Rural Livelihoods and Agrotourism

Ena Harvey
Hemispheric Specialist - Agrotourism
• IICA’s Agrotourism programme

• 3 examples of Agrotourism benefitting rural livelihoods in Latin America and the Caribbean

• Common elements of success
What we bring to the table

A wealth of knowledge on agriculture and the rural sector, the diversity of peoples and cultures, and the agro-ecological diversity of the hemisphere.

An office in each of the 34 Member States gives us the flexibility to move resources between countries and regions in order to design and adapt cooperation initiatives to address national and regional priorities, facilitate the flow of information and improve the sharing of best practices.

A Culture of Partnerships and Facilitation leveraging strengths and networking...
<table>
<thead>
<tr>
<th>Level</th>
<th>Time Period</th>
<th>Details</th>
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<tbody>
<tr>
<td>HEMISPHERIC</td>
<td>2008-2009</td>
<td>34 countries</td>
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<tr>
<td>REGIONAL</td>
<td>2003-2008</td>
<td>Caribbean</td>
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<td>NATIONAL</td>
<td>2002</td>
<td>Pilot Barbados</td>
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Priorities

1. Strengthening the Policy and Institutional Framework in support of Agrotourism and Rural Tourism

2. Generation of Knowledge Products, Research, Creation of Knowledge Communities

3. Facilitation of business and investment opportunities and market access for stakeholders
Baseline Studies and Information Sharing

6 Baseline Studies
Costa Rica, Guatemala, Honduras, El Salvador, Nicaragua, Panama available on IICA website and CA portal

Agro-Eco-Cultural Workshop Belize

Regional Study (5 countries)

National Studies – Venezuela, Peru, Ecuador, Colombia

5 Baseline Studies, (Argentina, Brazil, Chile, Paraguay, Uruguay) available on IICA website, ARG and PY reports published by Offices

7 Inventory Studies
28 national & 4 regional workshops
Regional website
7 web pages with reports and blogs;
Pages for additional 7 countries designed
Creation of Knowledge Products

- Institutional and Regional Websites, and Central American Portal
- 2 Caribbean videos
- Farmer-Hotel and Agrotourism Manuals
- Caribbean Supplier Catalogue
- Distance Learning Course Agro-Eco Tourism 3rd Ed. – 210+ stakeholders trained
A flourishing AgriTourism sector that:

- Showcases the Caribbean as a leading, vibrant and innovative destination for Healthy Lifestyle experiences

- Delights visitors with enriching, enjoyable and exciting visitor experiences that are distinctly and authentically Caribbean (wellness, culinary, heritage)

- Links products of indigenous farms, processing companies and craft manufacturers into the procurement and distribution networks used by the hospitality sector
A flourishing AgriTourism sector that:

- Generates business growth and profitability, attracts youth, creates jobs, and stimulates the growth of Caribbean economies
- Enriches the lifestyles of Caribbean rural communities
- Celebrates, protects and generates revenue from our Caribbean culture, heritage and magnificent natural environment
- Champions a national and regional culture of partnership through clusters and mutual respect
Rural/Agricultural Environments
+
Farm Commodities
+
Tourism Products/Services

Agro-tourism
Definition of Agrotourism

“Repositioning of the agricultural sector to maximize the integration of indigenous food, culture, wellness and the environment into a sustainable tourism experience”

IICA, Jamaica CWA 2007
Trade and linkages with established traditional sector (hotels, villas, restaurants, foodservice, gift shops, cruise ships, events and attractions)

TURISMO RURAL
Authentic experiences in rural communities celebrating rural life and creating economic opportunities based on culture, heritage and environment
Local agricultural sector is estimated to control approximately 30% of the J$13 billion or US$177 million in agricultural output consumed by the tourism industry with the other 70% representing imports.

The number of meals served in 2007 was 21.9 million.

Hotels consume some 130 commodities.
Of these, the Ministry of Agriculture has identified for development:

- Onion, Potato, Cassava, Sweet Potato, Dasheen, Yams, Carrots, Pepper (hot and sweet), Ginger, Tomato, Escallion

The required area estimated for production to meet the total demand of the hotel sector, is a mere 200 ha.
Strengthening Supply Chain

Adopt –a-Farmer:
Farmers supplying fresh produce to local hotels
Earning average 70% more

School Gardens Project
• 9 primary schools growing herbs to supply 2 major hotels.
• Developing agro-entrepreneurs
TURISMO INTRAREGIONAL: 43% DEL TOTAL
Red Patrimonial

RUTA COLONIAL Y DE LOS VOLCANES

Red de Posadas
“Country Tourism” =

- Farm-Accommodation
- Accommodation in private homes in rural areas
- Either B&B or Self-Catering units
- Traditional Rural Gastronomy
- Activities related to the accommodation
Importance of Rural Tourism in Europe

- > 400,000 accommodation units
- > 3,600,000 bedplaces (2x the total capacity of Spain as second most important tourism destination in Europe)
- 900,000 direct or indirect jobs
- Generates > 150,000 million EUR income in rural areas
RUTAS GASTRONOMICAS
Public-Private Sector Approaches to Culinary Tourism

• Ruta de la Hierba Mate (Argentina)
• Ruta del vino (Argentina, Chile)
• Ruta de la Sal (Mexico)
• Rutas de Café, Cacao, Queso (DR, Central America)
Qué es la Ruta de la Yerba Mate?

ALOJAMIENTOS  INDUSTRIAS

ATRACTIVOS TURÍSTICOS

RESTAURANTES  ESTABL. AGROP.

MENÚ DE LA RUTA  TRANSPORTE

COMERCIALIZACIÓN  ENTORNO

CALIDAD
Protocolos de calidad en todas los sectores

CAPACITACIÓN
Todos recibirán capacitaciones específicas
La Ruta del Cafe

- local cultural identity protection
- promotion and improvement of local cultural identity, like key-component in the tourist offer of the area
- diversification of income sources for all the rural families
- farmers as the most important beneficiaries of improvement of the social cultural life quality
RURAL CULINARY EXPERIENCES

Live Cooking Class

Theme: "Trini Curry"

DATE: Saturday March 13, 2010

TIME: 9:00 am - 12:00 noon OR 2:00 pm - 5:00 pm

VENUE: Dining Club, Newton Industrial Park,
Newton, Christ Church

COST: $180.00 PER person per 3 hour session - includes interactive demo,
recipe hand-outs, sample of prepared dishes, light refreshments.

TO REGISTER CONTACT: Natasha or Geoffrey @ 420-5870
or Email: gncooking@caribsurf.com

Space is limited so register NOW!!!

About the Facilitator Wendy Rahamat

Wendy Rahamat has been seriously cooking Caribbean food for the past 15 years.
Today in addition to being a cookbook author, freelance consultant and food stylist, she is also the
weekly food writer for the Trinidad Guardian newspaper. Wendy owns and operates the Wendy Rahamat
School of Cooking and is the host of her long standing weekly television cooking show entitled
"Caribbean Flavours" since 1998. Her cookbooks, "Caribbean Flavours" and "Modern Caribbean Cuisine"
are both published by Macmillan Caribbean.
... organic cocoa and chocolate in Guyana

Rural Factory
BELMONT ESTATE

✓ The Caribbean’s Finest Agri-tourism Experience
✓ Grenada’s favorite visitor attraction . . . . .

Museum
Plantation tours
Nature Walk
Café
Gift Shop
Produce stall
What does a sommelier know about cocoa?

Plenty, as it turns out.

A wine steward with extensive experience in the European and North American markets, Duane Dove discovered a natural synergy between cocoa (specifically aged rum) and dark chocolate made from Trinidad & Tobago milk chocolate cocoa. The next logical step was to produce it on a larger scale — so Dove headed for his native Tobago, with elaborate plans to rejuvenate a cocoa estate — and along with it, the local cocoa industry.

He had already studied first-hand how elite European chocolate houses operated. Chocolate "specialists" like Pralus (France), Chocolat (Spain) and Annual (Italy) have made the art of chocolate-making a specialty; their products sell for as much as $1,000 a bar — and the secret to their sweet success is the Trinidadian cocoa beans, native to Trinidad and Tobago. Dove decided to give it a try himself and opened Small Island Chocolates & Coffee in Stockholm, Sweden. His small chocolate house followed in the footsteps of the masters, using Trinidad beans, along with other fine chocolates like pure cocoa butter and cane brown sugar.

Now all he had to do was supply his own raw materials.

Five years ago, he began planting his own cocoa trees. Today, he relies on his own estate to create his mouth-watering chocolates. But Dove still saw untapped potential — cocoa’s role in a gourmet revolution. His unique rum and chocolate tasting tours in European countries like France and Germany have been well-received by European tourists, and the concept has proven to be wildly successful.

But some archeologists have warned that some of this would have been possible without the support of the CCIB. "They have been a huge support for the project," he says. "They believe in diversity and see the potential for a new type of "Cocoa Farmer". A key part of my Cuba project is the opportunity for visitors to actually make chocolates made from the same cocoa they saw out in the fields and how the chocolates "mimic" with the rum. The CCIB is very forward thinking and open to new ideas and methods to strengthen the T&T brand."

Tracking the history of cocoa production in Trinidad and Tobago by visiting the estates and learning about everything from harvesting techniques to fermentation of the beans.

Each visit ends with a sumptuous chocolate tasting, followed by Dove’s signature rum and chocolate wellness classes.

It sounds like the perfect way to spend a day in Port-of-Spain — sipping under the cocoa trees, sampling the sweet taste of raw beans, then returning to the estate house for a traditional West Indian meal and decadent dessert — an innovative success story that should inspire a whole new generation of cocoa entrepreneurs.

**Trinidad & Tobago Fine Flavour Cocoa**

**Raising The Bar!**
Branding Jamaica Through Food

- Yam
- Cassava
- Ackee
- Hot Pepper
- Honey
- Banana
- Ital Foods (Kosher and Halal)
Ecuador - Runa Tupari

Best Practice – Community Tourism

16,000 tourists/yr EU

Rutas Culturales
• Musica
• Tejido
• Fiestas comunitarias
Welcome to the Beautiful Buff Bay Valley

The Heritage Corridor of the Blue Mountains

They say that we are products of our heritage as it helps to shape who we are today. Nestled deep in rural Jamaica along the backbone of the spectacular Blue Mountains—Jamaica's highest Mountain Range—is the Buff Bay Valley. All along this 20-mile corridor, you will find warm and engaging people who love their land and traditions. Landscape and rich culture and unique heritage are part of the allure catching past and present....read more

Amazing Attractions

- Maroon Museum
- One Drop Waterfall
- Harry's Bar
- Maroon Camp Site
- Marsh Gallery
- Nyaham Farm

Guestbook

- Guest: Jamaica
  - Rating: 4 stars
  - Comment: Very enjoyable visit. The scenery was outstanding, the people were very friendly, and the tours were fabulous. I hope to return soon. read more

- Guest: Jamaica
  - Rating: 5 stars
  - Comment: Would recommend visiting the Buff Bay Valley. I had a wonderful time and the landscape is breathtaking. I hope to come back soon. read more
TOURISM MASTER PLAN – HOPKINS BELIZE

Theme 1 • Coordination, Partnerships, Community Engagement

Theme 2 • Infrastructure and Environment

Theme 3 • Investment and Small Business Development

Theme 4 • Human Resource Development

Theme 5 • Developing and Marketing the Hopkins Brand
Common Elements of Success

- Participatory and Bottom Up Approach - Community at the centre of development
- Local leadership and coordination
- PPS Strategic Partnerships across all sectors
- Commercial focus – creation of wealth and improved livelihoods for rural communities
- Celebrating what is unique
- Preservation of culture and heritage