

# **PRESERVING THE HISTORY & CULTURE OF JBCO**

Liquid Gold

**MARKETING JAMAICA CASTOR OIL**

# WHAT IS CASTOR OIL

- Ancient multi-purpose oil can be used in twenty six industries from nutraceuticals to plastics
- JBCO Jamaica's uniquely processed Castor oil
- Process brought over from Africa by Ancestors
- Re- Introduced to Jamaica in the 1860s by colonial government and again during the world war two to provide fuel for household lamps
- JBCO has reputation for being Premium Castor oil on international market

# Traditional Culture

- JBCO has always been used locally in a myriad of ways to heal high blood pressure, wounds and for arthritis care among other folk remedies
- Formed a stream of income for many rural villages
- Process passed on mainly to women

# TRADITIONAL CULTURE

- Culture of JBCO dispersed throughout the Diaspora by migrating Jamaicans
- Associated with the highest virtue in village women
- JBCO “legends” add to the rich tapestry of Village folklore

# WHY PRESERVE CULTURE AND FOLKLORE OF JBCO

- ▶ Basis and foundation of National ownership through GI and other UN Protocols
- ▶ Add much needed traction to Community based and Agro-Tourism sector
- ▶ Diversification in JBCO offering by grades and region
- ▶ Potential to develop traditional healing modalities handed down by ancestors
- ▶ Preservation and development of JBCO and its derivatives

# TRUE OWNERS OF JAMAICAN BLACK CASTOR OIL

INTERVIEWING  
HONORING

RECORDING

PRESERVING  
RESPECTING

CULTURAL  
HERITAGE



ANCESTORS

# ACTION PLAN

## PRESERVING THE CULTURE OF JBCO

- Conduct national survey to ascertain true numbers of traditional JBCO producers
- ▶ Work alongside agricultural agencies and research institutions to develop best practices for growing, reaping and production of JBCO towards achieving Geographic Indicator
- Document existing “gatherers” and form into registered parish groups

# ACTION PLAN

- ▶ Offer assistance for improving process towards standardizing and certifying process of traditional production towards producing a Cosmetic grade oil
- Interview and digitally record individual stories for JCIA archives towards National ownership of JBCO
- Engaging Jamaicans locally in Disapora towards activating UN Protocol towards national ownership



# ACHIEVEMENTS

- Identified working groups of gatherers in six parishes
- Secured funding to create documentary on JBCO
- Collected stories from a variety of traditional producers accrss the island

# FEEDBACK

- ▶ Archiving of our collective history
- ▶ Taking charge of what belongs to Jamaicans
- ▶ Respecting and capitalizing on efforts of our ancestors for national growth

# CONTACT

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Marketing of Castor OIL

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**THANK YOU**

