

A green house with a corrugated metal roof is nestled in a lush, hilly landscape. The house has a porch with a white railing. The background shows dense green foliage and a misty mountain range. A large, vibrant green leaf with water droplets is positioned on the right side of the image, partially overlapping the text.

# REDI TO INVEST

Creating Economic Opportunities

in Agriculture and Tourism





## OVERVIEW

The Rural Economic Development Initiative (REDI) funded by the Government of Jamaica with a loan from the World Bank and implemented by the Jamaica Social Investment Fund aims to improve market access for micro and small rural agricultural producers and tourism product and service providers.

Leveraging partnerships and relationships with key community stakeholders, REDI is well on its way to investing USD\$15 million for the development of innovative solutions for economic development to include:

- Protected agriculture
- Drip irrigation technology
- Water harvesting & storage
- Cold chain supply & post-harvest facilities
- Agro processing
- Livestock production
- Community tourism
- Capacity building & training

Through the Jamaica Community Experiences brand, the ongoing diversification and development of the local tourism product to incorporate community tourism experiences, including tours and attractions in the UNESCO World Heritage site the Blue and John Crow Mountains offers exciting possibilities for partnerships and unique experiences. REDI's sup

port for product development, branding and marketing of community based enterprises and experiences has been a game changer in providing the services needed to increase the economic returns of tourism to a wide cross section of Jamaica's rural communities.

Investors have access to an array of well-designed opportunities which promise high returns and superior value. The enterprises are equipped with trained personnel, meeting all relevant national standards for you to partner with to add value, gain returns on investments and foster the climate for micro enterprises to thrive and contribute to the economy.



# DESCRIPTION OF BUSINESS/ENTERPRISES

## AGRICULTURE

### GREENHOUSE PRODUCTION AND WATER HARVESTING

The Jamaica Social Investment Fund and the Jamaica Bauxite Institute Water Harvesting and Greenhouse Cluster project valued at over JMD\$160 million is part of the drive to develop a vibrant and economically sustainable agriculture sector. Aiming to increase and improve agricultural productivity through the introduction of greenhouse technology supported by enhanced market linkages. With enhanced water harvesting and storage facilities the greenhouses are able to support year round production.

#### GREENHOUSE CLUSTERS



8 clusters of 20 greenhouses each in 3 parishes



Total area 4.46 Hectares



Total Investment \$160 Million

#### PRODUCTION CAPACITY



1,631,550 kgs of Broccoli, Cauliflower, Red Cabbage, Bell Peppers, Strawberries, Romaine Lettuce and Tomatoes

Through an earlier investment, REDI also established greenhouses at 12 other locations in the parishes of Trelawny, Manchester, St Elizabeth, Westmoreland, St Mary, St Thomas and Clarendon and provided employment for an additional 62 persons. Some 622,080 high quality disease free seedlings, including 20,000 citrus seedlings are being produced annually by the farmers under the project to boost both open field and greenhouse production.

#### COMMUNITY GREENHOUSES



12 Locations in 6 Parishes



Total Area 0.64 Hectares



Total Investment \$52.4 Million

#### PRODUCTION CAPACITY



Tomato 159,200 kg



Bell Pepper 33,340 kg



Seedlings 622,080 kg

### DRIP IRRIGATION TECHNOLOGY AND WATER STORAGE

With the thrust to develop an agricultural sector resilient to climate change aimed at improving productivity and increasing the consistency of production, REDI has partnered with multiple stakeholders to introduce drip irrigation technology and water storage for over 1,000 farmers operating on over 254 hectares of farmlands which will translate in at least 60% higher production capacity as shown in the production numbers from RADA. This will positively impact on the production of watermelon, tomato, sweet pepper, broccoli, thyme, cauliflower, red cabbage, ginger, lettuce, peanuts, onion, cantaloupe, escallion, honeydew, pumpkin and hot pepper within these communities as well as the Agro Parks.



## AGRO-PROCESSING FACILITIES

Jamaica has an abundance of great fruits and vegetables which farmers reap in bounteous quantities during the season. However, this seasonal availability and relatively low value does not make for a developed rural economy. Through investments in agro-processing facilities, REDI is giving life to the burgeoning food industry in Jamaica. Production and processing spaces being built by REDI has the potential to invigorate a high value food industry, where small scale producers are able to transform the bounty of the fields into an amazing array of products. From purpose built processing plants for cocoa and spices to logistics and packaging hubs for fresh produce, REDI is transforming the economic space for rural enterprises. In partnership with RADA, REDI has developed seven Incubator and Processing Facilities (IPF) across 7 seven parishes to provide community-based agro-processors with access to GAP (Good Agricultural Practices) certified facilities and equipment, training, product development and marketing support to improve their ability to enter new markets and improve their profitability.

INFRASTRUCTURE	PRODUCTS	JSIF INVESTMENT	POTENTIAL PARTNERSHIPS
Sorrel Juice Processing Facility - Bethel Town, Westmoreland	Bagged Fruit Juices Sorrel Products	\$ 23,115,061.95	Available for co-production arrangements, juices and jam processing
Bammy Factory - Flower Hill, St James	Bammy	\$ 17,613,921.31	Open to partnership arrangements for sourcing cassava, marketing, logistics and management expertise
Sausage Processor - Maggoty St Elizabeth	Sausage	\$ 14,052,084.11	Open to partnership arrangements for sourcing meat for processing. Potential space for other products

INFRASTRUCTURE	PRODUCTS	JSIF INVESTMENT	POTENTIAL PARTNERSHIPS
Cocoa Drying Facility - Spring Gardens, Buff Bay, Portland	Dried cocoa beans	\$ 16,805,920.45	Open to partnerships for the sourcing of wet cocoa beans
Cold Chain Supply and Post-Harvest Facilities - Annotto Bay, St Mary - Knockalva, Hanover	Fruits and Vegetables	\$ 40,751,500.00	Open to partnerships for sourcing farm produce, able to provide logistics and packaging services for small producers for domestic and export markets
7 Agro-processing Facility and Resource Centres St Catherine, St Elizabeth, Westmoreland, Hanover, St James, Trelawny, St Mary	Jams, jellies and condiments	\$107,939,192.59	Available for production of juices and jam, baking, steam boiling. Training space and technical expertise also available
Herbs and Spices Drying Facility - Pratville, Manchester	Dried herbs and Spices	\$ 148,145,686.27	Capable of drying herbs and spices for the production of teas and condiments
<b>TOTAL</b>		<b>\$ 368,423,366.68</b>	





## LIVESTOCK PRODUCTION

Jamaica's livestock industry exists within a highly competitive and protected international environment. Growing national demand for meat, coupled with higher international prices brought on by increases in grain prices and rising international demand have increased the profitability of producers who are now in production. Their production capacity however is well below the projected and present demand for meat. Against this background, current output and efficiencies in local meat production, especially in pig production and processing have been found to be well below required standards and investment needed by pork processors to increase the employment generated and future value added. It is estimated that Jamaica's farmers produce supplies only 60% of local pork consumed hence there is scope for further foreign exchange savings. Additionally the state of the art production facilities REDI has invested in can result in increased production allowing Jamaica to become a pork exporter, especially to CARICOM and other neighboring countries.

PROJECT NAME	JSIF INVESTMENT	POTENTIAL PARTNERSHIPS
Goat Rearing Facility - Linton Park, St. Ann	\$ 22,013,400.00	Potential for expansion, high quality bucks and does for sale to other farmers, fattening of goats for market and quality meat
Chicken Rearing and slaughtering facility - Litchfield, Manchester	\$ 13,936,326.18	Quality chicken meat for sale, slaughterhouse services for nearby small producers, meat storage
3 Pig Rearing Facilities - Prospect, Manchester - Maggotty, St. Elizabeth - Corn Piece, Clarendon	\$ 30,215,405.20	Potential for expansion, high piglets for sale to other farmers, fattening of pigs for market and quality meat
<b>TOTAL</b>	<b>\$ 66,165,131.38</b>	

## FOOD SAFETY INFRASTRUCTURE (HYGIENE STATIONS, CHEMICAL STORAGE AND PACKING FACILITIES)

In support of the national Food Safety Policy, JSIF has invested over \$76.8million in food safety infrastructure including hygiene stations, packing facilities and chemical storage. The objective is to contribute to Jamaica's efforts to become compliant with the U.S. Food & Drug Administration Food Safety Modernisation Act (USFDA FSMA) requirements and to ensure continued access of Jamaica's food to the United States, the country's leading export market. These food safety infrastructure are located in some of the major crop producing areas including three Agro Parks.

Hygiene Station



pesticide Storage





### COCKPIT COUNTRY

This interior region of Jamaica is marked by innumerable cone-shaped hills and steep depressions- the cockpits. The limestone bedrock is pockmarked with long caves and underground rivers. For centuries, this region has been home to Jamaica's Maroons, freed and escaped slaves who battled the British and won their independence from the colonial system of slavery and subjugation.



### SALT RIVER BIRDING AND BOAT TOURS

### RASTAFARI INDIGENOUS VILLAGE

### CHARLES TOWN MAROONS

### AMBASSABETH ECO-LODGE

### SALT RIVER BIRDING AND BOAT TOURS

### TREASURE BEACH

A series of laid-back fishing villages and small farms, Treasure Beach is a chilled-out destination on Jamaica's south coast. The region offers miles of beach, much of which is free and open to the public.

### BLUE AND JOHN CROW MOUNTAINS NATIONAL PARK

A series of laid-back fishing villages and small farms, Treasure Beach is a chilled-out destination on Jamaica's south coast. The region offers miles of beach, much of which is free and open to the public.





## TOURISM



### TOURISM PRODUCTS DEVELOPED

Jamaica Social Investment Fund has invested strongly in sharing our community experience with the world. With eight community groups as a pilot, REDI has set out to transform how we share Jamaica's unique cultural heritage: the food, music, natural environment and way of life, with people. We have developed the "Jamaica Community Experiences" brand to represent and promote community-based tourism enterprises (CBTEs) to the world. This network of CBTEs represents a sampling of Jamaica's uniqueness, from the peaks of the Portland Gap Recreational Park to the pulsating Rastafari Indigenous Village. These entities have developed, through our partnership, tourism products to showcase to the world our hospitality, entertainment and accommodation. Community-based tourism is one of the sector's fastest growing segments globally, as new generations of travelers seek more meaningful experiences from their leisure time and the diaspora network seek to deepen their relationships with their homeland.

**Total investments: excess of \$250million**

Activities & Experiences: Hikes and short tours, cabins and camping facilities, Boat Tours, cultural heritage tours, Eco-tourism, local artisans craft shop, art and handcraft workshops

Name of Organization	Product Offering Accommodations	Product Offering Craft & Artwork	Product Offering Hikes & Short Tours	JSIF Investment	Carrying Capacity/Potential
Rastafari Indigenous Village [Rastafari Africa Hall Benevolent Society] - Irwin, St. James	Cabin Stays	Rastafarian History and Culture	Village Tour	\$ 19,496,666.00	2 ½ hour tour - 2 p/d - 30 guests each 1 ½ hour tour - 2 p/r - 45 guests each Special 45 minute experience - 2 per day, 120 guests max Accommodation: Max 6/night Cabins: sleeps 5)

Name of Organization	Product Offering Accommodations	Product Offering Craft & Artwork	Product Offering Hikes & Short Tours	JSIF Investment	Carrying Capacity/Potential
Cockpit Country Adventure Tours Southern Trelawny Environmental Agency (STEA) - Albert Town, Trelawny	Available		Cockpit Country Adventure Tours Cave Tours Nature Trails/Hikes	\$13,427,763.48	Caving - 30 persons, Birding - 30 persons Hiking - 200 guests Nature Walks - 200 guests Picnicking - Numbers virtually unlimited Accommodation: 25 guests/night
Ambassabeth / Bowden Pen Farmers Association - Bowden Pen, St Thomas	Cabins		Hiking Trails	\$12,835,000.00	Trails - 50 adults per day (10 adults/trip) Accommodation: Deluxe Cabin sleeps 2, 3 Standard Cabins sleeps 7
Portland Gap Recreation Area Jamaica Conservation and Development Trust (JCDDT) - Portland Gap, St. Andrew	Cabins		Hiking Trails	\$16,186,365.00	Trails - Maximum 100 adults per day Standard Tour: 1 ½ hours 10 guests per group Accommodation: 7 cabins available
Salt River Caribbean Coastal Area Management Foundation (CCAM) - Salt River, Clarendon			Boat Tours Eco-tourism	\$ 17,167,700.00	Boat Tour & Boardwalk - 5 trips per day 8 persons/trip
Charles Town Maroon Council - Charles Town, Portland			Maroon Heritage Tour	\$17,643,424.41	Museum & Culture Tours – 200 adults Hiking: 20 Home Stays: 25 persons/night
Treasure Beach Women's Group - Treasure Beach, St. Elizabeth		Craft Shop and Artisan Group		\$1,470,500.00	'Crafting Your Art Treasure' Workshop: 30 guests per/day
<b>TOTAL</b>				<b>\$98,227,418.89</b>	



# INVESTMENT OPPORTUNITIES

Throughout Jamaica, farmers and rural families depend on earnings from their small-scale farms to make a living and though their capacity has been improved through REDI, there is still a strong need for increased investment. These enterprises offer real potential, however the proprietors face steep challenges including obtaining adequate working capital, getting access to financial services, marketing support and storage for their goods. REDI is seeking multi-faceted solutions to provide the right blend of financial and non-financial services and products required to sustain the businesses. Economic and financial analyses on a sample of the projects show internal rates of return between 19 to 58 percent! A quick example can be shown with an investment in our greenhouse clusters, where the IRR is 27 percent. REDI invites you to partner in innovating solutions. Some of the innovative approaches being explored include investments with partners that work to integrate activities across an entire value chain. This is critical as we seek to increase the returns on investments and sustain the local economies that depend on the income generated by the community. *Value-chain investments* strengthen the entire economic system which creates an interconnected environment for all members of the society.



Water Storage

## INNOVATION AND SOLUTIONS







## Jamaica Social Investment Fund

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