

Agriculture & Tourism Partners in Development



**Report on the Agro-Tourism Workshop
St Kitts & Nevis
3-5 October 2005**

March 2006

Acknowledgements

We wish to express sincere thanks to Dr. Hansjorg Neun (Director) and Dr. John Woodend of the CTA; Mr. Peter Alling and Denzil Phillips of the CDE; Vincent Vanderpool-Wallace, Secretary General, CTO; and to the Government of St. Kitts and Nevis for their commitment and support.

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EXECUTIVE SUMMARY

The Workshop “**Agriculture & Tourism – Partners in Development**” was a joint initiative of the Inter-American Institute for Cooperation on Agriculture (IICA), the Technical Centre for Agricultural and Rural Cooperation (CTA, Holland), and the Centre for the Development of Enterprise (CDE, Brussels). The Workshop formed an integral part of the Caribbean Week of Agriculture (CWA) 2005 which had as its theme “*Exploring Opportunities for Enhancing the New Agriculture*”.



Ena Harvey
IICA Representative - Barbados

The CTA facilitated the attendance of thirty (30) public and private sector participants from the English, Spanish, French and Dutch-speaking countries of the Caribbean, which included 6 expert presenters from the US and the Caribbean. The CTA also funded the 3-member Secretariat and rapporteur from IICA Barbados. The CDE facilitated the attendance of ten (10) expert presenters from the EU and the Caribbean, as well as five (5) private sector delegates who are currently receiving support under its herbal initiatives in the Caribbean. Several national agencies and private individuals supported the participation of an additional thirty four (34) private and public sector participants. The Agro-Tourism Linkages Centre, IICA Barbados coordinated and managed the execution of the workshop together with the CTA and the CDE.

The major objectives of the workshop were to share and exchange Best Practices and success stories in Agro-tourism in the Caribbean, with a view to preparing a strategy and programme for the development and promotion of agro-tourism in the Region, which could be jointly supported by IICA, the CTA and CDE.

The 3-day workshop programme consisted of two days of technical sessions, which comprised lead papers by invited experts, followed by individual presentations on best practices and success stories. A display of promotional literature and product samples, ranging from indigenous craft to herbal and food products and recipe books, was mounted by the participating delegates. Partnerships between farmers and hotels, culinary tourism, agro-heritage attractions, and health and wellness tourism, were the themes covered in the sessions. Extensive discussions were held after each session, with the final discussion session resulting in the development of a broad framework for AgroTourism development in the Region. On the third day, participants visited Nevis and toured the Botanic Gardens, the Four Seasons Hotel, and the Fothergills AgroTourism site. On the third day also, a formal presentation, summarizing the recommendations of the workshop, was made to the Ministers of Agriculture in St. Kitts during the first plenary session of the Caribbean Week of Agriculture. Each delegate was provided with a workshop booklet which featured welcome addresses by the sponsors, as well as the Workshop programme, and profiles of presenters and session moderators. A CD-ROM of all of the presentations was provided to all participants on Day 3.

An evaluation form was completed by all delegates. The workshop was well covered by the local and regional media. A four-part series of newspaper articles was also subsequently produced by Rosemary Parkinson (lead presenter on Culinary Tourism) through her weekly Column "What's Cooking" in the Jamaica Gleaner (October 20 through November 2, 2005). The articles highlighted the tremendous success of the workshop, as well as success stories of agrotourism sites and culinary attractions in Antigua, Barbados, Dominica and Nevis.

Ena C. Harvey

IICA Representative

1. INTRODUCTION

The development of a New Agriculture for the Caribbean Region based on Agrotourism and the development of herbal industries, presents exciting opportunities for collaboration among the private sector, governments and international agencies. In an effort to create a forum for meaningful dialogue (leading to cooperation and concerted action) on this topic, a three-day Workshop entitled “**Agriculture & Tourism – Partners in Development**” was held October 3-5, 2006 in St. Kitts and Nevis.

The workshop formed an integral part of the 5th Caribbean Week of Agriculture (CWA), which is the highest regional forum for discussions on the development of the agricultural sector in the Region, and which had as its theme “*Exploring Opportunities for Enhancing the New Agriculture*”. The workshop was developed as a joint initiative by the Inter-American Institute for Cooperation on Agriculture (IICA) (through its Agro-Tourism Linkages Centre in IICA Barbados), the Technical Centre for Agricultural and Rural Cooperation (CTA, Holland), and the Centre for the Development of Enterprise (CDE, Brussels), with support from the Caribbean Tourism Organisation (CTO) and the Government of St. Kitts and Nevis.

Within the context of the its agenda on agro-tourism and trade, and its support for developmental projects within the region, the CTA facilitated the attendance of thirty (30) public and private sector participants from 14 countries, a 3-member Secretariat from IICA Barbados, and also coordinated the management of the workshop. The CDE's support was provided within the context of adding value to their current programmes with IICA in the development of the regional herbals industry, promotion of linkages with the tourism sector and the identification of possible investment opportunities. CDE facilitated the attendance of ten (10) expert presenters from the EU and the Caribbean, as well as five (5) private sector delegates who currently receive support under its herbal initiatives. Several national agencies and private individuals supported the participation of an additional thirty four (34) private and public sector participants.

The Workshop shared an Opening Ceremony with a concurrent workshop on Policy for Youth in Agriculture, which was also sponsored by the CTA. The Opening Ceremony featured presentations from co-sponsors and strategic partners of both workshops, namely:

- **Dr. Hansjorg Neun**, newly elected Director of the Technical Centre for Agriculture and Rural Co-operation (CTA)
- **Mr. Denzil Phillips**, CDE Consultant
- **Mr. Vincent Vanderpool-Wallace**, Secretary General, Caribbean Tourism Organisation (CTO)
- **The Honorable Richard “Ricky” Skerritt**, Minister of State and Minister of Tourism for St. Kitts
- **The Honorable Cedric Liburd**, Minister of Agriculture, Fisheries, Cooperatives, Lands and Housing, St. Kitts & Nevis
- **Dr. Arlington Chesney**, IICA Director of Operations for the Caribbean Region, and **Mr. Augustine Merchant**, Coordinator, IICA Office in St. Kitts & Nevis

2. BACKGROUND TO THE WORKSHOP

The Caribbean is recognized as the most tourism dependent region in the world and in many islands tourism accounts for greater than 25% of GDP and is the largest provider of jobs both direct and indirect and earner of foreign exchange. Caribbean travel and tourism statistics reveal that in 2003, the region hosted 20 million stay-over visitors and 16 million cruise ship visitors who combined spent over US \$20 billion in the economies. Tourism is therefore the foremost export sector in the Caribbean with the inherent potential to diversify the overall Caribbean economy, stimulate greater levels of entrepreneurship, catalyse investments and assist in the wider social and economic development of urban/rural communities.

Sustainability of the tourism industry requires an inter-related perspective which involves:

- Protecting the natural environment
- Conserving and enhancing the cultural patrimony
- Strengthening linkages between tourism and other economic sectors, and
- Participation of local communities in planning and benefits

The role of Agriculture in this inter-related perspective for sustainability is fundamental, since agriculture has major impacts on critical factors (i.e. the rural landscape, the environment, food security and food safety) upon which the tourism industry depends. Linking Agriculture with Tourism provides for natural synergies, which when realized, can spur economic development, increase farm income and open up more opportunities for persons working in both sectors.

More specifically, linking the two sectors could contribute to:

- Increased resilience in rural communities through enterprise development;
- Mainstreaming of small and marginalised rural stakeholders;
- Strengthening of farmer groups and cooperatives;
- Creation of opportunities for women and youth;
- Validation and strategic commercialisation of the patrimony and intellectual property related to traditional knowledge and agricultural heritage in production systems, foods, indigenous herbals, craft and music; and
- Enhanced investment in rural areas and increase in tourism-generated income on farms

3. WORKSHOP OBJECTIVES, PROGRAMME AND PARTICIPANTS

3.1 WORKSHOP OBJECTIVES

1. To identify the mutual benefits of agro-tourism to the agriculture and tourism sectors, and hence national economic development
2. To highlight the role of agro-tourism in the creation of new investment opportunities in the productive sectors of the Caribbean region
3. To identify potential investment opportunities for agro-tourism enterprises in the Caribbean region
4. To share and exchange successes, experiences and lessons learned in the creation of agro-tourism products and services
5. To identify areas of support necessary to advance current and potential initiatives
6. To prepare a strategy for catalyzing growth, including financing requirements in agro-tourism

3.2 WORKSHOP PROGRAMME [Reports Folder\Agro-tourism Workshop Presentations\CWA PROGRAMME.PDF](#)

On the first day, presentations were delivered within two thematic areas: Tapping the Food and Beverage Market and Culinary Tourism. The first thematic area was introduced with a lead paper delivered by Ena Harvey entitled “Meeting the Demand for Local Fresh Produce in the Tourism Sector”. Supporting presentations on “Farmer-hotel partnerships” were made by representatives from the Four Seasons Resort, Nevis, and the Sandals Resort, St. Lucia respectively. These presentations stimulated discussions on the experiences encountered in the hotel industry in developing linkages with the local agricultural sector in the respective countries.

A thought provoking lead paper was delivered by Ms. Rosemary Parkinson entitled “The Food Heritage-A Caribbean Journey”, which highlighted Caribbean cuisine in various countries. Presentations on food festivals held in St. Lucia, Trinidad and Tobago, Dominican Republic and Nevis provided insights into the Culinary Tourism experiences of these countries. This topic gave rise to discussions on the tremendous potential for “Food Tourism” in the region.

On the second day, the thematic presentations were on Agricultural Heritage and Community Tourism and Wellness and Herbal Tourism. The lead paper for Agricultural Heritage and Community Tourism was delivered by Marc Sommereisen. The title of his presentation was “Heritage Attraction Development”. Presentations from representatives of Dominican Republic and Guyana introduced creative initiatives with respect to community-based tourism utilizing coffee and eco- heritage attractions in their respective countries.

The final thematic area on Wellness and Herbal Tourism opened with a lead paper by Wanda Fisher of the Caribbean Wellness Association. Presentations were made by

representatives from the Royal Botanical (Kew) Gardens and the Eden Project (United Kingdom), and case studies of herbal and wellness tours and festivals were presented by Caribbean experts from Dominica, Jamaica and Trinidad and Tobago. This session highlighted the success of garden tours for cruise tourism, particularly with respect to positive impacts on rural communities. Sue Minter and Jill Preston (CDE experts from the UK) provided several creative and practical options for commercializing the educational, scientific and entertainment features of herbal gardens, scientific laboratories and libraries.

Mareba Scott of the Caribbean Tourism Organisation, delivered a presentation focusing on the development of a policy framework for development of Agro-tourism in the region. A lively discussion ensued which was facilitated by Dr. Hudson Husbands of Tourism Global. A framework for development of the partnership between Agriculture and Tourism was developed.

Several stimulating and thought provoking issues were raised during the presentations and the discussion sessions. These issues provided the basis for the development of a policy framework for this emerging partnership in the region.

A powerpoint presentation [Reports Folder\Agro-tourism Workshop Presentations\Martin\Agro-tourism\(1\) Martin.ppt](#), summarizing the framework was prepared and presented by Atherton Martin to the first plenary of the Ministers meetings at the Caribbean Week of Agriculture.

3.4 PRESENTERS AND MODERATORS [Reports Folder\Agro-tourism Workshop Presentations\CWA PROGRAMME.PDF](#)

EU			
	Country	Area of Expertise / Specialisation	Affiliation
Marc Sommereisen	France	Heritage attractions	Private Consultant
Sue Minter	UK	Herbals	Eden Project
Jill Preston	UK	Herbals	Royal Botanical Gardens
Denzil Phillips	UK	Herbals	CDE Consultant
USA and Caribbean			
	Country	Area of Expertise / Specialisation	Affiliation
Eustace Vitalis	St. Lucia	Farmer – Hotel partnership	Sandals Resort, St. Lucia
Sam Powell	Nevis	Farmer – Hotel Partnership	Department of Agriculture, Nevis
Rosemary Parkinson	Jamaica	Culinary heritage	Private Consultant
Sharmon Jules	St. Lucia	Community & Culinary Tourism	St. Lucia Heritage and Tourism Programme
Karissa Koping	Trinidad & Tobago	Culinary Festival	TIDCO, T&T
Jaime Moreno	Dominican Republic	Slow Foods	IAO
Helen Kidd	Nevis	Slow Foods	Nevis Tourism Authority
Elias Lopez	Dominican	Agro-heritage	UCODEP Project

	Republic		
Bernard Lee Yong	Guyana	Eco and Community Tourism	Shanklands
Wanda Fisher	USA	Wellness tourism	Caribbean Wellness Association
Atherton Martin	C'wealth of Dominica	Wellness and herbal tourism	Exotica
Carol Narcisse	Jamaica	Wellness festival	Wellness Association, Jamaica
Francis Morean	Trinidad & Tobago	Herbalist	Private Consultant Herbal, Educational, Recreational and Biological Services (H.E.R.B.S.)
Mareba Scott	Barbados	Sustainable Tourism	Caribbean Tourism Organisation
Hudson Husbands	Barbados	Tourism Development	Tourism Global
Vincent Vanderpool-Wallace	Barbados	Tourism Development	Caribbean Tourism Organization

3.5 PARTICIPANTS

[Presentations\Participants.xls](#)

[Reports](#) [Folder\Agro-tourism](#) [Workshop](#)

Delegates included representatives from the Ministries of Tourism and Agriculture in the region, agro-processors, entrepreneurs, researchers, hoteliers, policy advisors, international donors, and international experts. There was a strong representation of farmers, youth and women in the workshop. Participants represented the following countries:

- Anguilla
- Antigua & Barbuda
- Barbados
- Commonwealth of Dominica
- Dominican Republic
- Grenada
- Guyana
- Haiti
- Jamaica
- Martinique
- St. Kitts & Nevis
- St. Lucia
- St. Vincent and the Grenadines
- Suriname
- Trinidad and Tobago
- United Kingdom
- United States of America



4. SUMMARIES OF PRESENTATIONS

4.1 TAPPING THE FOOD AND BEVERAGE MARKET

LEAD PAPER: MEETING THE DEMAND FOR LOCAL AGRICULTURE PRODUCE IN THE TOURISM SECTOR:

Presenter: Ena Harvey, IICA Representative, Barbados

Potential opportunities for agro-tourism include marketing of Caribbean products to local hotels and restaurants thereby expanding the possibilities for use of local foods. There is a need for the agriculture sector to supply quality products at competitive prices in sustainable volumes to hoteliers and other such establishments. Critical issues include the provision of incentives for investors as well as establishment of appropriate infrastructure. [Reports Folder\Agro-tourism Workshop Presentations\ECHarvey\ECH Lead Day1.ppt](#).

AGRO-TOURISM LINKAGE: THE NEVIS MODEL

Presenter: Sam Powell, Department of Agriculture, Nevis

In 1990 the Four Seasons Resort (FSR) in Nevis opened its doors and along with it came the opportunity for a new multifaceted marketing system that was implemented. A market led production system was implemented which coordinated the activities of producers, research and extension units in the Department of Agriculture, Nevis with the FSR. Farmers joined together to form the Nevis Growers Association (NGA), starting with 6 commodities and increasing to over 40. This relationship between the Four Seasons Resort, NGA and the Department of Agriculture, Nevis developed into the 'Nevis model'. The presentation outlined the evolution of the Model, the problems encountered and lessons learned over the 15-year period. [Reports Folder\Agro-tourism Workshop Presentations\Powell\The Nevis Model 3 - NGA 2005.ppt](#)

AGRO-TOURISM LINKAGE: THE SANDALS AGRICULTURE PROGRAM

Presenter: Eustace 'Chinie' Vitalis, Agricultural Officer, Sandals Resort, St. Lucia

In November 2002 the Sandals resort, St. Lucia launched its agriculture programme with the main objective of sourcing local produce from farmers in St. Lucia. The programme began with over fifty farmers, which included 2 farmer organisations supplying produce to the resorts. Seventy-five percent (75%) of the farmers in the programme are women. A variety of fruits and vegetables is supplied on a weekly basis to the resorts. The Ministry of Agriculture, Forestry and Fisheries and CARDI assisted with training of Sandals personnel in post harvest handling of fruits, vegetables and root crops, including food safety and HACCP issues. The programme includes regular visits to farmers by agriculture officers, and exchange visits between chefs in the resorts as well as other food service personnel with farmers. Constraints and areas of concern were also presented along with key statistical data highlighting the supply and demand curves for the hotel. [Reports Folder\Agro-tourism Workshop Presentations\vitalis\Sandals St Lucia.ppt](#)

4.2 CULINARY TOURISM

LEAD PAPER: THE FOOD HERITAGE – A CARIBBEAN JOURNEY

Presenter: Rosemary Parkinson, Jamaica

Against a backdrop of video images of some of the best Caribbean cuisine, Rosemary Parkinson took the participants on a journey back to their roots, validating the significance of Caribbean food and drink, and highlighting the interest of the international “foodies” in our culture.

She emphasised that Caribbean food and drink are recognised as being a significant part of the Caribbean experience - they are key ingredients in all events from political ceremonies to workshops. In today's world the Caribbean foods have left the shores of the region and showcase the uniqueness of the region in Europe, and in North America in Caribbean restaurants. The international media have also highlighted the food of the region in food television programming as well as food and non-food magazines. Caribbean magazines which have made their debut on the international market, also bring attention to our food and lifestyle.

The influence of Caribbean ancestors is richly preserved in the food and the methods of preparation, creating an authentic Caribbean blend of food and drink. The taste of the Caribbean reflects the history of the Europeans, Asians, Africans, Indians and all others who visited the region. The Caribbean has become a *hodgepodge* of foods which have moved from island to island. The influence of Africa and India are duly noted as it was these ancestors that transformed the foods from across the world into Caribbean cuisine. In each island a unique blend of foods and culture is always waiting and available. [Reports Folder\Agro-tourism Workshop Presentations\Rosemary Parkinson\Rosemary Parkinson's Presentation.doc](#), & [Reports Folder\Agro-tourism Workshop Presentations\Rosemary Parkinson\Culinary Portfolio \(Pictures\) - RParkinson](#)

ANSE LA RAYE SEAFOOD FESTIVAL

Presenter: Sharmon Jules, Development Specialist, St. Lucia Heritage and Tourism Programme

The Anse La Raye Seafood festival was started in St. Lucia to allow for a more equitable distribution of tourism benefits to the community. Anse La Raye, one of the poorest communities in St. Lucia, is rich in natural and cultural assets and is strategically located. Most of the participants are unemployed, single women and this event is the primary source of income for more than 80% of the women. The necessary inputs needed for the event are sourced from local fishermen, farmers and supermarkets. Sound environmental practices, including proper waste disposal and respect of the closure of the lobster season, ensure sustainability. Some of the negative effects of the event include increased noise pollution, and poor disposal of spent frying oils. Several recommendations have been made for improvement of the festival. These include greater police presence, improved access to water, and additional training workshops for participants. [Reports Folder\Agro-tourism Workshop Presentations\S Jules\AnseLaRaye CaseStudy.ppt](#)

TRINIDAD AND TOBAGO CULINARY FESTIVALS, 2000-2005

Presenter: Karissa Koping, Tourism Development Company Limited

Trinidad and Tobago held its first culinary festival in 2000 in six rural communities, over a six week period. Upon evaluation, it was recognized that a major challenge was access to the communities. In 2004, the festival was re-designed as a one-day event at a strategic location. This allowed for wider participation and the preparation of a variety of thematic dishes (including Asian, Italian, Arabic and Caribbean) using local ingredients. Some of the country's top chefs also participated in the festival. A key element in the festival was the inclusion of a live demonstration kitchen. The benefits of the demonstration kitchen included increased knowledge transfer to visitors about preparation of dishes, and increased interaction between the audience and the chefs. In 2005 a visitor satisfaction survey was conducted which evaluated several aspects of the festival including degree of satisfaction, level of enjoyment, and identification of areas for improvement. [Reports Folder\Agro-tourism Workshop Presentations\Koping\Koping presentation2.ppt](#)

SLOW FOOD FESTIVALS, DOMINICAN REPUBLIC

Presenter: Jaime Moreno, Slow Foods

The Slow Food Movement is an international association which began in Italy in the mid-1980s, and which currently has offices in Italy, Germany, Switzerland, the USA, France, Japan and Great Britain. The membership spans 50 countries, which account for the 83,000 members comprised of 800 local groups, of which 400 are located in Italy. Slow Food organizes national and international food and wine events and initiatives such as the Salone del Gusto, the world's largest food and wine fair held every two years. Other major events include the international Cheese fair held biennially in Italy, and the Slow Fish exhibition, which is held annually in Geneva and is dedicated to promoting sustainable fishing. The Movement, through its members and central office in Italy also organizes tasting courses and taste workshops which serve to promote the development and knowledge of products and cuisines of other areas.

NEVIS INTERNATIONAL CULINARY HERITAGE EXHIBITION (NICHE), NEVIS

Presenter: Helen Kidd, Nevis Tourism Authority

The Nevis Tourism Authority, in partnership with several agencies including local hotels and chefs will be hosting the first Nevis International Culinary Heritage Exhibition (NICHE) 2005. This event will be hosted over a 5 day period with a program which would highlight 2 cocktail parties, five 2-hour cooking demonstrations, 5 themed dinners, 3 wine and cheese events, and a farewell cocktail party. The promotional strategy included advertising in selected food magazines as well as the development of a website and brochure. It is anticipated that future exhibitions will increase the awareness of visitors of the variety and quality of local produce from Nevis, as well as showcase the culinary skills of professional chefs. Music, culture and craft displays are also expected to be included in future exhibitions. [Reports Folder\Agro-tourism Workshop Presentations\Helen Kidd\Food Event Presentation.ppt](#)

4.3 AGRICULTURAL HERITAGE AND COMMUNITY TOURISM

LEAD PAPER: HERITAGE ATTRACTION DEVELOPMENT

Presenter: Marc Sommereisen

Heritage attraction development is an opportunity to provide more services to tourists and also to increase the income generating capacity of local communities. Local culture and heritage are key components when developing the attraction. When developing a heritage attraction, consideration must be given to the effect of the service on both the visitor and the local community. In some communities this type of attraction may be considered an intrusion.

For visitors the process of selecting a travel destination is a complex one. The difference in quality offered by a heritage attraction can influence visitors' selection of a particular destination for travel; the differences serve to motivate the visitors to selecting one destination over another. The heritage attraction must also consider the type of visitors which it will be targeting. For instance, visitors who are not culture or nature fanatics may view a heritage attraction as an opportunity to see the scenery of the destination or to play a role in a local cultural or heritage event. The promotion of the attraction should not contain too much originality or exotic features as this may discourage visitors from selecting the destination.

When deciding to develop a heritage attraction, some key questions need to be addressed: what local cultural or heritage attractions exist; are the expected results economic, political or cultural; who is expected to visit the attraction; what investments are needed; what type of organization is required?

Following the decision to develop a heritage attraction the following process also needs to be defined: Identify the main aspects; Build the concept; Set up of the organization; define the objectives; Identify the clientele; and Define the operational methodology. [Reports Folder\Agro-tourism Workshop Presentations\Marc\sommereisen St Kitts.ppt](#)

UCODEP, DOMINICAN REPUBLIC

Presenter: Elias Lopez

La Ruta del Café, is a socio-economic program developed to preserve and promote the local culture, heritage, and environment of the Salcedo community in the Dominican Republic. Environmental and cultural protection of the Jamao farming communities are key features of the program. The coffee farmers collectively trade their coffee under a single brand and it is marketed by the program. In these communities horseback riding and farm tours are some of the events which allow visitors the opportunity to explore the communities and experience the cultural traditions. A steering committee comprising representatives from all groups and organizations in the community manages the operations of La Ruta del Café. The most important beneficiaries of the program are the farmers and the community. [Reports Folder\Agro-tourism Workshop Presentations\Lopez\ruta del cafe.ppt](#)

SHANKLANDS RAINFOREST RESORT, GUYANA

Presenter: Bernard Lee Yong

The Shanklands Rainforest Resort is located in Guyana on the East Bank Essequibo River, 60 miles from Georgetown. This luxurious resort houses 5 plantation-style cottages, which accommodate 10 self-contained rooms. The first guest house was built in 1987 in commemoration of the late Mr. Shankland. The guest house was essentially a relaxation resort for families on weekends, and advertising was by word of mouth. With an increase in both national and international visitors to the resort, additional guest houses were established. In an effort to increase market share of the resort in the tourism sector, the administrators branded the product, identified target markets and also created a sustainable product which preserves the environment. The manpower for the resort is sourced from the local community and the involvement of the Amerindian community was essential to the development of the resort. Food for the resort is sourced from the local farmers in the community and projects are developed in association with the community schools. [Reports Folder\Agro-tourism Workshop Presentations\Shanklands\Presentation.ppt](#)

4.4 WELLNESS AND HERBAL TOURISM

LEAD PAPER: THE CARIBBEAN AS A HEALTH AND WELLNESS DESTINATION

Presenter: Wanda Fisher, Caribbean Wellness Association

Health and Wellness Tourism is a growing sub-sector that is geared towards providing visitors with relaxation for the body, mind and spirit. Research has suggested that health and wellness tourism is not affected by economic factors, since the emotions and behaviour of the individual visitor are driven by the need to feel and look better. When developing health and wellness tourism it is important to understand consumers and their different needs and recognize that approximately 60% of the current spa consumers are drawn from the 'Baby Boom' generation who desire to stay young for a long period of time.

Health and wellness tourism provides an opportunity for the image of tourism in the Caribbean to be transformed from one of sun, sea and sand to one that offers visitors opportunities to meet their physical and emotional needs using a mix of experiences and environmental settings. Consumer research has indicated that over 80% of consumers desire a spa programme that is a relaxing retreat that offers exercise, massage, nutrition and stress management; over 60% desired a resort with pampering facilities; while approximately 50% desired an upscale salon that offered massage and skincare facilities. In the Caribbean several opportunities to develop Health and Wellness Tourism can be linked to 1) the Caribbean's heritage and culture in local communities, 2) EcoPsychology; 3) healing and beauty products; and 4) regional and international distribution of Caribbean branded products.

One of the key principles of health and wellness tourism is the need for the visitor to relax the mind, body and spirit. The Caribbean Association of Adventure Wellness and Spas (CAWS) in this regard provides hotel training, as well as workshops and products that target the Spa consumer. [Reports Folder\Agro-tourism Workshop Presentations\Fisher\Wanda - CAWS - IICA AgroTourism Workshop St. Kitts.ppt](#)

HERBAL TOURS AND EVENTS, UNITED KINGDOM

Presenter: Sue Minter, Eden Project, United Kingdom

In response to the increasing interest in herbal medicine in the early 1990s, three herbal gardens were established focusing on different aspects of herbal plants and medicines. The first garden highlights plants that are used for traditional medicines around the world. The plants are researched in the library of the Royal Pharmaceutical Society and the internet, with no claims about medical benefits of plants being made. The information on the plants is provided to visitors on site using engraved labels as well as in a book titled *The Garden of World Medicine*. Also included along the tour are plants used in aromatherapy and perfume industries. An exhibition entitled 'Thinking with your Nose' was also developed in association with the Perfume Museum in France.

Another attraction has been developed using the 2 largest conservatories in the world; one devoted to the humid tropics and the other to warm temperate regions. A display has also been included in the later conservatory which allows visitors to touch traditional scented plants. In the Caribbean a similar type garden can be developed using plants such as ylang ylang and vetiver. A Pharmaceutical Garden has also been developed highlighting displays of 27 plants used in pharmaceutical preparations. This garden highlights the differences between the herbal medicines and the pharmaceutical medicines that are developed, and is located in close proximity to the Garden of World Medicine. There is scope in the Caribbean for the establishment of herbal gardens, with plants such as yam (a source of contraceptive and topical steroids), and Rosy Periwinkle (a source of the vinca alkaloid drugs for leukemia and other diseases). Health and wellbeing issues have also been accommodated with the staging of events focussing on the benefits of nutrition. [Reports Folder\Agro-tourism Workshop Presentations\Sue Minter\WELL-BEING, HERBAL GARDENS & TOURS\(Sminter\).doc](#)

BOTANICAL GARDENS, UNITED KINGDOM

Presenter: Jill Preston, Kew Gardens, United Kingdom

Jill Preston is the Director of Communications & Commercial Activities, Royal Botanic Gardens, Kew. Her presentation, entitled "Making Money Grow on Trees", described how the rich history, buildings and grounds of Kew are used to generate revenue. Descriptions were given on Living and Genetic Resource Collections, Millennium Seed Bank, and Preserved Collections.

The success of the commercial operations of Kew is largely due to the ability of the marketing team to understand its target market. Through the provision of a wide variety of attractions, festivals and entertainment on site, Kew provides its visitors with strong reasons to visit and return. The message is well communicated through various public relations tools. There are five festivals every year. These include Orchid, Bulb Burst and Go Wild Festivals. The youth are engaged by a *Climbers and Creepers* playground and merchandise, including soft toys of insects and plants.

Plant-related merchandise also forms an important part of revenue generation, and includes recycled paper diaries, and notepads. Sustainability issues are also built in with the production and sale of *Char-B-Kew* charcoal and recycled plastic mouse pads and office supplies. Artistic elements are also included with canvasses and posters of visual

art showing floral landscapes. Revenue generating events are held across all seasons and include venue hire for banquets, afternoon teas, weddings, family gatherings, and the like. Kew's science work is also promoted in shopping basket liners. Kew is also involved in the restoration of botanic gardens. Kew scientists are currently working in the BVI in establishing the building infrastructure for orchid cultivation and providing education on biodiversity. [Reports Folder\Agro-tourism Workshop Presentations\Jill Preston\JillStKitts.ppt](#)

CARIBBEAN GARDENS & HEALTHY FOODS, DOMINICA

Presenter: Atherton 'Athie' Martin, Exotica, Dominica

Atherton Martin provided the meeting with much food for thought with an introduction linking AgroTourism and the Integrated Development Planning process. He gave specific emphasis to the need for giving priority to impacts on rural communities. He cited the success story of the Giraudel flower farms which are largely operated by women, and which have been adopted as a tour of the Holland-America cruise line in early 2005. The tour has been very successful with several community groups benefiting – these include the taxis, flower farmers, and Exotica (which provides organic food and relaxation). He indicated that other cruise lines are interested in adopting farm tours. A significant point of note was the community's policy to limit the frequency of tours and the number of tourists so as to have a carrying capacity which would not jeopardize the community resources. A portfolio of beautiful photographs of the floriculture of Dominica, accompanied Mr. Martin's presentation. [Reports Folder\Agro-tourism Workshop Presentations\Martin](#)

NATURAL HEALING IN TRINIDAD AND TOBAGO

Presenter: Francis Morean

The title of the presentation was "*Medicinal Plants, Herbal Products and Wellness in Caribbean Agriculture and Tourism: An Overview and Agenda for Biological Conservation, Development and Sustainable Utilization*". The extremely detailed and comprehensive presentation covered aspects of the Caribbean multi-ethnic and multi-cultural Inheritance, and included detailed information on several herbs in the region. Caribbean herbs with potential for use in agrotourism were identified. These included beverage herbals such as sarsaparilla, dandy root, soosoomber; herbs in culinary tourism, such as *Bixa orellana* Roucou, *Sesamum Sesame*, *Lippia alba* Spanish Thyme, *Eryngium foetidum* Shado Beni, and *Curcuma domestica* Turmeric.

Botanic Gardens were identified as significant for agrotourism development. Mr. Morean emphasized the need for appropriate legislation and environmental protection, increased cultivation and utilization; public education; and optimization of opportunities. [Reports Folder\Agro-tourism Workshop Presentations\Morean\Francis St. Kitts.ppt3.ppt](#)

WELLFEST JAMAICA

Presenter: Carol Narcisse, Jamaica

In 2004, the Wellness and Holistic Lifestyle and Holistic Enterprise Limited was registered in Jamaica. The company's aim is to deliver wellness products and services. Its flagship project is the Jamaica Wellfest, the Caribbean's largest wellness festival. The concept for the Wellfest is centered on the 'self' in relation to mental, emotional, spiritual, social, physical, and environmental wellness. In 2005 the Jamaica Wellfest showcased various activities including a Youth Forum and Organic Market, Health Food Café and several demonstrations, workshops and presentations. In addressing issues related to agriculture, the Wellfest featured workshops on issues dealing with food security and organic farming. The linkage to tourism was well defined as this family oriented festival attracted a wide and diverse audience, and also incorporated tours and linkages with Green Globe accommodation, spas and natural attractions. This event is deemed to have enormous growth potential locally, regionally and internationally. This event launches the opportunity for the Caribbean to move away from the traditional marketing concept of sun, sea and sand for the Caribbean, towards positioning the region as a wellness destination.

[Reports Folder\Agro-tourism Workshop Presentations\Narcisse\Jamaica Wellfest St. Kitts presentation.ppt](#)

4.5 TOWARDS A LONG TERM POLICY AND INVESTMENT STRATEGY FOR AGRO-TOURISM

LEAD PAPER: AGRO-TOURISM: POLICY AND SUSTAINABLE RESOURCE USE

Presenter: Mareba Scott, Caribbean Tourism Organisation

In linking agriculture and tourism some commonalities have been identified in terms of vulnerability to natural disasters, unequal land distribution and import substitution. The commonalities between the two sectors highlight the need to address the weaknesses of each sector for any policy that is developed to address indigenous weaknesses in the region. [Reports Folder\Agro-tourism Workshop Presentations\Mareba Scott\New Agro-tourism St.kitts2005.ppt](#)

5. A FRAMEWORK FOR AGROTOURISM DEVELOPMENT AND PROMOTION IN THE CARIBBEAN

The final session of the workshop was held in plenary, during which the participants discussed the key issues which need to be considered for the further development and promotion of agrotourism in the Caribbean. The session was facilitated by Dr. Hudson Husbands of Tourism Global.

The sharing of experiences, lessons, and the exchange of success stories at the workshop laid the foundation for the meeting to develop a vision for Caribbean AgroTourism. A framework for national and regional actions was agreed.

5.1 SUMMARY OF DISCUSSIONS

There Was A Resounding Call For:

1. Caribbean Agrotourism products and services to reflect the lives of Caribbean people and the Caribbean culture
2. Commitment from all stakeholders, public and private sector, from farm to table.

It was agreed that:

Agrotourism is a renewal for both sectors, representing:

- A new product for which existing resources can be utilised
- New market and trading opportunities for both agriculture and tourism
- New economic opportunities by re-arranging existing available resources i.e. heritage and cultural attractions
- A new approach towards preserving and protecting environmental resources
- Creation of a new knowledge-based industry, while protecting natural resources and intellectual property
- New opportunities for dialogue and resource mobilisation within local communities

Agro-tourism will bring benefit to the lives of the Caribbean people, including:

- Economic improvement, social development and re-affirmation of culture and heritage of communities
- Use of local resources (natural, cultural, historic) and their conservation
- Creation of opportunities for local ownership and entrepreneurship in the region
- Creation of opportunities for collaboration between government, the community and the private sector
- Increased local investment in the development of agro-tourism products and services

Critical Policy issues include:

- An integrated approach to the formulation of policy and the development of plans
- A paradigm shift in the way business is conducted at the regional and national policy making and planning levels
- Streamlining of policy developments between Agriculture and Tourism
- Changes within our Ministries of Agriculture and Tourism
- Collaboration between Ministers in both sectors via the Inter-Ministerial forum
- Collaboration between the public and private sectors

5.1.1 The Framework

The Framework for further development and promotion of AgroTourism recommended institutional arrangements, and strategies and actions for implementation at national and regional levels.

Institutional Framework:

The institutional framework should reflect:

- National Agro-tourism Resource Centres servicing the technical assistance and financing needs of potential agrotourism investments
- An inter-ministerial and multi-sectoral planning and implementation framework
- An Advisory Agro-tourism Business Council with regional representation

Role of Public/ Private and Multilateral Agencies:

Public Sector agencies should be responsible for:

- Facilitation – policy, business brokerage, infrastructure, credit, monitoring, extension, seeds, education, partnership building, infrastructure
- Supporting legislation/incentives
- Investment/development policy conditions

Private sector (hotels/attractions/farmers, artisans,) should be responsible for:

- Investment, production, marketing, product development, innovation

Multi-lateral agencies should be responsible for:

- Facilitation, technical assistance, partnership meetings, education, funding

Initiatives

At the national level initiatives should focus on deepening the integration between Agriculture and Tourism with special reference to **Product Development, Research, Branding, Market Development and Investment.**

In all of these areas, the following key issues were identified as critical:

- Technology applications for production, processing, and marketing
- Training, Standards and Certification
- Business best practice and Management development
- Information and communication

Specifically, these initiatives include:

- Increased partnerships for supply of fresh produce and horticulture to hotels and restaurants
- Local sourcing of indigenous herbal and artisanal products and related services at Spas/ Health Centres / Craft markets / Food and Music Festivals
- Creation of historic and agricultural sites and attractions to validate and preserve our heritage and traditions, and projects to encourage youth into agriculture
- Establishment of formalised information/communication exchanges on production scheduling, forecasting and marketing
- Developing sustainable systems of production and the preservation of biodiversity and energy conservation
- Use of Best Practice models to develop national technical assistance projects
- Increasing national awareness of agro-tourism
- Promotion of investment proposals for funding.

As such, initial projects should include the development of:

- Long term supply agreements between farmers and hotels / restaurants
- Conversion of identified farms and traditional agricultural installations (such as sugar, cocoa, coffee and banana estates) into sites and attractions, with accommodation
- Introduction and application of appropriate technology and innovations for production and processing of crops and indigenous food products
- Training exchanges within countries and across the Caribbean and Latin America
- Development of a database of potential investors and funding resources for national projects

At the regional level the initiatives should focus on deepening the integration between Agriculture and Tourism with special reference to:

- The development of a Caribbean brand of products and services in Agriculture and Tourism
- Establishment of regional standards and certification for farms, wellness centres, farmers, chefs, foodservice personnel to facilitate training and employment exchanges
- Set up of intra regional trade and distribution channels
- Support for institutional strengthening of producer and marketing groups
- Strategic alliances and investments within the Caribbean Single Market (franchises, joint ventures, hybrid projects)
- The development of Best Practice Manuals and Tool Kits
- Increasing regional awareness of agro-tourism utilizing tools such as a regional cable and email communication and marketing networks
- Establishment of regional arrangements for financing of investments (database of investors, investment instruments, funding sources)

As such, regional projects should focus on:

- Institutional arrangements for training and certification of chefs in the preparation of local foods and cuisine
- Institutional arrangements for training and certification farmers in GAPs and the production of commodities to specification; food safety and biosecurity; development of farm sites for safe entry by visitors.
- Entrepreneurial training to enhance farmer productivity and business acumen
- Identification and strengthening of the regional resource personnel to provide technical assistance
- Sourcing of technical assistance (from within the region, as a first option)
- Documentation of best practices and success stories
- Development of a website for agrotourism, with links to CTO, CHA, CAST, Positive Tourism and other tourism websites
- Investment conferences showcasing potential agrotourism projects
- Annual conferences and workshops to promote information and technology exchange, best practice updates and regional networking of stakeholders

6. PARTICIPANTS' EVALUATION

An Evaluation Form, designed by the CTA, CDE and IICA, was given to the participants at the end of the workshop. The results are presented below.

	Very Good	Good	Satisfactory	Poor	Very Poor
Accommodations	24	15	1		
Conference Venue	22	16	3		
Audio visual set up	13	18	7	3	1
Catering and Food	7	12	16	6	1
Transportation and Directions	19	17	3	1	
Objectives of workshop	18	20	4		
Length of program	6	20	13	3	
Invited speakers	20	14	7		
Lead presentations	18	13	9		
Discussions	8	16	10	2	

Very few participants rated aspects of the workshop as Poor or Very Poor. In general, participants were very satisfied with the arrangements for the workshop.

Aspects enjoyed most

Several participants appreciated the sentiments expressed by the speakers in the Opening Ceremony, which gave hope for some action. The remarks by the tourism representatives, in particular those of the Secretary General of the CTO, Vincent Vanderpool-Wallace [Reports Folder\Agro-tourism Workshop Presentations\VWallace\Community first in new tourism.doc](#) and Richard Skerritt, Minister of State in the Ministry of Tourism, were welcomed.

“Great selection of speakers & participants” was the remark made by one participant. The high quality of the presentations, particularly the case studies and success stories (in hotel partnerships, and herbal and garden tourism), was ranked by many as the most enjoyable aspect of the workshop. The lead paper presentations, as well as the presentations by Bernard Lee Yong, Wanda Fisher, Jill Preston and Marc Sommereisen received special mention.

The multitude of opportunities available in agro-tourism, and the opportunity to network with “do-ers” in the Caribbean, and to exchange and share information, were cited by many participants as very enjoyable.

Most Meaningful Idea Or Concept Gained

The following ideas and concepts (quotations from participants) were the most meaningful for delegates:

1. *"The similarity of issues between the Caribbean and SW England."*
2. *"The concept of re-uniting the region based for linking agriculture with tourism."*
3. *"Tips provided by Jill Preston on giving visitors strong reasons to visit a site."*
4. *"The role of agro-processing in creating meaningful linkages between hotels and farmers"*
5. *"The need to preserve authenticity"*
6. *"Health and wellness tourism"*
7. *"The concept of agro-tourism as a solution for our farmers. "*
8. *"Creating wealth based on heritage"*
9. *"Tourism and agriculture can and should be working together. It is time that they should go hand in hand".*
10. *"The idea that we have traditions and culture that we can sell and offer to tourists. Also that we should satisfy our peoples' and countries' needs first and then those of the tourists "*
11. *"The Caribbean has all the ingredients to make agro-tourism work."*
12. *"The need for integrated development planning which is necessary to ensure synergies between agriculture and tourism."*
13. *"Supply chain arrangements for provision of food items (fish, fruits & vegetables) to hotels. The desirability for agriculture/tourism integration (rather than linkages)"*
14. *"There is a strong and vibrant process of integration between agriculture and tourism within the region. However, the value and impact of this process is not captured in a structured manner in our socio-economic accountability system."*
15. *"Ministries of Agriculture in each territory can have a valuable input into farmers' operations"*
16. *"One of the most meaningful ideas was the Nevis concept of integrating the farmers with the hotels."*
17. *"The tremendous wealth of knowledge the Caribbean has among its people. The fact that networking is the key to success."*

18. *"That agro-tourism is the way to go. The linkage from the farm to the hotel and the farmer having the tourist visiting the farms."*
19. *"The "apparent" need to finally do something"*
20. *"The development of Caribbean food heritage and many possibilities therein for agro-tourism. Herbs in the Caribbean and their many possibilities as components in botanical gardens and health & wellness."*
21. *"Changes in the skills mix. Farmers as hoteliers, fishermen as tour operators. The combination of agriculture and tourism in the sense that it is not a question of only selling a product but integrating our culture"*
22. *"The need not to only talk about networking and integrating but to actually spend more time with my colleagues in their home bases and make efforts to nourish each other through our ideas and shared resources."*
23. *"The idea of how simple people can use the resources they have to make themselves better."*
24. *"Herbal aromatherapy gardening, Creativeness, Wellness phase on Caribbean products, Application of slow food programs"*

Usefulness Of Information Presented

All of the participants found the information presented to be "excellent", "very useful", "practical", "beneficial", "inspiring" and "vital" for the development of agrotourism. Several persons reported that it made them aware of all that was happening in the region, and opened their eyes to many areas for development and improvement in their individual countries (in particular, Guyana, Suriname and St. Kitts). They further indicated that they would be taking back information to share with officials and farmers.

"Tourism in Suriname is at an infant stage. We can learn a lot from the experiences of the other Caribbean countries who have a better developed tourism sector. We don't have to reinvent the wheel"

Two persons indicated that the information was extremely helpful and that they could see immediate applications to their businesses. Yet another stated *"I have all intentions to use the things I have learnt to improve my farming and to move into agro-tourism"*.

For some, the information represented an affirmation that Caribbean development could be sustainable, and they expressed the wish that all of the islands be made aware of the ideas and concepts discussed. One participant indicated that apart from the usefulness of the information, the elucidation of a vision and the conceptualization of a strategy and direction for us to go forward in the region, were very important.

Expectations Met

The sentiments used to describe this answer included *“far more than I anticipated”*, *“beyond my expectations”*, *“my expectations have been exceeded”*, *“definitely”*, *It was rich, it was inspiring.”*

One participant summed up her feelings as follows:

“It was highly inspiring and motivational. It has left me with a fresh burst of energy and renewed vision at a time when I have in some ways begun to become very frustrated with the tunnel vision and instability and “proclivity to talk” which pervades the region.”

Only three participants stated that not all of their expectations were met. One person stated the following:-

“In some instances it was exceeded. It would be really wonderful however, if workshops such as these could be held at hotels which are “in sync” with the goals of the conference.”

Strengths Of The Workshop

The following were listed as strengths of the workshop:

The Presenters

- ✓ *Passion - success stories presented*
- ✓ *The presentations topics were very good. The presenters were quite dynamic*
- ✓ *Expertise of presenters*
- ✓ *Case studies and concrete data on success stories*
- ✓ *Information intensive*
- ✓ *The diversity in the experiences by presenters*
- ✓ *The volume of information*
- ✓ *Resource persons*
- ✓ *The variety of experience of presenters, ie local, regional and extra-regional*
- ✓ *Openness, mixture of experiences and innovations*
- ✓ *Rich content some top level presenters, quality of the discussions*
- ✓ *The presentation and knowledge of the presenters. European garden presentations*

The Participants

- ✓ *The wide cross section of participants, presenters and stakeholders*
- ✓ *Selection of good cross-section of agro-tourism community*
- ✓ *Attendance and interest displayed by key stakeholders*
- ✓ *Representation of wide array of agencies practitioners*
- ✓ *The mix of experiences presented*
- ✓ *The extraordinary high level of participants and the consequent possibilities for future collaboration*
- ✓ *The apparent wealth of information and expertise coming out of workshop participants.*

The Discussions

- ✓ *Passionate discussions*
- ✓ *The interaction between the different delegates. Meeting people, knowing who are the key players, establish contacts*
- ✓ *Networking with fellow Caribbean professionals*
- ✓ *Participants' ability to have frank discussions*
- ✓ *The sharing of ideas and experiences from people of the region*
- ✓ *Contact with people*
- ✓ *Presentation of activities and ideas of different countries*
- ✓ *Discussions. The interaction of all present with their views*
- ✓ ***The opportunity to form at this moment a Caribbean agro-tourism council. There are all-together so many experienced participants here right now that we cannot let it surpass us, not use the moment***

Organisation of the Workshop

- ✓ *The very high level of organization*
- ✓ *The workshop was well planned, presenters knowledgeable and the experience great.*
- ✓ *Organization and presentations*

- ✓ *Networking skills of Ena Harvey*
- ✓ *The people and the agencies involved. The commitment of IICA to the development of agro-tourism linkages*
- ✓ *The selection of speakers and their sense of personal commitment to the conference agenda.*
- ✓ *The enthusiasm and commitment of the organizers.*
- ✓ *The enthusiasm and drive /motivation of the secretariat team.*

WEAKNESSES OF WORKSHOP

Logistics

- ✓ The short time frame involved in the invitation and presenters
- ✓ Inadequate arrangements for checking in at the hotel
- ✓ No culture sharing or entertainment after hours - did not get to know St Kitts
- ✓ Too tight schedule - no time to visit the town for shopping
- ✓ The food could have been more appealing.

Workshop Programme and Structure

- ✓ Inadequate representation from the agric-tourism entrepreneurs in the region
- ✓
- ✓ The quality of the presentations. Some information was written in too small a font size and some people just talked and did not have any material to show.
- ✓ Too much information for such a short time
- ✓ Need for more input from farmers and persons operating on the ground level.
- ✓ Need for concurrent sessions so that people could have a choice in what to sit through or attend.
- ✓ Insufficient interactive sessions
- ✓ Need for more outdoor sessions.

Workshop Execution

- ✓ The setting of the tables in a U-shape was not conducive to comfort or optimal interaction.
- ✓ Time management of the presentation and discussion sessions. Suggestions were made for a more structured process with fewer presentations and more discussions .
- ✓ Not enough summation analysis and projection for the future.

Activities you intend to establish as possible follow up after participation

Participants stated the following intentions:

Establish information and communication networks

- *E-mail contacts with participants and possible input on advising level*
- *Preparation of a Position paper on important and issues sustainable tourism and agriculture*
- *Share my knowledge with the media in my country, Suriname by giving a press release, also with other agro-tourism company*
- *Continue meetings on how to assist those Surinamese in the herbal, botanical and agro-industries*
- *Network with Carol Narcisse in Jamaica to use uplinked JV/Radio Broadcasting to promote agro-tourism*
- *Follow-up on specific linkages made*
- *To sensitize the general public at home through a national symposium or area workshop*

Establish AgroTourism Projects

- *Rural tourism in the mountains*
- *Establish a more meaningful garden or property. Finish the gift shop project at hand on property. Inculcate more natural forest products*
- *Agro-tourism farm*
- *Wellness festival, Food festival*

- *Promotion of agricultural craft and products, cottage industry business /entrepreneurship*
- *Inform people in the FWI*
- *To make better use of our local foods to visitors. To make sure that our local produce gets into the hotels by procuring contracts and working with a group to get the produce consistently*
- *I will be embarking on a fish festival with the help of the tourism authority, fishermen and community people*
- *This was always a long term plan. I have to develop my farm into a botanical garden.*
- *Possibly a gift shop, contact with the community back home to have finish products which could be integrated in the eco-tourism facility which I plan to establish. In addition I will continue to establish the herbal gardens*
- *Further contact for introducing need of Caribbean products in spas*
- *To establish an agro-tourism farm, with visitors spending 1-3 days at my home*
- *Tourists farm as an attraction. Introducing another product to the community*

Involvement of national stakeholders

- *Collaboration between Ministry of Tourism, Ministry of Agriculture, one hotel and group of framers in realization of a production and supply “chain for Grenadian fruit and vegetables. Reactivation of agricultural-tourism linkage committee (previously established in April 2004)*
- *Meet with the local hotel association, farm owners and tour operators to determine how best we can capitalize on agro-tourism*
- *Telling all the maroon communities how much could be done with ideas and concepts provided. Medicinal plants grown in large plots. Cottages for tourists to stay and experience the fullness of trails and culture*
- *I am from the public sector Review local agro-tourism policies. Redevelopment of local policies*
- *I will pass on the information to the Ministry of Tourism*
- *Include agri-business linkages as part of my agenda with the tourist destination customer. Develop a social inclusion strategy base on agri-tourism. Plan a seminar on sustainable tourism and the need of an integrated approach*
- *Consultations with Ministry of Agriculture to move agro-tourism linkages forward*

- *Pursue the adoption of the “Nevis Model” in my country. Encourage the promotion of “food festivals”*
- *Work on and develop concept on institutional frame work and attendant enabling environment in support of agriculture tourism integration/partnership*
- *National symposium on agro-tourism linkages*

Best Practice Transfer

- *The Nevis Model which I believe will assist our farmers in Guyana. We have this type of personnel but the Nevis model will help put it together ‘motivation’ Sandals project- working in collaboration with the farmers. Agro processing, seasonal crops can be available through out the year and not wasted*
- *A visit to an agro-tourism facility in the region so that I can tour and implement these practices in my project.*

Does The Workshop Help To Promote Agro-Tourism?

All of the participants definitely believed that the workshop helped to promote agrotourism, seeing it as the first step in a paradigm shift to make agro-tourism a reality in all countries. Many stated that if the outcome is to be effectively distilled, a strategically directed mechanism for continued collaboration, sharing and lesson learning would be critical. Several persons indicated that the outputs would need to be taken seriously in cross-sectoral initiatives with government buy-in and closely linked to the private sector.

The role of the national and regional media in promoting the results of the workshop was emphasized. A comment was also made that the delegates attending need to network and *spread the word* in their spheres of influence. One suggestion was made to share information through video documentation of success stories.

Would You Be Interested In Participating In Future At Workshops?

The response to this question was an overwhelming YES. A sampling of the replies is given below:

- *“Can’t wait until the next one. This was so constructive”*
- *“Oh yes definitely. These workshops should continue in order to further develop the well being of our environment.”*
- *“Yes, as a follow up to this one.”*
- *“Very much so, because there is a lot to learn from our fellow participants.”*

- *“Yes, but I would like to be informed early enough so that I could have confirmation from the private sector to have an exhibit showing what all those who cannot come are doing.”*
- *“Yes. It would be nice however if a more notice can be provided so that a more compact presentation could be prepared for presentation and copies of the word format could be circulated to colleagues.”*

Additional Features Requested

Workshop Programme

- Inclusion of presentation on fisheries
- Give priority to mountains
- More emphasis on farm visit/tourism (eg. cattle/horse ranching + tourism, Hawaii experience with pineapple and papaya farms)
- Presentations by donor or developmental agencies
- Country specific presentations especially in areas that are unique to these countries – eg food, farming methods, plants, crafts
- Greater involvement of primary stakeholders such as the farmers
- Agric-tourism panel discussion, inclusive of the Ministers of Agriculture and Tourism and policy makers
- Presentation of potential agrotourism projects and proposals by farmers and other entrepreneurs
- Widening of participants list to include more hotel decision making personnel, tour operators and craft producers, indigenous peoples (Caribs, Maroons, Saramaccan tribes), pharmacists, teachers
- Sharing of small-scale agro-tourism experiences
- Opportunities for audio visual presentations and arts and craft, as part of the exhibits, that can be viewed during the break, creating an actual market place
- More time for discussions
- More time for small group interaction
- A day should be specifically set aside for policy and investment strategy

- Use lunch and breakfast to advance presentations. Formal activities for evenings-get to know city/people. Tea breaks should be individual not collective to gain time.

Communications network

- On going chat-shop in cyberspace
- Set up of a website with a forum for interaction right after or on the last day of the workshop
- Post the report of the intervention by e-mail.
- Establish a contact list of the participants

Additional Comments and Recommendations

1. It is important that the heads of important organizations such as CTO, be invited to stay for at least one day so that they can hear the views of the participants.
2. The sharing of ideas and networking with our Caribbean brothers and sisters, as well as other extra regional visitors was certainly refreshing and inspiring. I recommend that it remains an annual fixture of CWA agenda.
3. Health and wellness tourism no longer a luxury, it's a necessity.

7. THE WAY FORWARD

The major objectives of the workshop were to share and exchange Best Practices and success stories in Agro-tourism in the Caribbean, with a view to preparing a strategy and programme for the development and promotion of agro-tourism in the Region, which could be jointly supported by IICA, the CTA and CDE.

7.1 Current Initiatives of Partners

IICA has established an MOU with the CTA and is currently collaborating with both CTA and CDE on support for the development of the Caribbean Herbal Business Association.

In terms of initiative in AgroTourism, in 2002, IICA established an AgroTourism Linkages Centre at the IICA Office in Barbados. The Representative, Ena Harvey is responsible for the management of the work of the Centre.

Goal of the Centre

To facilitate commercial linkages between the agricultural and agro-industrial sectors (from Farm to Table) and the Tourism sector, with an emphasis on the integration of rural communities so as to promote sustainable rural development.

Services Provided:

- Technical Information on:
 - Experiences in Barbados and the wider Caribbean
 - Best practices & success stories
 - Impact studies
 - Videos and training materials
 -
- Training in Agro-Tourism, including
 - Exchanges across the Caribbean for hands on learning
 - Workshops & courses on Agro-Tourism
 - Strengthening of farmers' groups to supply tourism demand
- Links with funding agencies & investors
- Feasibility studies
- Project Proposal Preparation

To date, the AgroTourism Linkages Centre has completed the following:

- A demand study with 24 Barbados hotels using a customized software system "InfoTrade";
- Production and regional dissemination of a 12-minute video (in English and Spanish) on "Repositioning Agriculture through Agro-Tourism Linkages";
- Hosting of a National Logo Competition in support of the development of a Signature competitive Barbadian product – Barbados BlackBelly (BBB) Sheep;

- Hosting of 2 Culinary Tourism events, viz. a Farmers' Market and Plantation Breakfast with the Barbados Museum and a Plantation Breakfast at AgroFest 2006
- Delivery of annual lectures in AgroTourism linkages to hospitality and University students in Agro-tourism linkages;
- Launch of a Distance Learning course on agro-ecotourism in collaboration with the Universite des Antilles et de la Guyane, Guadeloupe.
- Co-hosting (with CTA, CDE and CTO) of the workshop "Agriculture and Tourism: Partners in Development in St. Kitts, 2006"

IICA Barbados is the Lead Country office for AgroTourism in the IICA Caribbean region, and each of the IICA offices in the 14 member states has included agrotourism in its National Agenda for 2006. AgroTourism committees have been established in Grenada, Dominica and St. Kitts & Nevis.

At the institutional level, IICA has forged partnerships with public and private sector players in the tourism industry. The following milestones have been achieved:

- Affiliate Membership on CTO Board of Directors – 2004
- Membership on the CTO Sustainable Tourism Technical Committee – 2004
- Membership on the CHA Advocacy Committee – 2005

Ena Harvey is IICA's representative on the CTO and CHA committees. In October 2006, IICA signed an official Memorandum of Understanding with the Caribbean Hotel Association for joint collaboration on AgroTourism.

In 2005, IICA Barbados was awarded a 3-year OAS project: Strengthening of the Tourism Sector through the Development of Linkages with the Agricultural Sector in the Caribbean. The expected outputs of this project are:

1. Inventory of status of linkages and available resources, including needs analysis
2. Methodology for delivering accurate and timely market intelligence data on demand and supply of available products and services (including trained trade information officers)
3. Case Studies and videos on success stories and Best Practices in Agro-Tourism linkages
4. Diagnostic Tool with Best Practice benchmarks for assessment of agro-tourism initiatives
5. Business modules for meeting tourism demand requirements and realization of agro-tourism partnership and investment opportunities
6. Training manuals and, where applicable and appropriate, Distance Learning courses on quality, safety and service standards and business management techniques

7. Established programme of on-site training and reciprocal visits between tourism industry personnel and rural communities across countries
8. Marketing and Promotion programme for agro-tourism products and services
9. Action Plan and support strategy for development of identified agro-tourism opportunities
10. Marketing and Promotion programme for agro-tourism products and services
11. Website, webpages and links for agro-tourism products and services
12. Action Plan and support strategy for development of identified agro-tourism opportunities

For the first year of implementation of the OAS project, only 7 of the 14 countries are involved. Thus, there is need for a gap to be filled for the fulfillment of outputs listed above for the following countries:

1. Antigua & Barbuda
2. Bahamas
3. Dominican Republic
4. Grenada
5. Haiti
6. St. Lucia
7. St. Vincent & the Grenadines

In addition, the OAS project does not include critical aspects of investment support for potential agrotourism products and services.

In addition to this OAS project, IICA Barbados is currently in negotiation with tourism partners with to respect to the following:

1. Conduct of a national Farm to Table project with the Culinary Alliance of Barbados
2. Conduct of a pilot “Adopt A Farm” project with the CHA under the EU CRSTDP¹
3. Support for the participation of private sector suppliers of foodservice and herbal products in the CHA’s annual conference and trade show, CHIC 2006, Miami

Some key opportunities for joint collaboration are outlined as follows:

IICA and CDE

1. Expansion of existing programme for the Caribbean Herbal Business Association, to include support for projects in AgroTourism for Health and Wellness Tourism, particularly those dealing with the development of garden-based tourism and organic production.

1 CRSTDP – Caribbean Regional Sustainable Tourism Development Project

2. Conduct of a diagnostic survey of identified private-sector based agrotourism proposals, initiatives, and/or projects in the Caribbean region with a view to determining technical assistance needs for full commercial development (already being developed)
3. Partnership with IICA, CTA and CTO for the hosting of an annual AgroTourism Conference
4. Provision of support for participation of private sector agro-entrepreneurs in regional and international trade shows and agrotourism conferences
5. Benchmarking of agrotourism enterprises
6. Co-hosting of an Investment Conference for AgroTourism

IICA and CTA

1. Support for training and certification of farmers and farms in GAPs, health and safety
2. Establishment of information and communication tools, including:
 - a. a website on agrotourism;
 - b. Best Practice Manuals and Tool Kits;
 - c. videos and documentaries on success stories;
 - d. documented case studies and lessons learned
 - e. a high-level glossy international fashion/style magazine showcasing Caribbean herbal, culinary and heritage tourism sites and attractions
 - f. a dedicated column on agro-tourism in the top regional newspapers (Eg. Jamaica Gleaner)
3. Training of agrotourism entrepreneurs in IT (web page design, ecommerce and network marketing)
4. Provision of support for training attachments for agrotourism stakeholders in the Caribbean and ACP states
5. Partnership with IICA and UNESCO on agrotourism projects involving youth
6. Partnership with IICA, CDE and CTO for the hosting of an annual AgroTourism Conference