

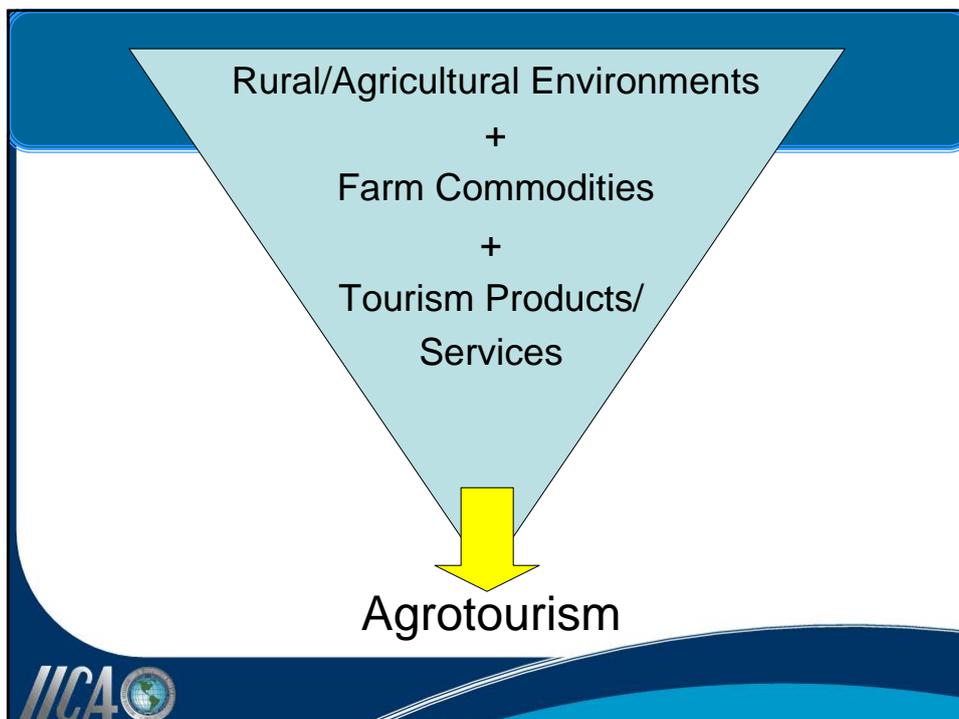


▶ **The Caribbean – Global Challenges**

- **Highest frequency and 3 times more natural disasters in the 1990s than in 1970s**
- **Increased population and economic activity on high risk areas**
 - **Cruise ship arrivals 239,000**
 - **Land-based visitors 200,000**
- **Increased air and marine traffic**

▶ LOCAL CHALLENGES

- Fast-paced development in several SIDS
- Clearing of land and loss of biodiversity
- Sewage contamination by pleasure boats
- Chemical infiltration of soil
- Loss of indigenous culture, food insecurity
- High Leakage and Low Linkage



▶ Global Trends

AGRITAINMENT

- Family Fun, Education,
- Entertainment, Wellness



- **Nature and agricultural based tourism** – fastest growing segment in travel in the US– 30% increase in last decade
- Farm-based tourism reaping millions for farms across USA, EU, Australia, New Zealand, SE Asia

(Time Magazine, Oct. 2005)



▶ Global Trends

CULINARY TOURISM

- Based on multi-ethnicity, heritage foods, traditional methods



- “The hottest trend in leisure.....embraced by savvy tourism planners around the world..”
- “A key factor in differentiating the vacation experience”
- eating traditional dishes - a “very important” part of a holiday
- holiday culinary experiences impact weekly grocery list



▶ Growing Trends

HEALTH AND WELLNESS TOURISM



- The area with the greatest medium and long-term opportunity for the Caribbean to increase multi-sector employment (*IDB May 2006*)
- 6 out of 10 travelers state - *"ideal vacation is a place where you can relax and unwind"*
- Spa business - 129 % growth in last 2 years



▶ Growing Trends



- Eco-tourism is the fastest growing segment of the tourism market.
- A recent study cited by the New York Times stated that "58.5 million U.S. travelers, or 38 percent, would pay more to use travel companies that strive to protect and preserve the environment."



▶ GREEN GUILT: Linking local foods with the environment

Tesco, Asda, Waitrose, Sainsbury's the largest supermarket chains in Britain – all have plans to address climate change

Tesco will begin "carbon labeling" all 70,000 products on its shelves, revealing the total amount of carbon dioxide created from the production, transport, and consumption of the goods it carries."

LEED (Leadership in Energy and Environmental Design), Green Globe 21, Ecotel, and Green Leaf Eco-rating all driving local and regional sourcing by hotels

▶ FARMSTAY TOURISM



- The *3 Rivers Eco Lodge and Campsite*
- Visit to an organic herb farm,
- Helping out in the local village primary school
- Coffee and cocoa picking, peeling, fermenting and drying on two local plantations, followed by preparing and roasting
- Visit to a dasheen & root vegetable farm, learning traditional farming methods

▶ Trade of produce with hotels

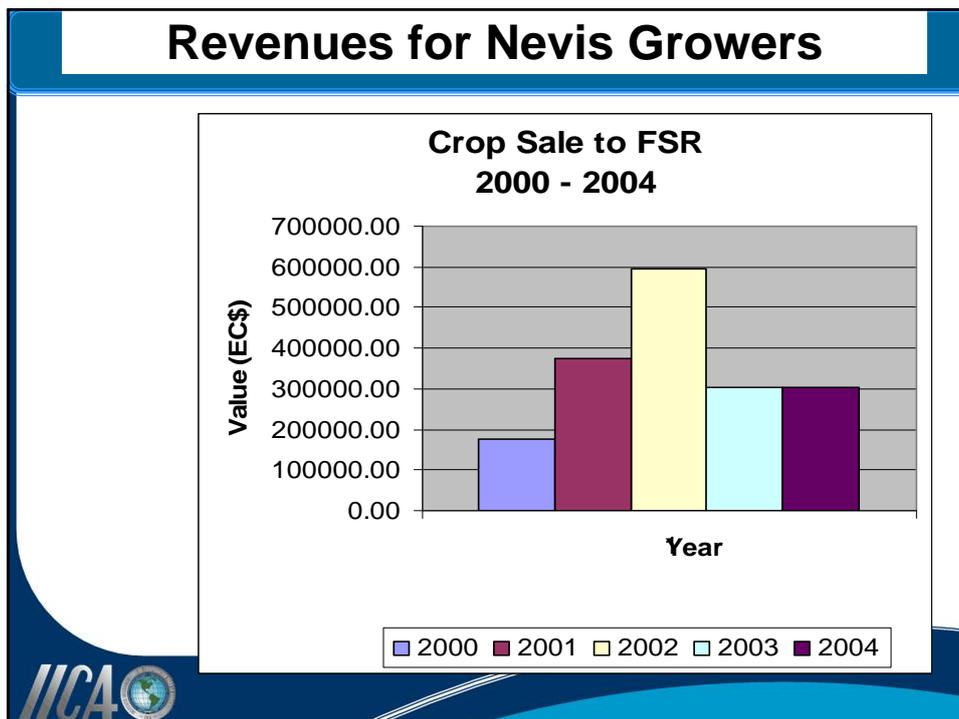


- Nevis Growers Assn. & **Four Seasons Resort** (FSR)
- Santoy, Black Bay and Mafoota Farmers (**Sandals** Chain - Jamaica & St. Lucia)
- Barbonneau Farmers St. Lucia and **Almond** Chain (Barbados & St. Lucia)
- Mt. St. George Farmers, **UK Travel Foundation & Hilton** Tobago
- Sandy Lane, Barbados



Produce offerings





Sandals St. Lucia – local purchases 2005

| PRODUCE | Demand/lb | | Value EC(\$) Per wk. | Value/Yr. Local | Value/Yr. Imported |
|--------------------------|-----------|---------|-------------------------|---------------------|-----------------------|
| | Wk | Year | | | |
| Fruits: | 2,200 | 114,400 | 4,400.00 | 228,800.00 | 429,000.00 |
| Honey dew | 2,200 | 114,400 | 4,400.00 | 228,800.00 | 359,216.00 |
| Cantaloupe | 2,400 | 124,800 | 4,200.00 | 218,400.00 | 218,400.00 |
| Watermelons | 3,000 | 156,000 | 9,000.00 | 468,000.00 | 717,600.00 |
| Pineapple | | | | | |
| Vegetables: | 2,000 | 104,000 | 5,500.00 | 286,000.00 | 395,200.00 |
| Tomatoes | 80 | 4,160 | 400.00 | 20,800.00 | 37,440.00 |
| Cherry Tomatoes | 450 | 23,400 | 1,125.00 | 58,500.00 | 90,324.00 |
| Green Bell Peppers | 500 | 26,000 | 3,500.00 | 182,000.00 | 192,000.00 |
| Yellow Bell Peppers | 550 | 28,600 | 1,100.00 | 57,200.00 | 118,690.00 |
| Squash Zucchini | 550 | 28,600 | 880.00 | 45,760.00 | 44,330.00 |
| Cabbage | 1,800 | 93,600 | 6,300.00 | 327,600.00 | 332,280.00 |
| Romaine Lettuce | 550 | 28,600 | 2,200.00 | 100,100.00 | 114,400.00 |
| Cauliflower | 500 | 26,000 | 2,025.00 | 78,000.00 | 105,300.00 |
| Broccoli | 200 | 2,500 | 300.00 | 3,600.00 | 540.00 |
| Red cabbage | | | | | |
| Condiments/Herbs: | 80 | 4,160 | 480.00 | 24,960.00 | 30,492.80 |
| Parsley | 10 | 520 | 70.00 | 3,640.00 | 9,360.00 |
| Coriander/Cilantro | | | | | |
| TOTAL | | | 45,580.00 | 2,332,160.00 | 3,194,572.80 |

IICA

▶ FARMER:HOTEL LINKAGES



'Adopt a Farmer's Group Project.'

Seven farmers have been involved in supplying the Hilton with over TT\$80,000.00 worth of local produce.

The Organic School Garden programme involves 3 primary schools which supply the Tobago Hilton with fresh herbs on a regular basis.



Proceeds from the sale go directly back into the school the children learn valuable practical skills in agriculture,

AND develop an entrepreneurial spirit and a sense of connection with the land.



▶ Mini greens and Agri-Tainment Goodfellows farm, Nassau



▶ HIGH TECH INVESTMENTS



- Hydroponic herbs and vegetables
- 12-acres of greenhouses
- MAR – Greenhouse installations at Home Agricultural Station



Poultry Products & Tourism US\$5-7 million



▶ Sheep and Goat meat



Farms

Sale of select cuts of chevron and lamb to hotels & restaurants



Feedlots

Abattoir

Meat Processing



19

Utilisation of manures for Compost



▶ .. With Links to Energy efficiency

Biogas production and cooking in Guyana



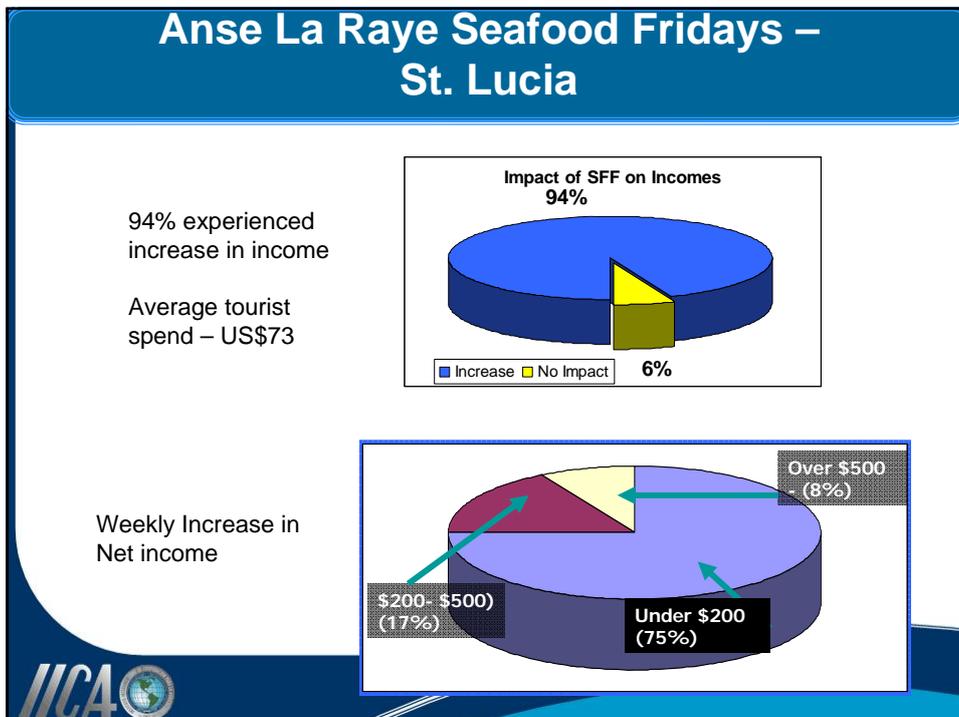
▶ **CULINARY TOURISM**

Calendar of Culinary Events

| | | | |
|--|--|---|--|
| Fri, June 5 WOLFEBOURN FOOD FESTIVAL 10:00 a.m. - 5:00 p.m. Wolfeboorn, St. James, St. Elizabeth | Fri, June 18 CENTRAL FOOD FESTIVAL 10:00 a.m. - 5:00 p.m. Royal Conference Centre, Georgetown | July (TBA) COCONUT FESTIVAL Georgetown, St. James | July 23 PELLEGRINO JAZZ FESTIVAL 12:00 p.m. - 10:00 p.m. Harrison's Spring Point |
| Fri, June 12 EASTERN FOOD FESTIVAL 12:00 p.m. - 6:00 p.m. Chinese Restaurant Association, Georgetown | Wed, July 27 MAY 28 ASIAN FOOD FESTIVAL 10:00 a.m. - 6:00 p.m. National Parliament, Georgetown | Tue, July 31 TURTLE BONE BOND FESTIVAL 10:00 a.m. - 6:00 p.m. Port Antonio | August (TBA) ST. JAMES'S BOND FESTIVAL 10:00 a.m. - 6:00 p.m. National Arena |
| September (TBA) SPICEBERRY ESCAPE Georgetown, St. James | Fri, September 23 SAT. September 24 LATIN AMERICAN FOOD FESTIVAL 10:00 a.m. - 6:00 p.m. Georgetown, St. James | October (TBA) OLD HANCOCK FISH & SNAPPER FESTIVAL 10:00 a.m. - 6:00 p.m. St. Andrew, St. Andrew | October (TBA) POST-KAYAK SEAFOOD FESTIVAL 10:00 a.m. - 6:00 p.m. Georgetown, St. James |
| Sat, November 5 TASTE OF BARBADOS FOOD FESTIVAL Georgetown, St. James | Sat, November 12 SUN. November 13 TASTE OF THE CARIBBEAN FOOD FESTIVAL Georgetown, St. James | Wed, November 18 ZANZIBAR & PAKISTANI FOOD FESTIVAL Georgetown, St. James | Sun, December 11 HONGKONG FOOD FESTIVAL 10:00 a.m. - 6:00 p.m. Georgetown, St. James |

\$150TT x 250,000 visitors





Economic Impacts of Seafood Fridays Anse La Raye

- 93% of vendors sourced their inputs from local fishermen, farmers and supermarkets
- Average weekly spend on food inputs = \$350
- Average weekly spend on drink= \$400
- Other services sourced locally include transportation, casual labour & entertainment; =Approx \$200
- On average, each vendor hires at least one extra person to assist in the operations of the vending stall.

▶ Empowerment of women



**Production of
Organic cocoa**

**Cassava bread making
in Northwest Region,
Guyana**



▶ Validation of agricultural heritage

**Pays de La Canne,
Guadeloupe**
9 Euro – 100,000
visitors



**Coffee Plantation - Verte
Valee, Guadeloupe**

**Success Story in
revitalisation of a dying
community**



▶ World class spa products



Agricultural Industry Benefits

Agricultural land protection

Innovative product development

Diversified farm operations

Additional on-farm revenues

Improved product awareness

New market niches

Expanded on-farm employment

Improved business sustainability



Rural Community Benefits

Local economy stabilization

Diversified local business base



Local heritage support



Facility/community revitalization

Rural landscape environmental protection

“Sustainability is not about solar panels, wind turbines and efficient buildings. It is about preserving culture, environment, community, and true wealth....”

