

IICA JAMAICA

AGRO-TOURISM

Definition of Agro-tourism for Jamaica

Repositioning the agricultural sector to maximize the integration of indigenous food, culture, wellness and the environment into a sustainable tourism experience.

It involves the strategic utilization of tourism systems to recreate Jamaica as a healthy lifestyle destination based on value-added products (raw, minimal and end process) derived from inputs from its unique biodiversity (land and marine), strategic clustering of the supply chain and empowerment of the micro-enterprise sector in both the agriculture and tourism sectors.

Tourism can be used to generate markets, provide the transit routes, source new destinations, and provide the placement for agricultural products



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Developing linkages between tourism
and agriculture

IICA 
**Inter-American Institute for
Cooperation on Agriculture**

IICA-OAS Agro-Tourism Linkages Project

“Strengthening of the Tourism Sector through the Development of Linkages with the Agricultural Sector in the Caribbean”

The project was launched by IICA and the OAS in late 2005 and it is now in its final year. The project is being implemented in 7 Caribbean countries including Jamaica, with the aim of addressing ways in which the agricultural sector can take advantage of the steadily increasing tourism industry in the Caribbean.

Project Activities

- Study of gaps hindering linkages between the two sectors
- Identification of stakeholders for strengthening linkages
- Market study to identify needs of hotel sector capacity of farmers to supply
- Agro-tourism investment profiles
- Sensitisation workshops for key stakeholders in both industries
- Bringing together hotel chefs and farmers

Project Collaborators:

- Ministry of Agriculture
- Ministry of Tourism
- RADA
- JAMPRO
- SRC
- PIOJ
- JHTA TPDCo
- JAS
- The Cruise Shipping Association
- Ministry of Foreign Affairs and Foreign Trade



Products and Potential Market

Produce and Processed Products

(Sale of fruits, vegetables, starches, meats, herbs, etc., as well as products packaged for convenience)

- Hotels
- Restaurants
- Organic niche markets
- Food Festivals
- Craft Markets

Attractions

(Development of tourism attractions in the rural community and, using food and agriculture as a theme)

- Farm Stays
- Culinary Safari
- Food Festivals
- Nature Walks
- Agri-attractions
- Community Tourism

Promoting Agro-tourism

What needs to be done:

- Promoting dialogue between the two sectors, especially at the Ministerial/ policy level
- Creating a framework that better enables farmers to access the hotel market
- Bringing tourism to the rural community
- Promoting better communication between the hoteliers and farmers
- Improving collection, documentation and dissemination of data on market demand and produce availability
- Sensitising farmers to the requirements of the hotel sector
- Promoting local food to the hotel sector

