Agro-tourism – Revitalizing agriculture and rural development

The Caribbean – Global Challenges

- Highest frequency and 3 times more natural disasters in the 1990s than in 1970s
- Increased population and economic activity on high risk areas
  - Cruise ship arrivals 239,000
  - Land-based visitors 200,000
- Increased air and marine traffic
LOCAL CHALLENGES

- Fast-paced development in several SIDS
- Clearing of land and loss of biodiversity
- Sewage contamination by pleasure boats
- Chemical infiltration of soil
- Loss of indigenous culture, food insecurity
- High Leakage and Low Linkage
Global Trends

AGRITAINMENT
- Family Fun, Education,
- Entertainment, Wellness

- Nature and agricultural based tourism – fastest growing segment in travel in the US– 30% increase in last decade
- Farm-based tourism reaping millions for farms across USA, EU, Australia, New Zealand, SE Asia
  *(Time Magazine, Oct. 2005)*

Global Trends

CULINARY TOURISM
- Based on multi-ethnicity, heritage foods, traditional methods

- “The hottest trend in leisure…..embraced by savvy tourism planners around the world..”
- “A key factor in differentiating the vacation experience”
- eating traditional dishes - a “very important” part of a holiday
- holiday culinary experiences impact weekly grocery list
Growing Trends

HEALTH AND WELLNESS TOURISM

- The area with the greatest medium and long-term opportunity for the Caribbean to increase multi-sector employment (IDB May 2006)
- 6 out of 10 travelers state - “ideal vacation is a place where you can relax and unwind”
- Spa business - 129% growth in last 2 years

Growing Trends

- Eco-tourism is the fastest growing segment of the tourism market.
- A recent study cited by the New York Times stated that “58.5 million U.S. travelers, or 38 percent, would pay more to use travel companies that strive to protect and preserve the environment.”
GREEN GUILT: Linking local foods with the environment

Tesco, Asda, Waitrose, Sainsbury’s the largest supermarket chains in Britain – all have plans to address climate change

Tesco will begin "carbon labeling" all 70,000 products on its shelves, revealing the total amount of carbon dioxide created from the production, transport, and consumption of the goods it carries."

LEED (Leadership in Energy and Environmental Design), Green Globe 21, Ecotel, and Green Leaf Eco-rating all driving local and regional sourcing by hotels

FARMSTAY TOURISM

• The 3 Rivers Eco Lodge and Campsite
• Visit to an organic herb farm,
• Helping out in the local village primary school
• Coffee and cocoa picking, peeling, fermenting and drying on two local plantations, followed by preparing and roasting
• Visit to a dasheen & root vegetable farm, learning traditional farming methods
Trade of produce with hotels

- Nevis Growers Assn. & **Four Seasons Resort** (FSR)
- Santoy, Black Bay and Mafouta Farmers (**Sandals Chain** - Jamaica & St. Lucia)
- Barbonneau Farmers St. Lucia and **Almond Chain** (Barbados & St. Lucia)
- Mt. St. George Farmers, **UK Travel Foundation & Hilton** Tobago
  - Sandy Lane, Barbados

Produce offerings
Revenues for Nevis Growers

Crop Sale to FSR 2000 - 2004

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (EC$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>0.00</td>
</tr>
<tr>
<td>2001</td>
<td>100000.00</td>
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<tr>
<td>2002</td>
<td>200000.00</td>
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<tr>
<td>2003</td>
<td>300000.00</td>
</tr>
<tr>
<td>2004</td>
<td>400000.00</td>
</tr>
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</table>

Sandals St. Lucia – local purchases 2005

<table>
<thead>
<tr>
<th>PRODUCE</th>
<th>Demand/lb</th>
<th>Value EC($) Per wk.</th>
<th>Value/Yr. Local</th>
<th>Value/Yr. Imported</th>
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</thead>
<tbody>
<tr>
<td>Fruits:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honey dew</td>
<td>2,200</td>
<td>4,400.00</td>
<td>228,800.00</td>
<td>429,000.00</td>
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<tr>
<td>Cantaloupe</td>
<td>2,200</td>
<td>4,400.00</td>
<td>228,800.00</td>
<td>359,216.00</td>
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<tr>
<td>Watermelons</td>
<td>2,400</td>
<td>4,200.00</td>
<td>218,400.00</td>
<td>218,400.00</td>
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<tr>
<td>Pineapple</td>
<td>3,000</td>
<td>9,000.00</td>
<td>468,000.00</td>
<td>717,600.00</td>
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<tr>
<td>Vegetables:</td>
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<td></td>
<td></td>
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<tr>
<td>Tomatoes</td>
<td>2,000</td>
<td>4,000.00</td>
<td>20,800.00</td>
<td>37,440.00</td>
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<tr>
<td>Cherry Tomatoes</td>
<td>80</td>
<td>4,160</td>
<td>20,800.00</td>
<td>33,090.00</td>
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<tr>
<td>Green Bell Peppers</td>
<td>500</td>
<td>3,500.00</td>
<td>182,000.00</td>
<td>192,000.00</td>
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<tr>
<td>Yellow Bell Peppers</td>
<td>550</td>
<td>1,100.00</td>
<td>57,200.00</td>
<td>118,690.00</td>
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<tr>
<td>Squash Zucchini</td>
<td>550</td>
<td>880.00</td>
<td>45,760.00</td>
<td>44,330.00</td>
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<tr>
<td>Cabbage</td>
<td>1,300</td>
<td>6,300.00</td>
<td>327,600.00</td>
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<td>Romaine Lettuce</td>
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<td>Cauliflower</td>
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<td>Broccoli</td>
<td>200</td>
<td>300.00</td>
<td>3,600.00</td>
<td>540.00</td>
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<tr>
<td>Red cabbage</td>
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<tr>
<td>Condiments/Herbs:</td>
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<td></td>
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<td></td>
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<tr>
<td>Parsley</td>
<td>80</td>
<td>4,160</td>
<td>24,960.00</td>
<td>30,492.80</td>
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<tr>
<td>Coriander/Cilantro</td>
<td>19</td>
<td>520</td>
<td>3,640.00</td>
<td>9,360.00</td>
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<tr>
<td>TOTAL</td>
<td></td>
<td>45,500.00</td>
<td>2,332,160.00</td>
<td>3,194,572.80</td>
</tr>
</tbody>
</table>
**FARMER: HOTEL LINKAGES**

‘Adopt a Farmer’s Group Project.’

Seven farmers have been involved in supplying the Hilton with over TT$80,000.00 worth of local produce.

The Organic School Garden programme involves 3 primary schools which supply the Tobago Hilton with fresh herbs on a regular basis.

Proceeds from the sale go directly back into the school, the children learn valuable practical skills in agriculture, AND develop an entrepreneurial spirit and a sense of connection with the land.

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**Mini greens and Agri-Tainment**

**Goodfellows farm, Nassau**
HIGH TECH INVESTMENTS

- Hydroponic herbs and vegetables
- 12-acres of greenhouses
- MAR – Greenhouse installations at Home Agricultural Station

Poultry Products & Tourism
US$5-7 million
Sheep and Goat meat

- Sale of select cuts of chevron and lamb to hotels & restaurants

Utilisation of manures for Compost
.. With Links to Energy efficiency

Biogas production and cooking in Guyana

CULINARY TOURISM

$150TT x 250,000 visitors
RURAL CULINARY EXPERIENCES

Anse La Raye Seafood Fridays – St. Lucia

94% experienced increase in income
Average tourist spend – US$73

Weekly Increase in Net income

Impact of SFF on Incomes
94%
Increase No Impact 6%

Over $500 (8%)
$200–$500 (17%)
Under $200 (75%)
Economic Impacts of Seafood Fridays
Anse La Raye

- 93% of vendors sourced their inputs from local fishermen, farmers and supermarkets
- Average weekly spend on food inputs = $350
- Average weekly spend on drink= $400
- Other services sourced locally include transportation, casual labour & entertainment; =Approx $200
- On average, each vendor hires at least one extra person to assist in the operations of the vending stall.

Empowerment of women

Cassava bread making in Northwest Region, Guyana

Production of Organic cocoa
Validation of agricultural heritage

Pays de La Canne, Guadeloupe
9 Euro – 100,000 visitors

Coffee Plantation - Verte Valee, Guadeloupe

Success Story in revitalisation of a dying community
World class spa products

Agricultural Industry Benefits

- Agricultural land protection
- Innovative product development
- Diversified farm operations
- Additional on-farm revenues
- Improved product awareness
- New market niches
- Expanded on-farm employment
- Improved business sustainability
**Rural Community Benefits**

- Local economy stabilization
- Diversified local business base
- Facility/community revitalization
- Local heritage support
- Rural landscape environmental protection

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“Sustainability is not about solar panels, wind turbines and efficient buildings. It is about preserving culture, environment, community, and true wealth...”