agricultural sector and its contribution to economic development.

## DENBIGH

47. The office has continued to participate in agricultural fairs such as the Denbigh Agricultural and Industrial Show and has continued to highlight the contribution of Jamaican agribusiness entrepreneurs to the development of the sector.

1. In 2004, our participation at the Denbigh show was much enhanced. [HRB and NG]; [Donna in booth]

2. We presented the annual IICA Agribusiness Award 2004 and the Youth in Agribusiness Award to Alfred Whittaker and Luke Lee , - respectively [photos]

48. [IICA logo] The experiences and lessons learned that we have conveyed to you in this presentation highlight the need for integration of different specialist areas in the development of human capital which is so critical to sustainable development. Additionally, our collaborative efforts with other agencies and institutions enhance the contributions that IICA makes to the development of the sector and we are continually grateful for these partnerships.

49. *[staff photo]* The team you see before you has worked under the guidance of the Representative, Dr. Héctor R. Barreyro and we remain committed to working together to support agricultural and rural development in Jamaica.

THANK YOU

