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European Union Banana Support Programme

Rural Diversification Programme



Programme Overview

- The European Union Banana Support Programme (EUBSP) is a programme under the Ministry of Agriculture and Fisheries that was **established in 1996**. The programme is funded by the European Union as a means to **rationalising Jamaica's banana industry, improve the competitiveness of banana producers and support diversification where possible.**
- **Assistance is as a result of the impact of market liberalisation, climatic catastrophes and disease challenges on the banana sector which has resulted in the cessation of export, the loss of employment in the sector and down turn in `local economies in traditional banana growing parishes.**



Background

- The Rural Diversification Programme (RDP) is one of two components of the EUBSP , the other being the Banana Improvement Programme.
- The RDP was introduced into the Programme in 2002 but commenced implementation in 2007.
- Employing a “Grant proposal mechanism” that awards funding to candidates who respond to “*call for proposals*” and are selected to implement demand-driven business enterprises and infrastructure in the six (6) prescribed parishes i.e.(St Catherine ,Portland, St Thomas, St James and St Mary).



Objectives:

- The objective of the RDP is to stimulate economic development by promoting alternative agricultural and non-agricultural income opportunities for farm and port and others affected by the decline in the industry, and to promote sustainable development in the traditional banana growing areas of Jamaica.



Strategic Goals

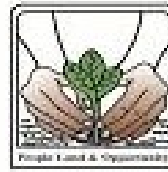
- To enable communities to become economically sustainable and socially stable
- To enable the growth and development of sustainable business enterprises
- To enable rural development organizations to be responsive to the needs of their customers



Categories of beneficiaries supported under the RDP:

- **Primary Beneficiaries** – ex banana and plantain farmers who exited the industry within this last decade; farm and port workers who were laid off or persons in the communities who have been affected by the decline in the banana industry.
- **Intermediary Enterprises** e.g. those who buy from individual producers for sale in bulk to other entities, marketing organizations, non-government and community-based organizations, training establishments, agro-processors and exporters.





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- Since the inception of the EUBSP in 1996 €40 million **have** been committed to the programme by the European Union, of which approximately €11 mil **have** been devoted to the Rural Diversification Programme




To Date

- RDP close out in 2013 and has committed /contracted 100% of its budget representative of Forty-two (42) grant interventions within the prescribed target parishes.



Categories of Investments

RDP interventions are broken down into the following categories :

- 23 Agro-based
- 8 Business Enterprise
- 1 Educational, skills, retraining, retooling & remedial
- 1 Institutional Strengthening for Micro Financing
- 2 Economic and Social Infrastructure 
- 7 Sustainable Employment Opportunities

Success of projects implemented

- Of the Forty –two (42) projects funded since 2007, thirty seven(37) projects were successfully implemented.
- 50% of these completed projects are still operational.



Number of Beneficiaries

- To date approximately 135,000 persons have benefited from these grant interventions i.e.
 - 43,000 benefited **Directly**
 - An estimated 92,000 **Indirectly**





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Case Study

Achievements Attributed to Interventions



We will examine seven projects implemented
under this Programme.

- The Competitiveness Company
- Apiculture projects
- Christian Aid Phase I
- Sherries Uniform project
- St James Parish Council
- Dairy Expansion
- Victory Bakery



The Competitiveness Company

“Diversify to Compete project”

Completed in Dec 2011 with the objective of improving the livelihoods of eighty (80) farmers in seven districts in deep rural St. Catherine. This involved:

- The establishment of five (5) greenhouses
- Planting of select field crops including turmeric, scotch bonnet, escallion, ginger, sweet potatoes and other crops;
- The design & Implementation of Training Programmes;
- Entering into and confirming marketing arrangements with processors.





Achievements



- The project established **390** acres of plant crops such as (scotch bonnet, escallion, ginger, sweet potatoes etc.) surpassing the target of **350** acres.
- Beneficiaries reaped over **412,800** pounds of produce valued at over JMD\$**16.9m** .
- **231** farmers benefited under the project of which **18.4% were** females surpassing the target of **80** beneficiaries.
- **50** farmers received training in Integrated Pest Management, crop production in the areas of (Turmeric, pumpkin, sweet potato and Scotch Bonnet pepper), Land Husbandry & Land Preparation, post harvesting handling, value chain and crop scheduling.
- Cool trucks provided to deliver produce to buyers in major cities and townships
- **Five** greenhouses constructed, equipped with irrigation systems, planted and in production.
- Established marketing arrangements with entities to supply cucumbers, String beans, scotch bonnet peppers and turnips to market operators.



Sherries Uniform and Fashion Project



- Completed December 2009 with the objective of improving the output of the group members through training, acquisition of equipment and factory space to increase production and maximize efficiencies and profit.



Achievements

- Factory Space acquired
- Three serger & sewing machines acquired and currently in use in daily operations .
- A total of fourteen women trained under the programme.
- Current staff compliment: 17 persons including one male
- 4 outlets established – two (2) in Port Antonio and two (2) in Buff Bay
- Sherries is currently one of the key suppliers of school uniforms in Port Antonio .



Christian Aid



Completed in December 2010 the objective was to strengthen farmer organisations to diversify and expand economic activities and mitigate natural disasters in five communities in St Thomas. The main activities included;

- Community mobilization and training;
- Poultry production; Slaughterhouse construction, management and marketing
- Cash crop and livestock production and establish seedling nurseries
- Rehabilitate and construct check dams to prevent land slippage;
- Feasibility studies for development of new products.





Achievements



- 300 persons benefited directly from this project.
- (120) beneficiaries received livestock comprising pigs and goats
- 180 farmers benefited from the establishment of (5) acres of cash crops across the 5 communities
- Six (6) model chicken coops constructed in 2 communities.
- Two (2) slaughter houses constructed and operational.
- Three (3) check dams constructed and rehabilitation works carried out on one (1) existing dam to address soil erosion and landslides.
- Guava ketchup developed and marketed and have received favorable consumer response





Apiculture projects

Completed in 2008 with the objective of establishing ten(10) 25 box apiaries across three parishes (Portland, St Mary and St Catherine) to benefit Two Hundred and Seven **(207)** individuals were equipped with all tools, training and infrastructure to create a sustainable alternative livelihood in these community.



ACHIEVEMENTS

	Portland (3)	St Mary (4)	St Catherine (3)	Total
Number of Projects	1) Support to Portland Bee Farmers Assn. 2) BSH Apiary Project. 3) Skibo RADA Women's group	1) Mason Hall JAS group 2) Carter Mountain JAS group 3) Dean Pen JAS 4) Fort George Women's Group	1) St Catherine Apiary Development 2) Buzzing Bee	(10) Projects across 3 parishes
Number of beneficiaries	(122) 17 Females 105 Males	(64) 33 Females 31 Males 25 students	(21) 7 Females 14 Males 78 students from Guys Hill, Dint hill & McGrath High schools	<u>207 Persons</u> <u>103 students</u>
Total value \$2750/gal wholesale	57 gallons JMD\$156,750	67.5 gallons JMD\$185,625	32 gallons JMD\$88,000	156.5 gallons JMD\$429,000

St. James Parish Council

Completed in December 2010 with the objective of rehabilitating and improving the Rural Economic and Social Infrastructure i.e.(roads, water supply schemes and community centres, schools and health centres across **six parishes.**



Achievements

- **Six (6)** domestic water supply schemes completed; one major water holding and distribution tank constructed and 50 households connected.
- **16** chlorination houses refurbished.
- **Ten (10)** roads rehabilitated accounting for 100 km of roadway
- **One (1)** community centre and **One (1)** health centre rehabilitated
- **One** basic school constructed and **three** rehabilitated.
- **Seven (7)** market facilities rehabilitated.
- **Sixteen (16) sub-grants** awarded and completed in the area of agriculture, water supply, rehabilitation of training and community facilities, storage and packing facility among others.
- **SEE UPCOMING SLIDE**



St. James Parish
Council Social and
Economic Infrastructure
Project



*Rehabilitation of the
Cumberland Health
Centre - Clarendon*



Dairy Herd Expansion Project

Completed in 2008 with the objective of improving the production and productivity of an existing dairy operation through:

1. Herd Improvement -Purchase of 60 heifers
2. Establish cow bank scheme
3. Dairy Improvement-Building work comprising tiling extension of milk parlour, and screens.
4. Procure Equipment including bulk cooler milking equipment, vacuum & pressure pumps etc.
5. Rehabilitation of 0.72 km farm access road.
6. Water supply Improvements





Achievements



- All project deliverables completed.
- Production data
At the end of 2011 - three hundred and seventy five thousand (375,000) liters produced which represents 5 million dollars
- Employment
The project has maintained a 5 member staff compliment
- To date over 300 calves sold via cow bank scheme



Victory Bakery



Completed in 2008 with the objective of enhancing the productivity, efficiency and competitiveness of the Victory Bakery through the acquisition and installation of dough bread machine and generator; refurbishing and renovation of the then existing structure; purchase of computer, bread pans, baking sheets etc.



Achievements

- All the pieces of equipment and materials including generator have been procured, installed and operating. The bakery has also been renovated and refurbished as planned.
- The bakery has improved its efficiency and down time by over 25 % and continues to meet the demands of its clients domestically and locally as well as reinvest capital via the purchase of raw materials from surrounding communities.



Projects Completed In 2013

- Re –Engineering the Cocoa Rural Economy through Agro processing and Entrepreneurship
(R.E.C.R.E.A.T.E)
Implementers: Cocoa Industry Board
- **Objectives:** The provision of the required cocoa infrastructure –nursery and field services, value added through training development and collaboration in the private and public sector to develop enterprises and create employment
- **St. James Youth and Job Placement Project**
Implementers: Private Sector Organization of Jamaica
- **Objectives:** The training and certification of 200 persons in ICT computer and communication proficiency skills and their permanent employment to Global Gateway Solution
- Creation of sustainable employment opportunities through economic diversification in the banana producing parishes
Implementers: Food for the Poor
- **Objectives:** The provision of economic diversification and employment generation opportunities in the traditional banana growing parishes of Jamaica



GAPS

- Sustainability – Attributed lack of capacity development of beneficiaries, due to the lack of technology transfer by the lead organisation implementing on their behalf.
- Lack of ongoing technical and marketing assistance agro based projects by relevant agencies.

