

CARIBBEAN AGRIBUSINESS ASSOCIATION

(CABA)

**AGRO-TOURISM
STRATEGY**

DEFINITION OF AGRO-TOURISM

Agri-business related activities aimed at satisfying tourist demand for food, entertainment, recreation and information.

Definition of Agri-business

The activities involved in the managed exploitation of natural resources including production, **transformation** and **trade** of natural resources (plants, animals, soil, water)

The Agri-business Sector

1. **Food Industry**-----Fresh and processed foods and attached services
2. **Non food Industry**-----Horticulture, Wood, textiles and craft and attached services.
3. **Recreational and Entertainment Industry** -- Pets, Parks & Gardens, social events and attached services.

Strategic Objectives

Work with the Caribbean Tourism Association and other agri-business institutions in the Region to:

1. Establish the Caribbean as one of the **top agro-tourism services destination in the world.**
2. **Ensure that at least 75% of the food utilized** in the hotels are derived from raw material produced in the Caribbean.
3. **Significantly increase the percentage of non-food agri-business products** (*furniture, horticulture, textiles and craft products*) utilized by the sector.
4. **Significantly increase agri-business related entertainment events**

STRATEGIES TO ACHIEVE OBJECTIVES

1. Caribbean Food Buyers Club Services

The aim here is to establish a group of food buyers, particularly large regional and extra-regional buyers, who will be committed to purchasing a minimum percentage of their food demand from food producers in CARICOM and to proactively link them to a group of certified Caribbean suppliers who can supply the requisite products.

2. SME Processors Joint Marketing & Branding Services.

This involves the provision of support for the establishment and operation of marketing companies owned jointly by SME food processing firms, particularly a regional export marketing company.

This will allow SMEs to collaborate, share knowledge, share infrastructure where practicable and pool resources in penetrating markets particularly in promoting their products under a common brand or quality Mark.

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STRATEGIES TO ACHIEVE OBJECTIVES

3. Value-chain Development Services

A fundamental component of CABA's responsibility is that of providing value-chain development services at all levels of the sector.

- **At the sectoral level**, CABA conducts analysis of various industries to determine their existing and or potential competitiveness in Member States, and on the basis of this, advises governments on industries for priority development.
- **At the industry level**, CABA undertakes more detailed analysis to better understand the nature, strengths and weaknesses of the actors in the industry/commodity value chain and uses this to advise governments on policies and development agencies on areas to target their intervention.
- **At firm level**, CABA conducts analysis of the value chain of SME firms and provides advice and technical services in improving their efficiency to capture larger share of the value chain and in exploiting markets.

STRATEGIES TO ACHIEVE OBJECTIVES

4. Provision of Investment and Project Management Services

Under this service CABA will undertake the preparation of investment profiles, projects, feasibility studies, business plans and sourcing of financing for individual clients and organizations and also undertake the management of various projects for the public and private sectors.

5. Advocacy and Knowledge Sharing Services

Under this component CABA sits as a member of regional and national sectoral, industry/commodity, programmes and project development and implementation Committees, participates in seminars, workshops and conferences and speaks or writes publicly on various issues affecting the sector.

Investment Opportunities that CABA is Promoting

- 1. Coconut production and processing operation** (coconut water, grated coconut, coconut milk, coconut oil, coconut snacks)
- 2. Healthier bakery products** involving the use of up to 50% Caribbean staples in their formulation.
- 3. Integrated Caribbean fries operation** (sweet potato/ plantain/ cassava)
- 4. Integrated spinach, bodi production and processing** (canned and frozen operation).
- 5. Integrated Aqua-culture (tilapia & Shrimp) operation** for frozen products and agro-tourism entertainment.
- 6. Integrated rabbit operation** for meat, fur and leather.

Investment Opportunities that CABA is Promoting

7. Integrated Sea Island Cotton and garment production.

8. Fruit orchards of between 5-100 acres

(coconut, Ackee, Golden apples/June plum, West Indian Cherries, breadfruit,, pimento, paw-paw)

9. Medicinal herb beverage production

10. Agro-tourism theme parks (Aqua-culture, Herbal gardens, fruit park, butterfly, floral gardens, animal farms, craft market)

11. Village/community Food Festivals (yam, banana, fruit, fish etc.)

12. Caribbean Cultural Restaurants based on Caribbean food products, music, art & craft and culture