

7 October 2021

Session n°3:

**Post-COVID-19 : Building stronger
linkages between agriculture and
tourism:
the key role of SMEs and businesses**



Caribbean Agrifood Business Series ...



Caribbean Villa Chefs



Building stronger linkages between agriculture and tourism

A necessary relationship

- Farmers are the creators and chefs are the magicians
- One cannot exist without the other
- Chefs create the demands for produce by showcasing these items on menus
- Chefs make basics items into works of art
- At the core of it, farmers are the foundation of the food consumer pyramid

Transformation

Plantain and pulled pork lasagna



Breadfruit bowl



Challenges

- COVID-19 has caused major disruptions for both farmers and Chefs.
- Hotels and restaurants have closed so Chefs have been out of work.
- With these closures, farmers lost a large part of their market.
- Both farmers and Chefs have had to become creative to maintain an income.

Volcanic eruption

La Soufriere



Why and how to move forward

- Fewer persons are travelling and seeking alternative options.
- Budget travelers due to flight and hotel specials.
- Hotel and restaurants need to invest in farmers.
- 90% of Sandals Resorts' produce needs in Jamaica is harvested and purchased from local farmers. That amounts to over **5.4million pounds of produce bought from local farmers** every year.
- Don't overlook the local tourism market, continuous consumers.

The Future

- Farmers need to unite, strength in numbers. Co ops
- Chefs and farmers need to have direct conversations with each other.
- Farm to table
- Chefs need to become more innovative and promote more farm to table cuisine. Unique menu items.
- With COVID-19, the importance of healthy eating and fresh is at the forefront and needs to be promoted.
- Promote farm tours, eg [Stush in the Bush](#).



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Thank you

