

**OPPOUTUNITIES AND
CHALLENGES
IN THE REGIONAL AGRO-TOURISM
SECTOR**

**Vassel Stewart
CABA**

The market

It is not just food

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

The market

- Local consumption—in country
- Foreign consumption—take away and follow up.

2010 TOURIST ARRIVALS , 000

COUNTRY	STAYOVER	CRUISE	% STAYOVER	% CRUISE
ANTIGUA	133	557	1%	6%
BAHAMAS	1,370	3,803	14%	40%
BARBADOS	532	664	5%	7%
BELIZE	238	764	2%	8%
DOMINCA	76	517	1%	5%
DR	4,123	352	41%	4%
GRENADA	106	337	1%	4%
GUYANA	152		2%	0%
HAITI	386	482	4%	5%
JAMAICA	1,912	909	19%	10%
ST.KITTS-NEVIS	106	247	1%	3%
STLUCIA	305	670	3%	7%
ST.VIN. & GREN	72	110	1%	1%
SURINAME	204		2%	0%
T&T	371	101	4%	1%
TOTAL	10,086	9,513	100%	100%
Tourist population	276	26		
CARICOM POPULATION	16100			

The market

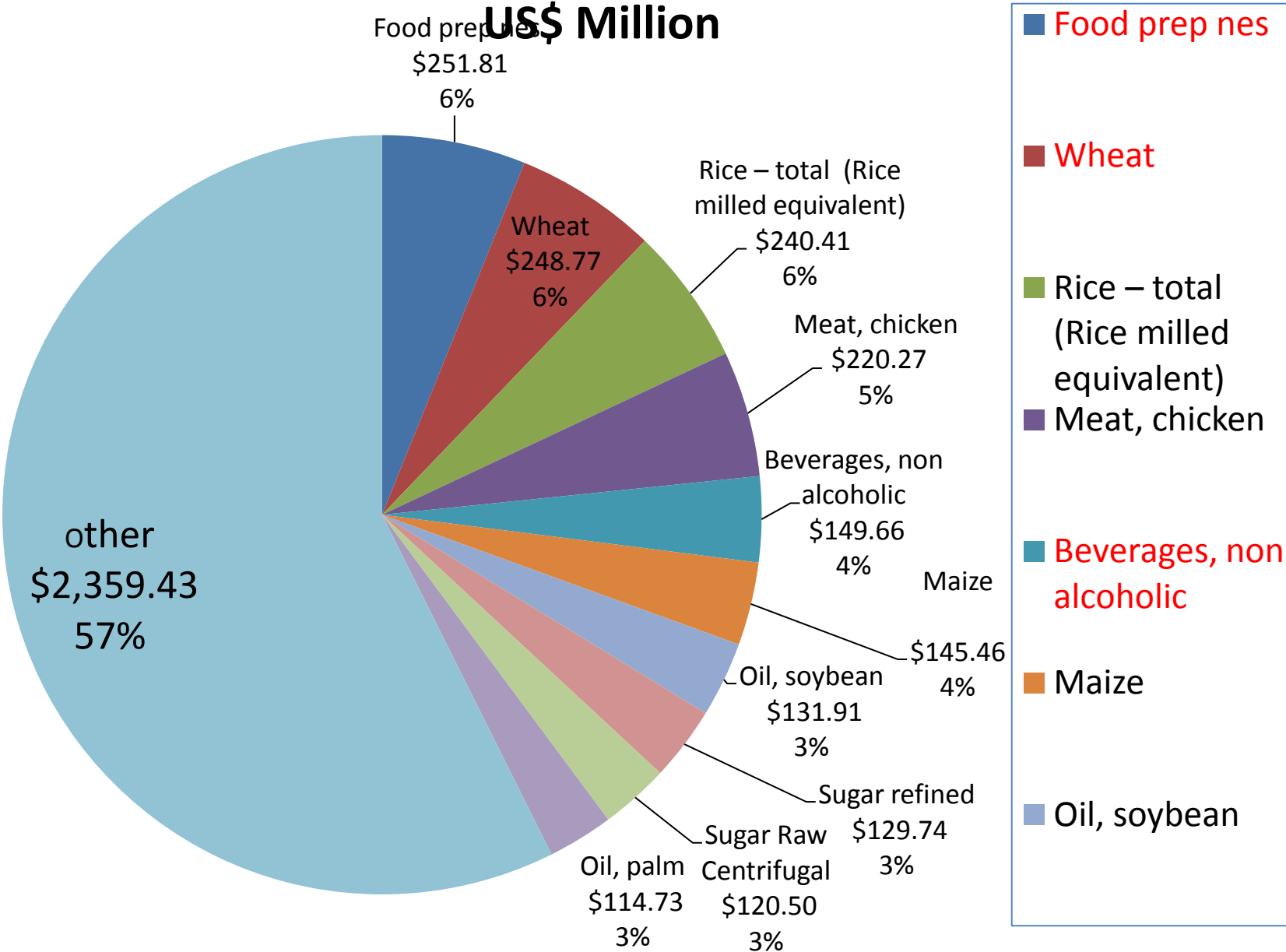
What they likely spend on food;

300,000 *\$50*365

US\$ 5.47 Billion

TOP TEN CARICOM AGRICULTURAL IMPORT ITEMS IN 2011

US\$ Million



Opportunities

STAPLES

- **Ready to cook: Root crops & plantain/)---**
pre-cut (chilled ,frozen, fries, mash and flour.
- **Breadfruit– Baked and frozen**
- **Bakery products –Wide range of**
products (bread, buns, cakes, muffins)
- **Snacks & cereals**

Product Opportunities

MEAT & FISH

- **Goat –meat, milk, cheese**
- **Poultry ---Ducks (chilled & frozen)**
- **Fish---(aqua-culture) shrimps, prawns, fillets(fresh frozen, smoked)**

Product Opportunities-

Fruits

- **Paw-paw & pineapples** for fresh fruit and frozen puree
- **Golden apple** for fresh market and for agro-processing into juices, nectars, confectionaries
- **West Indian Cherry and sorrel** fresh and frozen juices
- **Mangoes** – Fresh, frozen, canned (chunks, puree)

Product Opportunities

Herbs and specialty vegetables

- **Organic herbs** — wide range of possibilities –for value-added food and alcoholic and non-alcoholic beverages with medicinal properties.
- **Organic vegetables** (main stream and Asian leafy vegetables

MAJOR CHALLENGES

- POLICIES TO CREATE MARKET AND DRIVE INVESTMENT.
- MECHANISM THAT PROMOTE AND SUPPORT COLLECTIVE ACTION.
- INNOVATIVE FINANCING
- RESEARCH & INNOVATION STRATEGY