

## Jamaica Agritourism Development Project

The overall goal of the Jamaica Agritourism Development Project is to create opportunities for increased linkages between the tourism sector and agriculture, gastronomy and agro-processing through targeted interventions aimed at strengthening the agriculture supply chain, promoting gastronomy and exploring value-added food products that can be supplied to the tourism sector.

The main objectives are as follows:

- I. Strengthen the supply chain for agricultural produce into the tourism sector by improving food safety and quality standards of local produce.
- II. Improve information dissemination between tourism sector actors and farmers about quality specifications for produce that are demanded by the tourism sector.
- III. Promote Jamaica's cuisine as a unique gastronomy experience to an international audience.
- IV. Expand agribusiness opportunities in rural Jamaica through the creation of value-added products that can be supplied to the tourism sector.

At the national level, this project will support Jamaica in achieving its Vision 2030 policy objective of creating greater linkages between the tourism and agriculture sectors. It also has the potential to reduce up to J\$5 billion annual leakage in the agriculture sector. The tourism industry is projected to reach 5 million visitors and US\$5 billion in revenue by 2020. However, proportional growth in GDP will only be possible if there are increased linkages between tourism and other sectors, including agriculture.

**Project duration: 3 years**

**Project budget: US\$3.5M**