

Farm to Table: Developing and Enhancing Caribbean Culinary Tourism



CTO Webinar, April 20, 2021

Ena C. Harvey, Agrotourism Specialist and
IICA Representative, Barbados Delegation

IICA



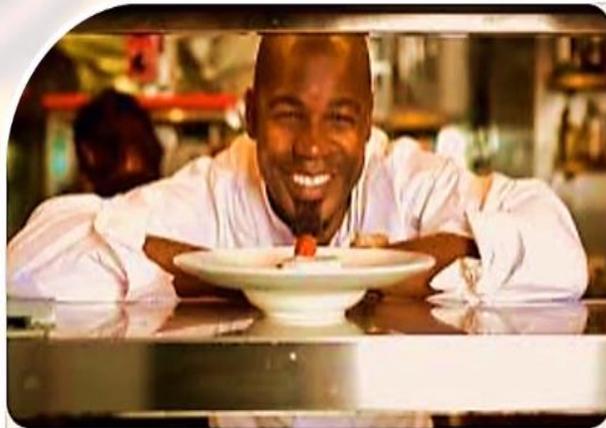
IICA Strategic Priorities in Agrotourism



- ❖ Economic Recovery post COVID through improved trade linkages between the Agri-Food Sector and Tourism
- ❖ Creation of new rural tourism offerings that promote authenticity, food tourism, environmental stewardship, economic diversification and sustainable livelihoods for communities, with a focus on women, indigenous groups, youth and farm families
- ❖ Application of Digital technology and innovation, Promotion of Green Business

Policy and Institutional Framework

Promoted the strategic opportunity and urgency to **better link the local farm to the hospitality sector**



Legacy Assets
Chefs for Development Platform



UNWTO IICA

GLOBAL PARTNERS UNWTO AND IICA PRESENT THE WEBINAR ON

Food Supply & Tourism in the Caribbean: Mitigating the Impacts of COVID 19 and Accelerating Recovery

FRIDAY 25 SEPT 2020

7:00h CST
9:00h ECT
15:00h CET

EXPERTS

Chief, Tourism and Agriculture Division, UNWTO	Secretary General, Caribbean Community (CARICOM)	CEO and General Manager, Caribbean Community (CARICOM)	Head of Caribbean Affairs, Caribbean Community (CARICOM)	Regional Manager, Caribbean Community (CARICOM)	Minister of Tourism, Jamaica	Minister of Agriculture and Food Security, Barbados

WEBINAR: "Linking With Agriculture for a More Sustainable Sector in Guyana beyond COVID"

On Tuesday, October 27, 2020 from 09:30 hrs

Director General of IICA	Minister of Agriculture	Minister of Tourism, Industry & Commerce	Head of National & Alliances Group, Latin America-Pacific Liaison Committee

Mr. Neil Walters, Secretary General, UNWTO
Ms. Eva Elexo, Representative, Caribbean Community (CARICOM) Delegation in Guyana
Mr. Wilson Gomez, Representative/Moderator, IICA Delegation in Guyana

Agriculture Month Theme 2020
"In Agriculture for Poverty Reduction and Sustainable Development"

For More Information, please contact:
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(592) 226-8885 / 226-8347 / 227-8791 Email: iica-guyana@iica.net

Caribbean Food Tourism Strategy and Action Plan

Final Report

Prepared for: Caribbean Tourism Organization (CTO)
Submitted: April 1, 2013

Prepared by: Jody Krawinkel, Small Planet Consulting Inc.
David Russell, DM Russell Consulting Inc.

SMALL PLANET

CTO Food Tourism Strategy

Strengthening Agritourism Potential in the Caribbean

CULINARY TOURISM In the Caribbean

Testing Culture Through Cuisine

SEPTEMBER 2016

Seven cases of culinary tourism in the Caribbean region

UNIQUE EXPERIENCES LINKING AGRICULTURE TO TOURISM

Culinary experiences with island simplicity

COMPILED BY MICHELLE SMITH-MANERS

Food Tourism And Farm to Table

“Food tourism is the act of traveling for a taste of place in order to get **a sense of place.**”

“...Food Tourism will be a critical pillar in the diversification of the industry as it seeks to rebound...Minister Bartlett, Ja”

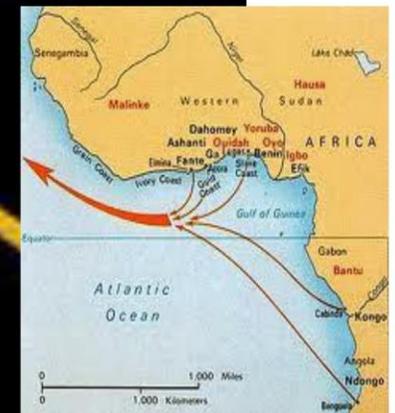
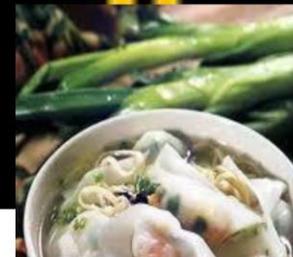
Benefits of Farm to Table

- Reduced travel emissions
- Food safety and quality assurance - traceability
- Menu flexibility depending on seasons
- Links with community and local food culture
- Environmentally friendly (low carbon footprint, Bioeconomy - Composting, Seed saving)



The Caribbean Culinary Offer “Melting Pot” The Ultimate Fusion Cuisine

The Story of our Food is the Story of our People



Farm to Table



A Range of Options.....

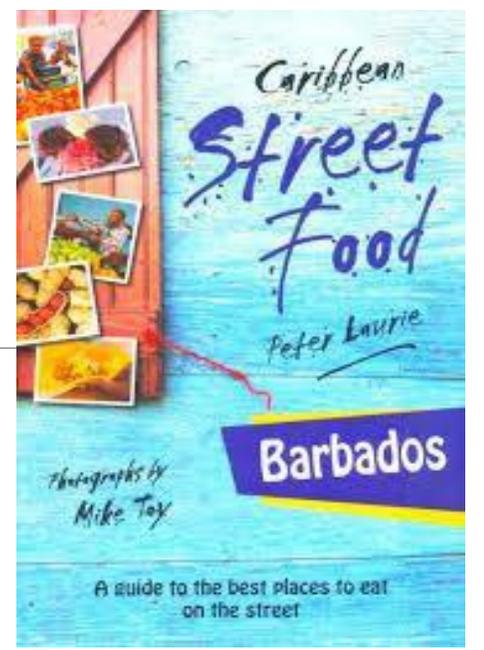
- ❖ Home-cooked meals from Backyard Gardens – Eat with a Local
- ❖ Farm Visits and FarmStay Tourism
- ❖ Farm to Table & Forest to Table Restaurants
- ❖ Rotating Kitchens and Food Trucks
- ❖ Visits to Farmers Markets
- ❖ Food Festivals
- ❖ Rural Gastronomy
- ❖ Heritage Plantation Tours and Trails – Coffee, Cocoa, Rum, Banana

LOLO

woekwoe

FOOD HALL

WHERE THE MENU IS NEVER THE SAME



Conservation Cuisine

“Eat Them to Beat Them”



Culinary Travel and COVID



- **Rebuilding TRUST and CONFIDENCE**
- **Focus on Sustainability, Inclusivity and Community**
- **Renaissance of Traditional Recipes and Food Culture – indigenous people (*Maroon, Carib, Garifuna, Mayan*)**
- **Locals - an essential target market**
- **Minimize carbon footprint**
- **Clean and Safe – Traceability, Wholesome, Nutritious**

Bringing the Farm to the Table

RESERVE A TABLE

FOUNDING FARMERS

ORDER NOW →

MENUS LOCATIONS PRIVATE & GROUP DINING CATERING ABOUT JOBS BUY

MADE FROM SCRATCH IN OUR KITCHENS, READY TO BE FINISHED IN YOURS.

Brunch at Home

Our to go brunch will now be available every weekend. Check out our full brunch menus here.

ORDER NOW

The screenshot shows a website header with a navigation menu and a main promotional banner for 'Brunch at Home'. The banner includes a call to action 'ORDER NOW' and a background image of a brunch spread.

**GOOD
CARIBBEAN**
Food Delivery

Now Available
HOPSCOTCH Delivery
Breakfast · Lunch · Dinner

The advertisement features four images of food: a plate of shrimp and rice, a burger, a sandwich, and a bowl of food. The text 'Now Available HOPSCOTCH Delivery Breakfast · Lunch · Dinner' is overlaid on the images.

Brunch In NOV. 22

DINE-IN LUXURY, DELIVERED!
Sumptuous, beautifully curated brunch offerings
by our Celebrity Chefs perfectly paired with sparkling wine.

OJI JAJA @ASHEBRE

DAMION STEWART @BROKENPLATEJA

The advertisement has a yellow and teal background with a decorative border. It features two chefs, Oji Jaja and Damion Stewart, with their names and social media handles below them. The text promotes a 'Brunch In' event on November 22nd.

BackYard Gardening and Tourism - Ja



Backyard gardening in communities around hotels has the potential to be a very successful venture, reaping financial gains from the tourism sector (March, 2021).



Clean and Safe – Good Hygiene, Food Safety and Insurance

Tools to maintain food safety from Farm to Table

1. GAPS & HACCP
2. Proper Packaging
3. Redundancies for human error
4. Clean Chain of Custody for Traceability

VizEat is insured with Lloyds of London, covering hosts and guests for up to £250,000 (e.g. against food poisoning or other problems)

Some Tools for Local Sourcing



FARMFINDER EXPRESS
FRESH FOOD FAST

ORDER IN 2 SIMPLE STEPS

- 01 Place your order via our website
- 02 Pay online, one time or pay cash on delivery or direct transfer with First Caribbean International Bank or Scotiabank account.

Visit us today at www.farmfinder.jm or WhatsApp 0461 840-5800

ORDER READY WITHIN 24 HOURS

Logos: Farmfinder Express, Bank Transfers, CASH ON DELIVERY



Welcome to the **AGRI-LINKAGES EXCHANGE**

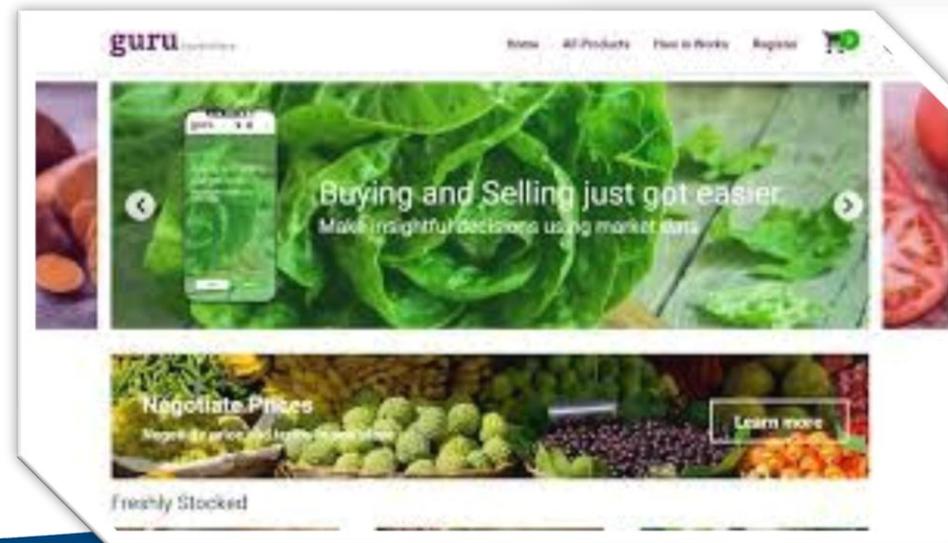
Introducing Jamaica's first ever farmer focused product delivery system with access to over 400 local farmers. Wherever the farmers are, ALEX connects them to you.

Navigation: VEGETABLES, LIQUIDS, FRUITS, ORNAMENTALS, ROOTS AND TUBERS, HERBS & SPICES, MEDICINALS, CONTACT US

Product categories: Vegetables, Fruits, Herbs & Spices, Roots and Tubers



VACH
Virtual Agricultural Clearing House
A project of the SLHTA'S Tourism Enhancement Fund



guru marketplace

Buying and Selling just got easier.
Make rightful decisions using market data.

Negotiate Prices
Learn more

Freshly Stocked

Culinary Accreditations You May Want to Consider

- **Culinary Capitals - WFTA -**
Culinary Culture, Culinary Strategy,
Culinary Promotion and Culinary
Community
- **UNESCO Creative Cities of
Gastronomy**
- **FIBEGA** – premier international
gastronomy tourism fair – Ja
finalist in FIBEGA awards
- **Destination Readiness Index**



Key Success Factors

MUST BE UNDERPINNED BY INNOVATION IN FOOD CULTURE

- ✓ **Commitment** of hotels and foodservice to source locally and **trust** between farming community and tourism sector
- ✓ Solid Agrotourism and Food Tourism **Policy and Strategy** - ***Whole of Society, Multi-Sectoral Approach***
- ✓ Compliance with international SPS measures to ensure Food Safety and Quality
- ✓ Intellectual Property Protection for what is **Uniquely OURS**