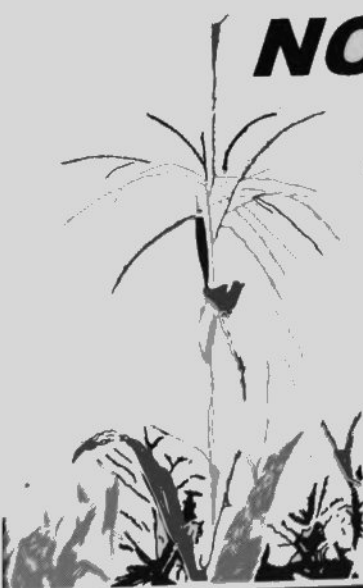




***THE  
AGRIBUSINESS  
AWARDS 1999***

*&*

***NOMINATIONS  
FOR 2000***

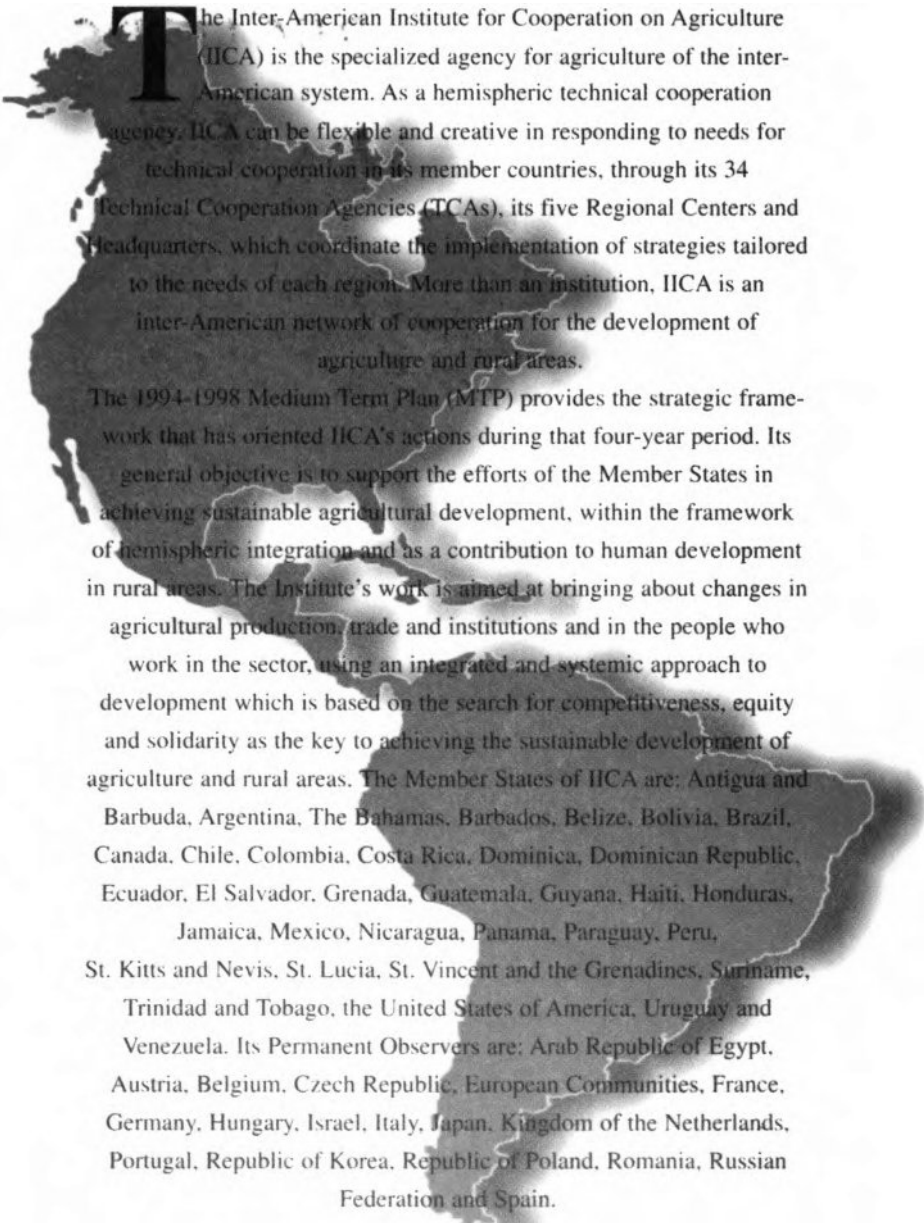
A stylized black and white illustration of various agricultural plants, including a tall stalk with long, thin leaves and several broad-leafed plants at the base, is positioned on the left side of the page, partially overlapping the text.

COMMITTED TO THE PROMOTION OF  
SUSTAINABLE AGRICULTURAL DEVELOPMENT  
IN JAMAICA

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THE INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE  
IICA OFFICE IN JAMAICA

# W H A T I S I I C A ?



**T**he Inter-American Institute for Cooperation on Agriculture (IICA) is the specialized agency for agriculture of the inter-American system. As a hemispheric technical cooperation agency, IICA can be flexible and creative in responding to needs for technical cooperation in its member countries, through its 34 Technical Cooperation Agencies (TCAs), its five Regional Centers and Headquarters, which coordinate the implementation of strategies tailored to the needs of each region. More than an institution, IICA is an inter-American network of cooperation for the development of agriculture and rural areas.

The 1994-1998 Medium Term Plan (MTP) provides the strategic framework that has oriented IICA's actions during that four-year period. Its general objective is to support the efforts of the Member States in achieving sustainable agricultural development, within the framework of hemispheric integration and as a contribution to human development in rural areas. The Institute's work is aimed at bringing about changes in agricultural production, trade and institutions and in the people who work in the sector, using an integrated and systemic approach to development which is based on the search for competitiveness, equity and solidarity as the key to achieving the sustainable development of agriculture and rural areas. The Member States of IICA are: Antigua and Barbuda, Argentina, The Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, the United States of America, Uruguay and Venezuela. Its Permanent Observers are: Arab Republic of Egypt, Austria, Belgium, Czech Republic, European Communities, France, Germany, Hungary, Israel, Italy, Japan, Kingdom of the Netherlands, Portugal, Republic of Korea, Republic of Poland, Romania, Russian Federation and Spain.

20 JUL 2000

# **AGRIBUSINESS AWARDS**

San José, Costa Rica

The National Industrial Policy of the Government of Jamaica emphasises the importance of the small business sector to the Jamaican economy. In the case of agriculture, special emphasis is placed on fostering value-added production and forging strategic alliances between processors and farmers. The Inter-American Institute for Cooperation on Agriculture (IICA) supports this approach and further believes that a strong agribusiness sector is vital to agricultural development in the Caribbean territories. It is for that reason that the Institute gave assistance in establishing the Caribbean Agribusiness Association (CABA).

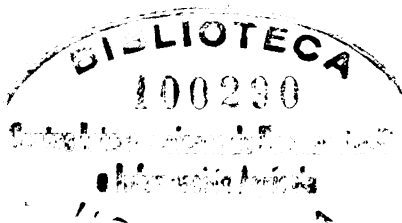
IICA sees agriculture as a business, which means that the farmer needs to see himself as a manager and his farm as an enterprise. Agriculture involves more than production; it includes all the processes from buying the seed to the time the produce is sold to the consumer, which makes agro-processing, packaging and marketing all a part of agriculture.

One of IICA's strategic areas of work in Jamaica is to support agribusiness micro-enterprises and rural agro-industry and therefore, the Institute was very pleased to have cooperated with the Ministry of Agriculture in presenting its first Agribusiness Awards.

The awards were developed to promote entrepreneurship, innovation and employment in the agribusiness sector by rewarding entrepreneurs who make outstanding contributions to local agriculture. The contributions should be made through the use of local raw materials, development of a new product, use of a new technique, expansion of an existing business or provision of a new service which can make a significant contribution to food security, employment generation and/or development of new markets.

***CRITERIA USED FOR SELECTION OF WINNERS:***

1. Innovation (30 percentage points)
2. Contribution to employment (20 percentage points)
3. Contribution to the community (20 percentage points)
4. Use of local raw material (10 percentage points)
5. Potential for developing new markets (10 percentage points)
6. Contribution to food security (10 percentage points)



## **THE AWARDEES FOR 1999 ARE AS FOLLOWS:**

### **1. Agribusiness Awardee**

*Professor Lloyd Wright*

**Mayfield Milk Producers and Processors**

**Maidstone, Manchester**

Professor Lloyd Wright was born in Kingston, Jamaica and is presently the Coordinator of **“Project For The Poor Limited”** with a mandate to promote self-reliance among rural and urban disadvantaged groups.

He was responsible for initiating the Three-M Cheese and Dairy Development Project and worked as a Consultant with **“Project For The Poor”** before becoming its Coordinator. His idea of making cheese was born in 1981, while he lectured in development economics, international trade and finance and other related topics at a university in the United States of America. The technology for cheese making had just become available to the university. No doubt he saw the opportunity to not only make some money, but to help some poor farmers in Jamaica.

At that time, over 400 small dairy farmers in the adjoining districts of Mayfield, Medina and Maidstone were having difficulties getting market for their milk.

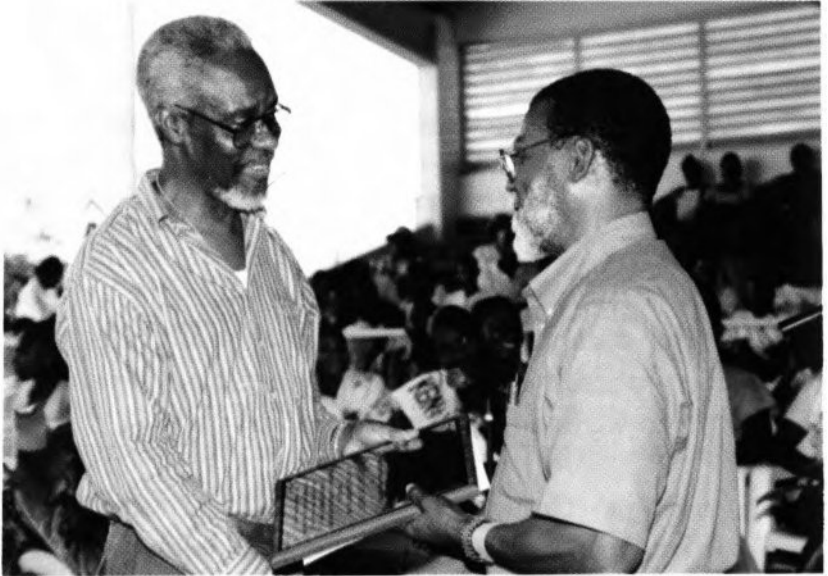
The project had three phases:

- i) teaching cheese making
- ii) dairy improvement; and
- iii) settlement of farmers

Today, the cheese facility processes 455 kilograms of milk per day with 20% from the original districts and 80% from the St. Elizabeth Dairy Co-operative and ALCAN. The plant has a capacity to process 1,400 kilograms of milk per day. Professor Wright is now seeking funds to settle young farmers on land that will allow for the production of milk to run the facility at full capacity.

Through this project, Professor Wright made a significant contribution to the development of the districts of Maidstone, Medina and Mayfield. The farm provides employment for over 70 persons to produce milk, manufacture mild cheddar and jerk cheese, and provides loans and extension service to small farmers. Sixteen (16) persons are involved directly with cheese making, office administration and milk collection. Fifty-three (53) farmers supply milk weekly obtaining approximately J\$1.3 million from sales.

Jerk cheese is a new product distinguished by the Jamaican (jerk) flavour with potential to create new markets. It can be sold alongside other exotic cheeses like Blue, Swiss and Hispanic cheese.



**Prime Minister of Jamaica, P.J. Patterson presents the Agribusiness Award to Professor Wright at the Denbigh Agricultural Showground in Clarendon on Saturday, July 31, 1999.**

The cheese is sold to the Senior Common Room at UWI, Lenn Happ Supermarket at Twin Gates Plaza, Le Meridien Jamaica Pegasus Hotel, West Indies College, Pat's Pizza, Hi-Lo Supermarket in Mandeville, PFP Shoppe, the Den and several hotels on the north coast of Jamaica.

Professor Wright is recognized for being instrumental in assisting young people to earn a living through this project. IICA salutes Professor Wright for his entrepreneurial spirit in promoting cheese production in Jamaica and was pleased to award him the Agribusiness Award for 1999.

## **2. Youth in Agribusiness Awardee 1999**

*Mr. Robert Cooper (1<sup>st</sup>) prize*

**Eastman Organic Farm Limited Morant  
Yallahs, St. Thomas**

Mr. Cooper, 27 years of age, has been the Manager of the Eastman Organic Farms Limited for the last four years. After completing studies at the Trinityville Junior Secondary where he learnt about agriculture, he went to Kingston to work as an auto-electrician.

With support from his family, he started a little backyard farm growing vegetables and selling some to the neighbours. In response to good reports from the neighbours about the quality of the vegetables he produced, he used money earned from selling clothes to expand the farm. One neighbour gave him access to his yard and the farm grew.

The enterprise was so profitable that he approached his Member of Parliament, Dr. Fenton Ferguson for assistance. He was given permission to use the land he now farms and was presented with a spray pan. Even organic farms have use for spray pans. He sprays dipel and pepper spray.



Mrs. Budhai of the Jamaica Organic Growers Association read about the farm that was by then a family business. She encouraged him to go totally organic. She also assisted him to get financial assistance of approximately J\$1 million from the United Nations Development Project. The money was spent mainly on training. He also purchased a pick up truck, a small tractor for tilling and a bushwhacker.

The farm is irrigated by water from a well. Compost making and goats were introduced to generate organic matter for fertilizing.

The family members noted that there were people who started as they did and have left the business because they do not realise the need for standards. A lot of money has been invested since the start of the farm. The family is determined not to take an easier route and stands firm in its belief in the benefits of organic farming.

Although there is limited information available on growing vegetables organically, the farm continues to find ways to produce a range of vegetables including, pepper, pak choi, okra, sweet pepper, cauliflower, callaloo and broccoli. It also produces plantains and peanuts.

The main method of pest control is the use of wide plant spacing and inter-cropping with plants that are known to have insect repellent properties such as pepper, marigold and escallion. They are now trying to acquire an extractor to extract pepper and marigold juice for spraying.

The produce is sold on the farm, to restaurants in the community including Robbie's Restaurant, Chicken and More, and the family restaurant. They are spearheading the marketing of organic foods in Kingston supermarkets by way of a specially labeled stall in Hi-Lo Liguanea and have expanded to Hi-Lo Manor Park.

Through the farm, Mr. Cooper is able to make a contribution to his community by employing 10 workers, supplying produce to the Morant Bay Infirmary and to the less fortunate.

Mr. Cooper was awarded a trip to any country in the Americas to observe organic farming practices in that country.

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**3. Youth in Agribusiness Awardee 1999 - CIDIA**  
**Ms. Marlene Esteina Jackson (2<sup>nd</sup> prize) Lamarzoy**  
**Farm, Raggsville**  
**Guys Hill, St. Catherine**

Ms. Jackson is a 32 years old farmer. She was a practical nurse at the time she started to rear chickens in her backyard. She attended St. Paul's Practical Nursing School in Kingston. After attending the Denbigh Show and assisting with the Kingston and St. Andrew booth, she was inspired to have a farm cottage for people who like nature. Today she no longer practices nursing, but produces crops and livestock in an efficient integrated system. She produces chickens (both broilers and layers), geese, ducks, sheep and goats and a wide range of vegetables and also makes and sells pimento liquor.

Her products are marketed in the community and in Kingston. She employs 2 young people.

Since the introduction of the Goat Agroforestry Production System in the Rio Cobre Area two years ago, she has adopted the system. The goats are reared in low cost houses utilizing waste collected at a nearby sawmill. The waste produced by the goats is made into compost and later used to fertilize the vegetables and growth of forages for animal feed. California earthworms are used to speed up the process of

composting. Water is collected from the roof of the farm buildings for irrigation.

Ms. Jackson is clearly an early innovator based on her response to adopting the Goat Agro Forestry Production and the new waste management technology. She assists other farmers in adopting these methods. She is also a member of the Local Management Committee and continues to make her contribution to national food security.

Ms. Jackson intends to facilitate students from Guys Hill High School to obtain their work experience on her farm. For her contribution to agriculture in the Rio Cobre Area, Ms. Jackson was awarded the 2<sup>nd</sup> prize.

The prize consisted of J\$10,000 to assist in acquiring technology or information from any country in the hemisphere to improve the operations and efficiency of her farm.

# AGRIBUSINESS AWARDS 2000

Nominations for the Agribusiness Awards in the year 2000 are hereby requested and should be accompanied with the following information:

- ◆ Name and address of the proposer
- ◆ Name and address of the nominee
- ◆ Information on the process, product or service to be considered for the Award.

Nominations should be submitted by March 31, 2000 to:

The Representative  
IICA Office in Jamaica  
P.O. Box 349, Hope Gardens  
Kingston 6

Tel: (876) 927-0020 / 702-4779-80

Fax: (876) 702-4781

Please use the form overleaf.

## Nomination Form

**Proposer:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Tel. #** \_\_\_\_\_

**Nominee:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Tel. #:** \_\_\_\_\_

**Project Name:** \_\_\_\_\_

**Description of project/process** *(Briefly describe how the project contributes to employment generation, competitiveness and market development in Jamaica.)*

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**INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE  
OFFICE IN JAMAICA**

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