

INVESTING IN JAMAICA'S

AGRICULTURAL INDUSTRIES



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INDUSTRIES



Ministry of
Agriculture & Fisheries



in collaboration with the Jamaica Promotions Corporation (JAMPRO)



Agriculture: Sector Highlights

Agriculture represents great potential for much of Jamaica's future prosperity and prospective revenues.

Domestic crop production has been increasing over the last 3 to 4 years and recorded a significant increase in output of 18.3% in 2011 over 2010.

Total exports from Jamaica (traditional and non-traditional products) generated over US\$1.6 billion in 2011 and food exports, which accounted for 14% of total export earnings, increased by 11% in 2011 over the previous year (2010). This is an indication of the growing demand for Jamaican food products in the overseas markets. However, given the effects of globalization and competing market demands, there is a need to further diversify agricultural production in Jamaica in order to improve the industry's competitive advantage.

The Government of Jamaica supports this perspective, and works with farmers and exporters to ensure that consistency with Brand Jamaica expectations is maintained to heighten demand for a broader range of Jamaican agricultural products as they come to the fore. With regards to new frontiers in agriculture, focus is being placed on increasing resources in areas such as organic farming, biotechnology and aquaculture, which will enable the cultivation of plants that contain nutrients that can be extracted for the nutraceutical and functional foods industries.

The growing demand for Jamaican products from overseas, as well as from the tourist trade, means that there will be a need for expansion and improved efficiency in the industry.

Agriculture contributed 6.6% to the Jamaican economy in 2011. The industry currently employs 18% of the workforce and this is likely to increase with the promotion of new investment opportunities available in agriculture and agro-processing. For example, sheep production is increasing due to demands from the tourist industry – tourists account for over 80% of the consumption of lamb in particular. With this high demand which is likely to grow in tandem with the tourism industry, there is a need for investment in facilities that can produce lamb and mutton on a sustainable basis at levels that are sufficient to meet current and future demand.

Sheep production is among the many examples around Jamaica of businesses that are looking for foreign direct investor partnership in order to maximize the potential of the industry. Between 2006 and 2010, import for lamb and mutton stood at an average of 2,119,523 kg at an average cost of approximately J\$823m (US\$9.4M) each year, while local production stood at an average of 12,024 kg annually. The government is therefore seeking to boost local production in order to close the gap between imports and exports of this product, in response to the demand from the tourist industry in particular. Producing more sheep in Jamaica will also result in foreign exchange savings.

Agriculture

Incentives & Opportunities

Another example of a viable industry that needs investments is cocoa. The Cocoa Industry Board of Jamaica is a member and signatory of the International Cocoa Organization (ICCO). Only 17 countries that are producers of fine or flavoured cocoa are recognized by the ICCO, and Jamaica is recognized as one of eight exclusive producers of fine cocoa. Presently there are 15,000 farmers producing cocoa in Jamaica. There is a drive within the sector to expand the cocoa industry by maximizing production.

This move, however, will require private sector investment through joint venture public private equity partnerships.

With such a wealth of fertile land, Jamaica has yet to reach its potential in agricultural production. With the right level and type of investment, not only will Jamaica see its revenues from agriculture dramatically increase, but investors will see healthy, sustainable returns on their investments. Additionally, they will benefit from being associated with quality products that are recognized and respected around the globe. Reorganization and sustained, government-supported investment in the agricultural sector itself would result in significant increase in the island's productivity.

There are a number of markets ready to absorb Jamaican agricultural products – both primary and processed; these include the domestic market, the large, consistent tourist trade, the large markets of nearby USA, the Caribbean, Central and South America; other countries around the world that are used to the quality goods that Jamaica produces and the Diaspora populations, that are hungry for a taste of home.

JAMPRO is actively engaged in developing opportunities for Jamaican companies to leverage strong consumer demand for specialty foods in external markets. The primary focus is on market entry and partnership opportunities for individuals or clusters of companies dealing with functional foods, nutraceutical ingredients, seasonings, condiments, spices, and other authentic Jamaican food and beverages.

The Government of Jamaica provides vast support for the development and expansion of the sector. This information is provided in detail after Opportunities in Agriculture

- The government has extended numerous incentives to investors in the agricultural sector, including income tax relief, duty concessions on production-related imports
- In a bid to improve competitiveness in international trade, the government has introduced online registration for importers and exporters that allows access to all trade-related agencies
- There is access to information on commerce and industry such as information on product marketing, trade statistics and government incentives
- Large scale improvements to the transport infrastructure and services
- Incentives to provide traders with information on financing and technical assistance
- Contract farming joint venture opportunities to produce crops all year round.





Rice

Product Description

Rice, a starchy seed or grain, is the most important staple food for a large part of the world's human population, especially in East and South Asia, the Middle East, Latin America and the West Indies. Rice is the grain with the second highest worldwide production, after maize (corn).

Situation Overview

The Government of Jamaica has embarked on an initiative to re-establish the local rice industry. The development of a sustainable rice sector to meet 25% (25,000 tonnes) of milled rice annually is being targeted for 2015. Rice can be produced commercially in the parishes of St. Catherine, St. Elizabeth and Westmoreland.

Jamaica has had little choice but to produce some of its own rice for consumption for the following reasons:

1. There has been declining production in recent years from the two major rice exporters in the region, Guyana and Suriname;
2. There is a tendency for these countries to export most of their rice to the European Union;
3. Rice prices on the world market in the last decade have doubled;
4. Jamaicans have been consuming more rice in recent years, with the country spending approximately US\$70 million annually to import approximately 100,000 metric tonnes.

Business Case

Why invest in Rice production?

The Government of Jamaica is willing to partner with private investors through a variety of public-private partnerships:

- Arrangements are in place for all the rice produced in Jamaica to be sold on the local market
- The government has identified the required lands for the initiative and will lease them to committed investors
- The capacity to process the planned output is in place
- The rate of return is calculated at 49%



Yam

Product Description

Yam is the common name for perennial herbaceous vines cultivated as a staple food crop for consumption. The starchy tubers are usually consumed in Africa, Asia, Latin America and Oceania. The main variety of yam grown in Jamaica is the Yellow Yam (*Dioscorea cayenensis*) which represented 66% of all yam production in 2011. Other varieties such as Negro yam and Lucea yam (*D. rotundata*), White yam, St. Vincent and Sweet yam (*D. alata*) are also cultivated. Yellow and Negro yams are the main types exported.

Situation Overview

It is estimated that upwards of 50,000 Jamaican farmers produce yams for consumption and sale. The major yam producing parishes are Trelawny, Manchester and Clarendon. Yam accounts for an average of 16% of Jamaica's non-traditional agricultural exports, and 11% of total agricultural exports.

Yam production over the years has recorded notable declines. This can be attributed to attrition in the number of farmers growing yam, as well as slow and/or non-recovery due to hurricane damage experienced over the last few years. However, the demand for the commodity has been increasing for both domestic consumption and export.

Despite Jamaica's production challenges, which saw the island producing 134,620

tonnes in 2011, is the country continues to be the world's third largest yam exporter (approximately 7,661 tonnes in 2009) with its major markets being the USA (72.6% of total exports), UK (14.2%) and Canada (12%). Jamaica is the world's leading exporter of yellow yam with 8,680 tonnes exported in 2010. Yam is Jamaica's most important non-traditional export crop earning some US\$17m in 2010.

There is great need to improve yam productivity using modern technology and developing value-added products such as semi-processed, vacuum-packed yam slices, wines, yam chips and yam flour. In this respect, entrepreneurs/investors are being sought to partner in the future development the industry.

Business Case

Why invest in Yam production?

- There is a significant demand for yam both locally and on the international market
- The supplies of the commodity have been falling and the price has been increasing, which points to an opportunity for investors to benefit from the supply gap. In particular, the farm gate price for yam increased by nearly 240% over the last ten years, while the value of exports in US Dollars rose by 108%
- The return on investment is approximately 47%

Tumeric



Product Description

Turmeric (*Curcuma longa*) is a rhizomatous perennial plant of the ginger family (Zingiberaceae). The plant is bred from its rhizomes and may vary in length from 5-7.5cm and is ready for harvesting at about 9-12 months after planting. Although turmeric grows in many parts of Asia, Africa and the Americas, India is the world's largest producer, accounting for 80%- 85% of global production and 60% of exports. Turmeric is used mainly in the food, pharmaceutical and cosmetic/personal care industries.

Situation Overview

Turmeric currently grows wild in Jamaica, mainly in the parishes of Hanover, Westmoreland, St Elizabeth, St James, Clarendon and St Catherine. Total annual output from wild harvesting is estimated at 75 tonnes. At 4% curcumin content, Jamaican turmeric is valued in the higher-end of the turmeric trade and is particularly desired as a food additive and for curry manufacturing.

The turmeric trade is relatively concentrated, with six countries accounting for 50% of imports. The major importing countries include Japan, United States, Canada, Germany, Netherlands and France. Global demand increased significantly from 2006 to 2008 from 66,000 tonnes to 79,000 tonnes, respectively; however, output declined due to bad-weather conditions in 2010 to 53,000 tonnes

In order to boost output and capitalize on the growing turmeric trade, the Ministry of Agriculture & Fisheries has provided research, extension, marketing and business support services to encourage investment in the local turmeric industry, including primary production and processing.

Annual consumption of turmeric is estimated 179,653 kg of turmeric rhizome (curry) powder annually. Production in 2011 was approximately 25 hectares and local demand is estimated at 226 hectares (747 tons). The exportation of turmeric rhizome increased significantly by 133.4% in 2009 moving from 28,891 kg in 2008 to 67,441 kg in 2009. CARICOM trade in turmeric averaged some 500 tonnes in imports, valued at approximately US\$1.07 million annually.

Business Case

Why invest in Tumeric production?

- There is a significant demand on the international market for turmeric
- The Ministry of Agriculture & Fisheries is contracting farmers to produce turmeric under a multi-year turmeric industry development project
- The turmeric value chain is well defined
- The rate of return is calculated at 164%



Irish Potato

Product Description

Irish potato (*Solanum tuberosum*) is an edible tuber, which is a major source of starch worldwide. It is a native of the high lands of the tropical Americas. The main varieties grown in Jamaica are Spunta, Bellini, Ajiba, Sylvana, Challenger and Red Pontiac.

Jamaica's tropical climate is ideal for growing Irish potatoes. Some five parishes including Manchester, Westmoreland, Trelawny, St. Catherine and Clarendon are excellent locations due to the higher elevation of these regions, or the cool night time temperatures in the lower areas. Irish potatoes however, can be produced island wide. Jamaican Irish potato also has a superior taste compared to the ones that are imported.

Situation Overview

Local production of Irish potatoes was on a downward trend between 2006 and 2008; this resulted mainly from the lack of sufficient seed stock to keep the cropping cycles going without interruption. However, in 2009, the Government of Jamaica through its Production and Productivity Programme sought to build the industry in order to promote import substitution and satisfy local demand.

Jamaicans consumed 19,993 tonnes of Irish potato in 2011. Of this amount, 15,334 tonnes were produced locally while the remaining 4,659 tonnes were satisfied by imports. Between 2008 and 2010, a total of 21,433 tonnes of fresh Irish potato was imported at a cost of J\$763.23m (US\$8.7).

It is the Ministry's intention to extend this project into commercial production of the wide varieties of Irish potato for the value added products such as: fries, wedges and chips, in the medium term. This is a huge industry that has tremendous investment opportunities. Jamaica has been importing a wide range of value-added products, such as chips, wedges, and fries to the value of US\$15.1 million of imports in 2010. The volume of imported Irish potato frozen fries was 7,831,000 kg while 704,178 kg of chips was imported. During the period 2007-2011 the total cost of Potato fries imported in the island was US\$29M.

Business Case

Why invest in Irish Potato production?

- The crop can be planted throughout the year and, in fact, many farmers plant multiple crops throughout the year
- The Government of Jamaica, through the Ministry of Agriculture & Fisheries, has included Irish potato in the Production and Productivity Programme
- The price for the commodity is rising in Jamaica
- The calculated return on investment is 97%

Sheep Production



Product Description

Sheep (*Ovis aries*) are quadrupedal, ruminant mammals typically kept as livestock. Sheep, which were among the first animals domesticated by man, are primarily reared in Jamaica for meat (lamb/mutton)

Situation Overview

The demand for mutton/lamb locally is significantly greater than the supply. Average imports of mutton and lamb between 2006 and 2010 stood at 4,300 tonnes valuing an average of US\$10.8m annually. Today, Jamaica still imports large quantities of sheep meat and in 2009; some 2,600 tonnes of sheep meat was imported valuing US\$8.4m while only 15.44 tonnes was produced locally.

Preliminary import figures for 2010 were 2,462 tonnes (US\$11m value) while local production was a mere 8.81 tonnes (dress weight) which indicates that production falls way below market demand. This trend suggests that the additional market to be captured by domestic suppliers is vast. The Government of Jamaica, through its many initiatives, is seeking to increase the local herd size with the aim of increasing the production of sheep to support import substitution lamb and mutton.

Business Case

Why invest in Sheep production?

- Low infrastructure build-out required
- Jamaica has a captive market evidenced by increasing imports of significant quantities of mutton annually
- Opportunities in high-end markets through specialized cuts and other value added products.
- The calculated return on investment is 28%



Cocoa

Product Description

The fruit of the cocoa tree, called a cocoa pod, contains 20 to 60 seeds/beans that are embedded in a white pulp. The seeds constitute the main ingredient of chocolate. Each seed contains a significant amount of fat (40–50%) as cocoa butter.

Situation Overview

Jamaica's cocoa is recognized worldwide as a premium product based on its distinct flavour and quality. Jamaica is one of a small number of producer countries in the Western Hemisphere that export what the International Cocoa Organization (ICCO) calls "fine flavoured cocoa". This is cocoa that constitutes the base for almost all high-end chocolate sold in the world, and Jamaica has the distinction of being among the eight exclusive producers.

Cocoa currently accounts for 2% of Jamaica's traditional agricultural exports. Currently, Jamaica exports 90% of its beans to five countries. The two largest importers of Jamaica's cocoa beans are Japan (55%) and France (27%). Local

cocoa production moved from a high of 2,500 metric tonnes in 1987 to 1,368 tonnes in 2010. There are approximately 15,000 cocoa farmers in Jamaica, with the majority, 63%, located in the parish of Clarendon.

The Cocoa Industry Board (CIB) ensure that Jamaica's cocoa quality and standards are met through various services while promoting of the growing of cocoa, providing technical support, and regulatory oversight. In 2010, the Government of Jamaica implemented a rehabilitation of programme for 607 hectares of cocoa which impacted positively on production. The value of exports for the calendar year 2010 was US\$1.0M

Business Case

Why invest in Cocoa production?

- There are significant opportunities for chocolate manufacturers
- Jamaica's cocoa fetches a high price on the world market
- There is high international demand for cocoa, presenting an opportunity with tremendous growth potential for investors
- The expected return on investment from cocoa is high



Coffee

Product Description

The seeds of the coffee plant, called beans, are roasted and used to prepare a brewed drink that enjoys popularity across the world. These seeds from coffee cherries grow on trees in over 70 countries and are cultivated primarily in Latin America, Southeast Asia and Africa. Green unroasted coffee is one of the most traded agricultural commodities in the world. Due to its caffeine content, coffee often has a stimulating effect on humans. Today, coffee is the third most popular drink in the world, behind water and tea. As a world commodity, it is second only to oil in the global commodities trade.

Situation Overview

Jamaican coffee is world renowned for its excellent quality and has enjoyed premium status among coffee connoisseurs for over two hundred and fifty years. Despite this, Jamaica's coffee accounts for 0.00015% of the world coffee trade, producing 25-30,000 bags (each bag being 60 kg) of the 85 million bags produced globally and earning US\$27 million in export sales. Japan alone, imports 85% of Jamaica's production. The largest Blue Mountain coffee production in over 50 years was 38,524 bags. In 2010, 9,121 tonnes of coffee was produced compared to 12,456 tonnes in 2009. The value of coffee exports for

2010 was US\$19.2M

The Coffee Industry Board (CIB) does not engage in commercial activities but remains the sole exporter of Jamaican coffee. Licensed coffee dealers, seven of which handle 90% of the Jamaican coffee trade, carry out the commercial activities. With the adverse impact of the re-cession on Japan, the Jamaican coffee industry has been focusing on expanding into new markets. The CIB is also actively pursuing the expansion of non- blue mountain coffee production, and is seeking investments in this area.

Business Case

Why invest in Coffee production?

- Jamaican coffee commands a high price internationally
- There are significant opportunities for private entrepreneurs who can invest in the value-added coffee
- The niche market for flavoured coffee is an emerging market that is showing positive growth

Pineapple



Product Description

The pineapple (*Ananas comosus*) is a small, herbaceous perennial with long sword-like leaves arranged in a spiral around a short stem. Pineapple is high in fibre and contains modest amounts of vitamin C, potassium and a digestive enzyme called bromelain. In Jamaica, pineapple is mostly consumed in its fresh form. However, pineapple production is an area with significant potential ranging from fresh and organic pineapple to value added products including dried pineapple slices, wedges for toppings, tit bits, juice concentrates and other by products that have attractive local and external markets.

Situation Overview

The MD2 variety of pineapple currently dominates the world market and is now so common that the situation presents niche market opportunities for smaller producers like Jamaica. The MD2 variety of pineapple, promises great results in Jamaica showing strong signs of productivity gains and adoptability to value added products such as pineapple slices, dried pineapple and concentrate from the fruit.

Pineapples produced in Jamaica has been sold mainly on the local fresh fruit market. In 2010, production was only 17,607 tonnes valued at J\$950.8M, after peaking in 2009 at 21,367 tonnes valued at US\$12.5M (J\$1.1 billion). Over the period 2006 – 2010 importation of pineapple concentrates averaged 1,331mt at an average value of US\$2.4M (J\$208M). Over the same period, production averaged 19,435 tonnes which is an indication that there are good market opportunities locally for both the fresh and processed product.

Business Case

Why invest in Pineapple production?

- There is good demand for the fruit, as it is highly sought after locally by consumers, hoteliers and food processors;
- The climate and soil in Jamaica are well suited for growing the crop.
- The crop has many processing applications;
- Good market for pineapple concentrate in Jamaica fruit juice industry;
- Equipment necessary for processing attract incentives;
- Factory spaces already in place only to be retrofitted;
- The estimated return on investment is 109%.



Onion

Product Description

The onion is a relative of garlic, leeks, chives and scallions. The plant is a well-known herb and is widely sought after for its flavour and health benefits. Produced in over 175 countries, the onion currently ranks fourth in world production of vegetables.

Situation Overview

Jamaica currently produces small quantities of onions for domestic consumption; however, since 1992, production has declined. This has resulted in an import surge of the product for the past 15 years. In 2011, production was only 1,015mt valued at J\$141.5 million. This is the highest level of production between 2007 and 2011.

Over the same period, importation of onion averaged 10,136mt at an average value of US\$3.4 million and local production averaged 592.4mt. At a minimum, the country is seeking to replace at least 70% of onion imports with local production. Based on this fact, there is a significant investment opportunity for producing onions in Jamaica.

Business Case

Why invest in Onion production?

- Government's thrust to decrease onion imports creates a lucrative opportunity for production for the local market
- Investors also have the option to export to international markets such as Russia and Canada
- Opportunities also exist along the value chain such as storage and distribution
- The estimated return on investment is 42%.



Ginger

Product Description

The Jamaican ginger is rated the best in the world because of its high potency. Its strength and flavour are generated naturally, and this is attributable to the island's climate and rich soil composition. The crop is used primarily for culinary and medicinal purposes.

Situation Overview

Ginger is widely known throughout the world, and at its peak enjoys global trade estimated at US\$309 million. Ginger is mainly traded in its dried form, in which it is far more conducive for export as it is lighter and more durable in this form. Also, this form is more appealing to importing countries that use ginger for extraction of essential oil, which is a very lucrative market. Annual local consumption

for ginger is 535 tonnes and in 2010, production was approximately 486mt (dried weight). In the same year, 17 tonnes of dried ginger was exported and 66 tonnes imported. During 2010, the global demand for ginger was 423,000mt valued at US\$614M. Estimated long term demand for Jamaican ginger is set at 5% of world demand or 21,150mt of fresh ginger (4,200 tonnes dried).

Business Case

Why invest in Ginger production?

- Global recognition of the quality of Jamaican ginger creates niche marketing opportunity
- It is adaptable to the local ecology
- It has high local and global demand
- It enjoys access to the highly evolved distribution channels accessed in the United States, United Kingdom and Japan
- The Government of Jamaica provides several support services to investors
- The estimated returns on investment are as high as 64%



Honey

Product Description

Honey, the sweet substance produced by the honey bee, is a good and natural source of quick energy for the human body. In terms of its characteristics, honey is predominantly glucose and fructose in water with traces of other sugars like sucrose and maltose. It contains amino acids, enzymes, organic acids and minerals and is considered a natural healthier alternative for sugar from cane. Honey is used primarily in the following ways:

- As a sweetener in the food industry;
- As an ingredient in cosmetics;
- For its medicinal properties;
- As an additive in animal feeds.

Situation Overview

Currently, Jamaica's annual honey production is estimated at 1,000,000 kg or 183,722 gallons (5.443 kg of honey = 1 gallon/3.785 litres of honey). At US\$20.45/gallon, annual harvest is valued at approximately US\$3.76 million.

The majority of honey produced is consumed locally, leaving only a small amount for the export market. Jamaica

exports honey to a number of countries including the United Kingdom, United States, Bermuda and the US Virgin Islands. Projections are that the overall high demand for honey on the local and international markets will increase, as consumers become more health conscious. This will create opportunities for expansion within the industry.

Business Case Why invest in Honey production?

- Jamaica has the distinction of being one of the countries approved to export honey to the European Union, where demand for the product is high;
- The country's climate and wide variety of pollen producing plant species give Jamaica's honey its unique flavour and provide excellent opportunities for commercial beekeeping
- Honey production is a high income generating activity
- All hive products, including bee pollen, beeswax, queen bees and royal jelly, command pre-mium prices
- Large acreages are not required and the beekeeper need not own land, as apiaries are easily moveable
- Small beekeeping operations – up to 200 hives are not labour intensive and allow for other income generating activities
- The estimated return on investment is 23%.



Ministry of
Agriculture & Fisheries

Government Support for Agriculture

The government has extended much support to the development of the sector. Investors may also access a plethora of incentives such as income tax relief and duty concessions on production-related imports.

Strategic support has been provided to the sector in a bid to improve competitiveness in international trade:

- The government has introduced online registration for importers and exporters that allows access to all trade-related agencies
- There is access to information on commerce and industry such as information on product marketing, trade statistics and government incentives
- Large scale improvements has been carried out in transport infrastructure and services
- Incentives are in place to provide traders with information on financing and technical assistance
- Contract farming, joint venture, public/private opportunities are available for producing crops all year round
- Technical and entrepreneurial support may be accessed through various agencies, including the Agro-Invest Corporation, the Rural Agricultural Development Agency and JAMPRO, among others;
- The Government of Jamaica, through the Agro-Invest Corporation, assists investors in identifying land for agricultural projects and facilitates lease arrangements for Government lands;

Land availability

Arable land

Category	Area (ha.)
Arable	209,728
Arable/Non-arable	61,912
Total	271,640

Source: Rural Physical Planning Division, Ministry of Agriculture

Area in Production

- Area in production is estimated to be approximately 148,000 hectares.
- Potential area available for Import Substitution Programme is 123,640 hectares.

Agriculture

Great Investment Opportunities

Jamaica has a great capacity for food production, and there are many exciting opportunities on the global market for the sector. Jamaica has boldly positioned itself in the new millennium agricultural landscape. The country's prospects for developing agriculture and agri-business lies in producing food in which it has a distinct and competitive advantage, pursuing product diversification through new value-added food products and niche marketing.

The dynamic thrust in agriculture, as outlined in the National Export Strategy (NES), is research-oriented, technological, market driven and export led, with the private sector playing a key role. This will serve as the catalyst for the expansion of the manufacturing sector and the generation

of real profit from the addition of value through processing. Jamaica has vast tracts of land suited for growing a wide variety of fruits, vegetables, tubers and herbs. Deep and fertile soil, temperate to tropical climate, abundant rainfall and good drainage and ground water resources make Jamaica ideal for farming.

Jamaica has always been a global player in the international trade in agricultural crops and products. Over time, a variety of non-traditional crops have been introduced on the export market and have yielded good returns to investors. These, along with the traditional crops of coffee and cocoa, offer ideal investment opportunities.

JAMPRO Facilitators

Claude Duncan
Vice President
Investment Promotions
Head Office
Jamaica Promotions Corporation
(JAMPRO)
18 Trafalgar Road, Kingston 10
Jamaica
T: 1-876- 978- 7755 EXT 2201
F: 1-876-946-0090
E: cduncan@jamprocorp.com
www.tradeandinvestjamaica.org

Carol Straw
Manager
Tourism & Agribusiness
Head Office
Jamaica Promotions Corporation
(JAMPRO)
18 Trafalgar Road, Kingston 10,
Jamaica
T: 1-876- 978- 7755 EXT 2225'
F: 1-876-946-0090
E: cstraw@jamprocorp.com
www.tradeandinvestjamaica.org

Agro Investment Corporation Facilitators

Hershell Brown
Chief Executive Officer
Agro Investment Corporation
AMC Complex
P.O. Box 144
188 Spanish Town Road, Kingston
11, Jamaica,
T: 1-876-764-8071; 923-9268;
923-0086
F: 1-876-758-7160
E: info@agroinvest.gov.jm
www.agroinvest.gov.jm

Courtney Cole
Director, Business Facilitation
Agro Investment Corporation
AMC Complex
P.O. Box 144
188 Spanish Town Road
Kingston 11, Jamaica, W.I.
T: 1-876-764-8071; 923-9268;
923-0086
F: 1-876-758-7160
E: info@agroinvest.gov.jm
www.agroinvest.gov.jm

We are Your Facilitators



JAMPRO
Head Office
18 Trafalgar Road
Kingston 10, Jamaica W.I.
Tel: +1 876 978-7755; 978-3337
Toll Free: +1 877 INVESTJA (468 4352)
Fax: +1 876 946 0090
Email: info@jamprocorp.com
www.tradeandinvestjamaica.org

NORTH AMERICAN REGIONAL OFFICE
303 Eglinton Avenue East, 2nd Floor
Toronto, Ontario, M4P 1L3, Canada
Tel: 416-932-2200 (main) 416-598-3008
Fax: 416-932-2207
Toll Free: 1-877-744-2208
Email: jamprocanada@jamprocorp.com

EUROPEAN REGIONAL OFFICE
JAMPRO / Jamaica Trade Commission
1 Prince Consort Road,
London SW7 2BZ, England
Tel: + 44 20 7 584 8894
Fax: + 44 20 7 823 9886
Email: jamprouk@jamprocorp.com

FACILITATING INVESTMENT IN JAMAICA

Jamaica is the place to do business on a global scale, and JAMPRO – the national investment and export promotion agency - is the gateway that connects the world to Jamaica. In extending Jamaica's image beyond that of a tourist destination, the agency works closely with entrepreneurs from around the globe to enable them to tap into the wealth of investment and trade opportunities available in the country.

Operating under the direction of the Ministry of Industry, Investment and Commerce (MIIC), JAMPRO promotes investments in a number of targeted sectors, which include the creative industries (film, music and entertainment), manufacturing, tourism, agri-business, information and communication technology, mining and professional services. In facilitating both local and foreign direct investment, JAMPRO guides investors through the necessary processes to ensure expedient and successful start-up. The agency also offers development support services after an investment project becomes operational. This serves to encourage continued growth and maximise the contribution of the investment to the national economy.

In order to ensure the smooth implementation of investment projects, JAMPRO offers a suite of services in partnership with key government agencies and ministries. These services include securing work permits, non-tourist visas, duty waiver concessions, incentives, appropriate permits/licences, customs clearances, fiscal incentives, and building and development approvals. In this regard, JAMPRO collaborates with the National Environment and Planning Agency (NEPA), Jamaica Customs Department, the ministries of Industry, Investment & Commerce, Finance, Labour and Tourism, and the various Parish Councils. The aforementioned entities are guided by the mandate to simplify and harmonise the processes, procedures and documentation related to getting an investment off the ground.

The agency's cadre of knowledgeable and professional business facilitators stands at the ready to assist all potential investors, who can also access pertinent information on Jamaica and investment prospects through JAMPRO's web site at www.tradeandinvest.org. As part of its ongoing efforts to appropriately use technology to efficiently accommodate the information needs of potential investors, the agency launched the web-based JAMPRO Interactive Investment Map. This resource provides a pictorial view and related data on key infrastructure and institutions, investment projects, lands for development, film locations, natural resources and other related information that will assist them in making investment decisions. The Investment Map, which runs on the Google Maps platform, can be accessed from the home page of JAMPRO's web site or directly at http://projects.monagis.com/jampro_test.

JAMPRO remains committed to improving promoting, stimulating and facilitating the development of industry and trade, improving the nation's business climate, fostering economic relationships with key players in international markets and deepening the absorptive capacity of the economy.