



Tourism & Agriculture “INVESTING FOR COMMUNITY DEVELOPMENT”



TOURISM

The National Community Tourism Portal www.MoreToJamaica.com launched on September 28, 2016 is open to licensed Community Tourism Enterprises and facilitates the promotion and sale of unique Jamaican experiences. The launch was a highlight of the Government of Jamaica’s US\$15 million Rural Economic Development Initiative (REDI) Project (2010-2016) being implemented by JSIF with funds from the World Bank to improve the market access for micro and small-scale rural agricultural producers and tourism product service providers. Prior to the launch, the REDI provided funding for

- ✓ Direct grant assistance for product development, capacity building and Infrastructure construction and or upgrading for eleven (11) Community Tourism Enterprises
- ✓ The development of the Community Tourism Policy and Strategy
- ✓ The Tourism Demand Study (undertaken by the Centre for Leadership and Governance of the University of the West Indies)
- ✓ Development of the Jamaica Community Experiences trademark registered under the JTB and
- ✓ Marketing collateral including, brochures, posters and videos

JSIF has worked with numerous entities and government departments towards this end, primarily the Ministry of Tourism, the Tourism Product Development Company and the Jamaica Tourist Board.

Facebook: Jamaica Social Investment Fund (JSIF) Instagram: @jsifja JSIF website: www.jsif.org Phone: 876-968-4545

AGRICULTURE

- ✓ **Ministry of Industry Commerce Agriculture and Fisheries (MICAFA) Fishermen Cold Chain and Equipping Project:** Dramatic reduction in the number of Jamaican fishermen reported missing at sea as a result of training in basic Seamanship and Safety at Sea and provision of Marine Flares and Life Vests to 2,000 fishermen. **\$18,238,674.07**
- ✓ **MICAFA Pork Value Chain Analysis and Pig Census Project:** Restructuring of the Jamaica's Pig Industry with the assistance of the data provided by The Study on the Pork Value Chain Analysis and Pig Census has resulted in Jamaica's pork self-sufficiency and a significant reduction of pig product imports. **\$7,906,657.91**
- ✓ **Enhanced Bio-security of the Pig Industry** via the exclusion of HINI Virus transmitted by migratory birds through the provision of a new pig rearing facility design.
- ✓ **Strengthened on-farm management practices** through the provision of 1,500 manuals on standardized on-farm record keeping from breeding to finish. **\$20,251,852.2**
- ✓ **National Food Safety Compliance For the Domestic and Export Market Project** Jamaican fresh produce farmers are able to satisfy the USDA FDA Food Safety requirements and so continue to retain their US market as a result of training in Good Agricultural Practices and the construction and installation of sixteen (16) modern food safety infrastructures by JSIF for NATIONAL Food Safety Compliance. **\$32,887,206.90**
- ✓ **RADA Agro Processing Project:** Construction and Equipping of 7 Agro-processing Incubators in 7 parishes to support Micro and Small scale Agro-processors in the rural areas. **\$185,523,127.41**
- ✓ **Drip Irrigation Project - PHASES 1 and 2** Provided Drip Irrigation Kits, water storage tanks and Fertigation kits to 463 farmers across 6 National Irrigation Commission (NIC) Water Users Groups in 6 parishes. **PHASE 3** Has strengthened the resilience of 690 outdoor farmers in the non-irrigated areas of St. Elizabeth with the provision of 690 half acre Drip Irrigation Kits, 1,380 one thousand gallon water storage tanks and 3,450 harvesting crates. **\$121,964,803.55**
- ✓ **Hanover Bee Farmers' Co-operative Honey Extraction and Bottling Facility Project:** Bee farmers in 4 western parishes (Hanover, St James Trelawney and Westmoreland) can now extract and bottle honey in a facility constructed and equipped to Hazard Analysis and Critical Control Points (HAACP) standards. **\$23,423,472.**
- ✓ **JSIF JBI Water Harvesting and Greenhouse Cluster Project:**
Protective agriculture technology (greenhouse) transferred to 160 former open field farmers who have been supplying tomato and sweet pepper to Purveyors since April 2016 **\$164,394,904.77**

