



flavours of Jamaica

flavours of *Jamaica*

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Enjoy...

flavours of Jamaica





The Story of Jamaican Food



The *Culinary Capital* of the Caribbean

Our cuisine is unique and diverse - a melting pot of the many cultures that have shaped Jamaica over the last 500 years – A fusion of Taino, African, Spanish, English, Indian, Chinese, and Middle Eastern cooking traditions have been creolized, creating an authentic, distinctly Jamaican cuisine.

Our food defines us...just like our colourful island dialect - patois and our original music - reggae...

The history of Jamaica can be traced through its food and cooking traditions. In search of fancy spices and the East Indies, European sailors and merchants crossed the unknown seas. When Christopher Columbus arrived on the island in 1494, he discovered a wonderful natural, healthy, unspoilt habitat which he called it Xaymaca, "Land of Wood and Water." The native Taino Indians who inhabited the low coastal plains, were blessed with bountiful good harvests. They grew cassava, sweet potatoes, maize, tobacco, and fruits such as guava, naseberry and cashew. They were grilling wild pigs on open spits and cooking cassava on large griddles.

The Spanish brought plants and animals, and settled the island. They grew oranges, lemons, plantains, bananas, and most importantly introduced sugar cane and the technology for small-scale production. Many turned to ranching, and barbecued meats and baked cassava bread to supply crews on passing ships.

When the island was captured by the British in 1655, the Spanish fled and their African slaves escaped into the mountainous Cockpit Country. They became known as 'Maroons' and continued the cooking methods of the Taino and Spanish - it is said that this is where the tradition of 'jerking' originated.

Jamaica became a British colony, and the colonists brought with them a wide variety of plants and fruits which flourished in the fertile soil. Among the fruits were the breadfruit and otaheite apple introduced by Captain Bligh.

When African slaves were brought to the island to work on the sugar plantation they brought their cooking traditions and vast knowledge of spices and healing herbs. They were the cooks in the kitchens of the great houses, and truly developed the Jamaican cuisine.

Following Emancipation, many freed slaves purchased land and began mixed farming, growing spices, citrus and ground provisions, as well as coconuts and bananas. Around this time indentured labourers arrived from China and India, followed by merchants from Lebanon, Syria and Portugal, each bringing their own cooking methods and recipes to be infused into Jamaican cuisine.

To know us is to know our food...the colours, the flavours, the textures, the aromas...

It's good-for-you-food: natural, nourishing, wholesome.

Straight from the warm Caribbean Sea and the fertile soil - from the farm or marketplace, everything's fresh.

Flavours are big and bold. Seasoned and spicy.

We cook what's in season, and the choice is endless. Whether it's one pot cooking in an old large clay yabba pot on a coal stove, in a seasoned skillet, or in an iron dutchie, the aroma from our kitchens will hold you!

Bustling Saturday morning markets, stalls are filled with colourful fruits and vegetables: sun yellow papaya, glossy purple star apples, cherry red plummy tomatoes, bunches of crisp green callaloo, baskets of yams and sweet potatoes, and trays of aromatic spices and herbs, beans and pulses. Busy market women weigh produce and haggle prices. You may tap a breadfruit to see if its fit to roast, shake an avocado pear to check if it's ripe, smell a pineapple...you may touch but don't squeeze her fruit. If you're lucky, you may get brawta ...a little something extra.

An array of fresh fish fill broad zinc pans. Fishmongers scale and gut fish to order. Choose from a rainbow of colourful snapper and blue parrot fish which nibble on the coral reefs off our shores.

Learn how to drink coconut water from the husk; peel a juicy East Indian mango with your teeth; eat with your fingers, a large fried snapper drizzled with a hot peppery vinaigrette; tear the skin off and chomp on a long stalk of sweet sugar cane; and chew, with all your might, a hard Bustamante Backbone sweetie...

Our colourful street life is centred around food... Children happily pick mangoes and suck on coolie plums on their walk home from school; Vendors at stop lights ply bunches of guineps, small bags of mangoes, tangerines and naseberries; the peanut man, grabs your attention with the shrill, piercing whistle from his steam driven cart as he manoeuvres through traffic and you cannot resist buying the warm salty nuts served in a brown paper cone.



AT LUNCHTIME, THE ROADSIDE COOK SHOPS DO THRIVING BUSINESS, a boxed lunch, half or full, is the working Jamaican's choice of food to go – oxtail, stew peas, curry goat, fricassee chicken, ackee and saltfish, cow foot, tripe and beans, mackerel rundown, served with generous side orders of seasoned vegetables, rice and peas, a slice of yam, maybe a few fingers of green banana, fried plantain. For those who like it hot, there's always a choice of spicy condiments and sauces, even fresh whole Scotch Bonnet peppers; or you may prefer a fish tea, pepperpot soup with tiny spinner dumplings, or a cow-cod brew!

Jamaica's fastest fast food, is a patty - you can wedge it between a coco bread and brown bag it, had with a tropical fruit boxed juice and you are good to go.

On weekends, as night falls, the jerk pan vendors set up their stalls on the side walk and tantalize your taste buds with the smoky aroma of jerk chicken and pork, served with a hot sauce and thick slices of hardough bread.

If you are travelling through the countryside, you can always stop for a roast corn, with a chunk of yellow yam and a bump of saltfish; have a tasty reggae lunch on the beach; or go for the 'Ital food' of our local Rastafarians – no salt and no meat - but well-seasoned, offering some of the most creative vegetarian-style dishes.

And then there is fine dining at a variety of local restaurants across the island, where our master chefs create and serve nouvelle Jamaican cuisine to satisfying the most discerning palette. We celebrate special times with special food. Easter time, it's bun and cheese all the way. And the festive season is not Christmas without a dark, rich and spicy rum laced pudding. Births and deaths call for grand feasts, suckling pigs are roasted, and goats are slaughtered and curried.

Beverages are many: it might be an ice cold local brew, Red Stripe, a hot stout or a roots tonic. Jamaica has more bars per square mile, than anywhere else in the world and a shot of rum, thrice with ice, can be had anytime of day.

Sweet island delights include: bulla, toto, gizzada or, if you are in deep rural Jamaica a special treat would be duckanoo or blue draws... a sweet dessert, of grated green banana with coconut, mixed spices, pimento, vanilla, brown sugar- wrapped

and tied in a banana leaf and steamed. We are ice-cream lovers and we flavour this cooling dessert with every tropical fruit imaginable including coconut, guava, pineapple...even nutmeg!

Seafood is best experienced by the sea, and Kingstonians will drive miles to eat oysters served with over a dozen different sweet and spicy sauces at the sleepy seaside village of Port Royal (once hailed as the wickedest city in the world. Venture out to the sandy hills of Hellshire Beach for fried fish and lobster; or journey across the island to sit in a boat on stilts on a dark sand beach at Little Ochi where you can choose your fish right out of the fisherman's net. The more adventurous might take a canoe over to Pelicans, a restaurant perched on a spit of land, surrounded by deep water, where you can enjoy rustic gourmet dining.

EVERY JAMAICAN WHO HAS A GARDEN HAS A FRUIT TREE OR TWO, maybe mango, orange, or lime, and a small pepper plant for sure. Good neighbours share what they have - a hand of green banana is offered over a garden fence and reciprocated with a half dozen Julie mangoes.

Stroll through a pimento walk where the air is filled with the fragrant scent of the blossoms; stand underneath the graceful boughs of a tamarind tree; pick and crush a bay leaf between your fingers and soothe your senses with the calming smell...

Look beyond our white sandy beaches, at the lush green sugar canefields, stretching out as far as the eyes can see; the strange-looking yam hills with the vines growing up on sticks; the cool misty mountainsides filled with coffee trees laden with ripe berries; the colourful homestead gardens that dot the countryside; the neat patchwork agriculture plots of escallion and cabbage; the dense organic greens and herbs that fill the hillside farms; the shady groves of the sprawling banana plantations...

This is Jamaica,
This is how we live.
This is how we Eat!

Jamaica... ---

The Land

From the flat plains to the rolling plateaus and steep hillsides, Jamaica has vast tracts of land suited for growing a wide variety of fruits, vegetables, tubers and herbs. The soil is rich and fertile, the climate ideal - ranging from temperate to tropical. There are good drainage and ground water resources. Rainfall is abundant.

Agriculture employs 17% of the population, and contributes 5.6% to GDP, while 15% is contributed by agro processing.

Farms range from very small, one or two hectares, to the large estate plantations of over 700 hectares. Small-holdings are intensively farmed and they are usually family-owned with everyone working the land. Mixed farming is practiced all year round, providing quick crops for quick cash.

Small farmers provide food for local consumption, supplying markets and supermarkets islandwide as well as crops for export. The large estates hold over 60% of agricultural land and focus on single crops – sugar, banana, citrus – mainly for export.

In the hilly and mountain areas, you'll find the small to medium coffee and cocoa farms. Across the island there are several hydroponic and organic farms growing vegetables and fruits, and there are some farms specializing in Asian exotic fruits. In the cool hills, there are thriving cottage industries, growing herbs and spices, and winter vegetables and fruits. Jamaica has always been a global player in

the international trade in agricultural crops and products. The island's monoculture sugar economy dominated in the 17th and 19th century, and then banana became an important export crop up until the late 1900s. Both enjoyed preferential access to the UK and broader European Union markets, but when that was phased out other traditional products coffee, cocoa, pimento and rum gained prominence.

Today a variety of non-traditional crops have been introduced on the export market including: yam, sweet potato, papaya, mango, dasheen, kolanut and tangelo ugli. These, along with the traditional crops of coffee, cocoa and pimento are the top earners of foreign exchange in the fresh produce export category.

Initially these crops found a ready market within the Diaspora in the UK, USA and Canada, as well as within the wider West Indian, Asian and African immigrant communities. More recently, several of these products, fresh and processed, have entered the mainstream market as consumers around the world seek to explore more exotic foods and cuisine.

Agriculture

The driving force of the economy

Jamaica has a great capacity for food production, and there are many exciting opportunities on the global market. Boldly positioning itself in the forefront of the Caribbean, the new millennium agricultural landscape for Jamaica is one of diversification, niche marketing, and value added products. The dynamic thrust in agriculture as outlined in the National Export Strategy is research-oriented, technological, market driven, and export led, with the private sector playing a key role. It will be the catalyst for the expansion of the manufacturing sector and real profit from adding value through processing.

Jamaica has strong farming traditions and this is supported by an enabling and facilitating network, and an excellent human resource base of trained labour and highly qualified technical personnel. Focusing on strategic priority areas, there are several initiatives aimed at boosting all-island production and developing new growth-oriented enterprises.

In 2009, gross agricultural output increased by 11.7%. We currently export over 35 varieties of non-traditional seasonal items of fresh fruit and vegetables produce, and five of these account for 40% of volume exported. Total earnings from agriculture in 2009 were US\$616,275,000

for traditional exports and US\$626,922,000 for non-traditional exports. In manufactured products growth areas were in baked products US\$10,790,000; juices \$6,854,000 (excluding citrus); sauces US\$10,588,000; rum US\$48,597,000; coffee products \$1,503,000; cocoa products US\$4676,000; while other varied value-added food products was US\$20,117,000.

■ Land use:

Revitalization of traditional crops, specifically banana, sugar and cocoa. A private sector led sugar industry is targeted for 2015, divesting and privatizing all five of Jamaica's factories to facilitate efficiency of operations and expand production.

While hectares of land area reaped has increased, there are approximately 160,000 hectares of under-utilized agricultural land available for growing crops and some 350,000 hectares suitable for agriculture cultivation with limitations. Currently the three main agricultural parishes are St. Elizabeth with 9,724 hectares reaped; Manchester has 5,548 hectares; and Trelawny has 5,535 hectares in production.

cont'd...

The Land

■ **Infrastructure**

Infrastructure is a top priority as a vital link for 24 hour operations and we have forged ahead with major developments – super highways and secondary road networks; two state-of-the-art international airports, as well as world-class port facilities offering sea and air-freight services; extensive support services including cold storage and refrigerated transport; and a highly sophisticated telecommunications system.

■ **Safety Regulations and Certification:**

Jamaica's products are clean and natural, free of the major plant pests and diseases important to international trade. Food certification systems and standards are regulated and fully enforced along the supply chain.

■ **Research and Development:**

Focusing on science based farming, Jamaica has a thriving network of biotechnology projects aimed at developing science based farming and improving export crops. Extensive work is being carried out in transgenic research, plant culture, flavour extraction, and plant breeding techniques using nuclear technology.

■ **Fruit tree crops and agro parks:**

Already underway, the project has set up commercial orchards and nurseries producing seedlings for farmers. Focus is on production developing short-term crops as well as large-scale rice and onion production. Orchard crops include ackee, soursop, naseberry, breadfruit and cashew.



IMPORTS AND TOTAL EXPORTS BY SECTIONS

(Preliminary Data)

Table 1

US\$'000

Standard International Trade Classification S.I.T.C. SECTIONS	DECEMBER, 2011		NOVEMBER, 2011		JAN-DEC. 2011		JAN-DEC. 2010	
	Imports	Total Exports	Imports	Total Exports	Imports	Total Exports	Imports	Total Exports
TOTAL MERCHANDISE TRADE*	581,780	124,307	668,504	136,827	6,614,757	1,624,298	5,326,438	1,335,683
Food	84,911	11,845	89,945	13,767	938,398	231,750	812,921	207,026
Beverages & Tobacco	5,700	7,017	6,655	8,645	77,479	113,345	76,012	103,862
Crude Materials (excl. Fuels)	5,411	59,202	4,119	77,089	63,217	769,383	60,831	555,668
Mineral Fuels, etcetera	188,271	32,914	224,570	27,923	2,441,822	372,087	1,688,721	291,310
Animal & Vegetable Oils & Fats	6,863	16	4,942	10	58,601	281	32,643	2,968
Chemicals	116,844	3,500	128,396	5,175	909,583	46,455	696,853	83,309
Manufactured Goods	45,703	922	56,438	734	647,061	9,779	587,112	33,650
Machinery and Transport Equip.	68,935	6,165	87,422	1,554	939,688	50,779	793,435	33,650
Misc. Manufactured Articles	43,052	1,520	55,606	1,511	470,511	19,069	483,046	28,434
Other	16,090	1,206	10,410	419	68,396	11,370	94,862	28,434
*Of which Jamaica Free Zone	77,664	2,309	80,343	2,405	347,253	19,035	226,812	57,567

TRADE WITH TOP FIVE* TRADING PARTNERS

(Preliminary Data)

Table 2

	TOTAL EXPORTS		
	DEC. 2011	JAN-DEC. 2011	JAN-DEC. 2010
TOTAL EXPORTS	124,307	1,624,298	1,335,683
Top five total export partners	124,307	1,624,298	1,335,683
United States of America	69,163	836,169	659,721
Canada	19,071	263,368	164,925
United Kingdom	4,768	111,722	82,012
Netherlands	8,448	91,336	68,269
Slovenia	10,216	51,406	26

EXPORTS OF TRADITIONAL AND NON-TRADITIONAL COMMODITIES

JANUARY TO MAY 2007 - 2011 (Preliminary Data)

Table 3

US\$'000

COMMODITIES	JAN-DEC. 2007	JAN-DEC. 2008	JAN-DEC. 2009	JAN-DEC. 2010	JAN-DEC. 2010
TOTAL DOMESTIC EXPORTS	2,254,208	2,436,327	1,242,371	1,249,085	1,535,016
TOTAL TRADITIONAL EXPORTS	1,500,375	1,487,191	616,075	616,075	862,714
Agriculture:	42,290	28,740	39,061	24,910	23,429
Banana	42,290	37	6	1	63
Citrus	1,847	1,749	1,710	1,831	2,097
Coffee	27,158	24,382	33,815	19,191	18,326
Cocoa	1,985	796	1,778	1,021	1,108
Pimento	2,077	1,776	1,753	2,866	1,835
Manufacture:	151,593	147,211	123,428	97,404	114,198
Sugar	100,277	104,251	72,331	44,243	62,163
Rum	45,705	40,969	48,397	47,197	48,696
Citrus Products	335	259	521	2,138	277
Coffee Products	4,604	1,255	1,503	3,042	2,319
Cocoa Products	672	477	676	784	743
TOTAL NON-TRADITIONAL EXPORTS	753,832	949,136	626,296	594,784	672,300
Food:	92,146	108,206	119,138	122,129	133,943
Pumpkins	409	339	356	434	555
Other Vegetables & Preparations thereof	2,270	2,165	2,384	2,550	2,851
Dasheen	1,456	1,415	1,392	1,557	1,684
Sweet Potatoes	1,958	2,225	2,515	3,106	2,553
Yams	15,505	18,933	18,718	18,833	19,707
Papayas	2,714	2,191	2,867	2,828	2,470
Ackee	7,186	7,912	13,558	12,755	12,382
Other Fruits & Fruit Preparations	4,218	4,432	6,242	6,064	5,262
Meat & Meat Preparations	1,997	2,962	2,830	2,561	3,606
Dairy Products & Bird's Eggs	4,829	6,574	6,509	5,991	7,394
Fish, Crustaceans & Molluscs	8,441	7,605	4,738	7,973	7,985
Baked Products	8,523	9,874	10,788	11,714	12,940
Juices excluding Citrus	8,397	7,822	6,802	7,307	6,904
Animal Feed	863	2,139	5,220	4,665	7,539
Sauces	8,044	10,149	10,556	10,931	12,527
Malt Extract & Preparations thereof	3,464	3,964	3,771	4,135	4,528
Other Food Exports	11,872	17,505	19,893	18,725	23,056
Beverages & Tobacco (excl. Rum)	52,588	47,863	52,986	56,240	64,574
Non - Alcoholic Beverages	9,238	9,301	8,547	8,971	11,618
Alcoholic Beverages (excl. Rum)	43,293	38,536	44,382	47,209	52,882
Tobacco	57	25	56	60	74



Flavours

Our Iconic
Jamaican



Genuine _____ Jamaican Jerk

Centuries ago if you wanted to eat jerk pork, first you'd have to catch and kill a wild hog (fat and healthy, fed on roots, berries and the purest water), then you'd singe the hairs off its back, smother the carcass in spices and herbs, wrap it in plantain leaves, lay it over coals of sweet woods in a pit dug out in the earth, and let it roast and smoke slowly, watching it through the night. The result was a 'gamey and toothsome' delicacy that any hungry man could desire...

Today, thanks to agro-processing and a few technological advances, the unique taste of Jamaican jerk can be had in a few hours right in the urban kitchen. Jerk cooking uses no oil, the key is to 'rub up' the meat well with seasoning, and let it marinate overnight preferably, or at least for a few hours. When roasting in the oven basting the meat in the juices, enhances the flavour.

Jamaica produces a range of jerk powdered seasonings, rubs (dry and wet), marinades, mash and sauces capturing the aromatic flavours of this traditional dish. It can be used to season poultry, pork, lamb, fish and other seafood, as well as vegetables, fruits and tofu. Whether lightly spiced or charged with hot pepper there are many dishes prepared jerk style – hamburgers, pizza, 'ital' vegetarian, pasta, cheese, omlettes, kebabs...

Originally supplying the ethnic market overseas, jerk was one of the products that moved quickly into the international mainstream and gourmet food market as more consumers wanted to experience what has become the authentic 'Taste of Jamaica.' There are countless recipes, and dishes are served in restaurants and hotels locally and overseas.

Quick Facts

1. Jerk is a cooking tradition passed on to the mountain maroons by the Taino & Spanish. It became popular as a street food in the 1950s.
2. Chicken, pork and fish are the traditional meats that are cooked in Jamaica.
3. Jerk pits are filled with coals (pimento & guava wood) and the marinated meat is grilled.



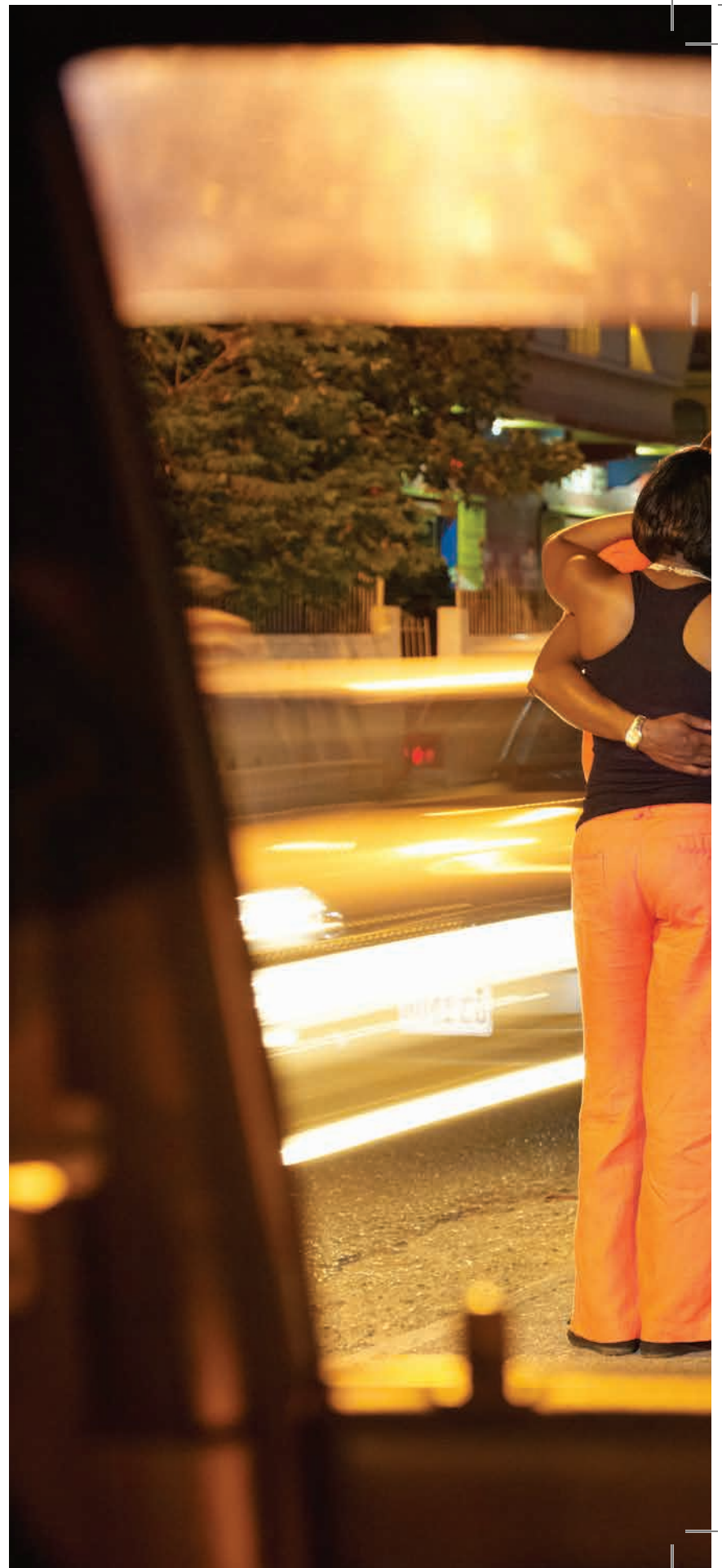
Genuine Jamaican Jerk

The Jerk Tradition

The tradition of barbequing meat was first practiced by Jamaica's first inhabitants, the Taino. The Spanish settlers adopted the method, particularly as they raised cattle and were meat eaters. But the true jerk is attributed to the Maroons, freed slaves of the Spanish who ran away to the remote mountains to escape capture by the British when they took over the island. They perfected the cooking of jerk, combining the Taino tradition with that of their African forefathers. It is said that mountain travelers could buy the highly-flavoured, pit cooked jerk pork from the Maroons, and it was sold in markets across the island. It also found its way to the tables of the great houses on the plantations, where the English colonists enjoyed it at their sumptuous feasts.

Around the early 1900s jerk pits were elevated to ground level on an open fire. The trade was piled on a very small scale at special events in Kingston, such as horse racing, and at the markets.

It came to national prominence at a culinary art festival in the mid 1960s, and during the following decade jerk centres sprung up in the urban centres and tourist areas around the island. Jerk vendors who sold 'pan jerk' set up their stalls on the roadside, cooking on-spot on cleverly fashioned large oil drums, cut in half and positioned on legs. Jerk became Jamaica's most loved fast food – served with fried festival dumplings or thick slices of haddough bread, a choice of spicy sauces, all wrapped in foil to go. We even have a well-attended annual Jerk Festival held in Portland, the home of Jerk.





Genuine Jamaican Coffee

Coffee connoisseurs agree that Jamaican Blue Mountain coffee is the best in the world. Your senses come alive - first with the aroma, exotic and intense then with the taste, flavourful and smooth. Your instincts tell you to sit back and relax to fully savour the bewitching brew. The coffee is grown high up in the misty Blue Mountains of Jamaica. This majestic range forms the spine of the island, and rises to 7,200ft - only at this altitude is the coffee bean certified true Blue. It offers the ideal climate for growing coffee - abundant sunshine and shade, rich deep soil, year-round showers, and a cool temperature.

The coffee plantations are located in some of the most remote mountain areas. Here the coffee walks skirt the hillsides and are thick with clusters of coffee trees, boughs heavy with white jasmine-scented blossoms and green berries. Maturing

slowly these berries turn bright cherry red when ripe. It takes eight months to fully ripen, longer than most other coffees, enabling it to develop a richer, fuller and more aromatic flavour. These ideal conditions ensure that authentic Jamaican Blue Mountain coffee is mild, not at all bitter and contains less caffeine than other coffees grown within the coffee belt around the globe.

When harvested the berries are handpicked, and washed in cool water from the mountain springs. The beans are sun-dried on huge barbeque platforms, gently tuned and raked for several days. Then they are taken to the factory where close attention is paid to the sorting. Nimble fingers pick out only the best beans, which are then packed in large wooden barrels for export. Most of the coffee is exported green.

Coffee production showed very favourable results in 2009 with the volume of berries delivered to processing plants increasing by almost 8%. Coffee ranks # 1 in Jamaica's top ten fresh produce exports. Over 1,401,614 kg was exported valuing US\$36,176,880. The bulk of our coffee goes to seven major cartels in Japan and other importers include the USA, Belgium, UK, Germany, Korea, China, Canada, South Korea, Spain, Australia, Singapore and Argentina.

“Only coffee grown at high altitudes is certified **'true Blue'**.”



Certified Blue Mountain

Coffee grown in the Blue Mountains of Jamaica is the world's most celebrated and most expensive. To be known as Jamaica Blue Mountain, coffee must be grown on the slopes of the island's towering 194,000 acre Blue Mountains. It is made almost exclusively of Arabica beans which flourish in the lush misty slopes elevated some 2000 to 5000 feet, the highest part of the island. There are two types of beans - the larger split bean and the smaller, round Peaberry, which is the rarest and most expensive. They are sold raw, roasted or as organic beans. The Blue Mountain brand is maintained through a special government board, a Prime is grown and cultivated at slightly lower altitudes.

The Coffee Industry Board's trade name for Jamaica Prime is Jamaica Mountain Choice Coffee and it is recognized as a premium quality gourmet bean in its own right. Certified by the International Standards Organization the CIB maintains rigid quality control measures in order to preserve the value of the product. This starts from the selection of the coffee seedling and goes through to farm and processing practices, before the coffee is certified by the CIB for sale.

The story of coffee goes back to 2000 BC when Ethiopian warriors carried onion-sized balls of ground coffee beans mixed with fat as their battle rations. The Yemeni Arabs brewed a potent wine from the fruit, and a hot drink from the raw beans. In 1200 Turkish cooks perfected the art of roasting the beans. In 1723 King Louis XV of France sent three coffee plants to the French colonies in the Caribbean, one somehow

found its way to Jamaica and within a century there were over 600 coffee plantations on the island, and Jamaica for several decades was the leading producer of coffee in the world.

Value-added product development for coffee is very versatile. There are many opportunities in the food and beverage industry including specialty coffee roasting, such as for espresso; iced, flavoured and ready-to-go coffees; a very light wine has also been produced. There are also sauces, such as a coffee jerk sauce and a coffee vinaigrette. Coffee is used widely in baking and confectionery, and there is a lot of scope in the gourmet chocolate market. Opportunities are also available in essential oils, aromatherapy and cosmetics. Coffee husks can be used to make a clean burning coal, and the waste pulp can also be processed into a high quality fertilizer.

Quick Facts

1. Coffee plants were introduced to Jamaica in the 1720s.
2. At its peak of production, there were over 600 coffee plantations on the island. Jamaica was the leading producer in the world.
3. Value-added product development opportunities include special roasting for espresso, iced, flavoured & ready-to-go coffees.





Authentic Jamaican Rum

You might say we know a thing or two about rum. We are the leading producers of rum in the world, producing the finest. We also have more rum bars per square mile than any other country in the world! Export earnings in rum for 2009 was US\$48,597,000.

Christopher Columbus brought sugar cane, which is the source of rum, to the West Indies where the plant flourished in the warm climate and rich fertile soil. Of all the islands, Jamaica proved to be ideal for the sugar cane to flourish - the many mountain springs and the vast network of underground aquifers deep in the limestone bedrock provided pure filtered water, slowly nourishing the sugar cane (Jamaican cane takes longer to grow; for this reason it produces a sweeter cane that gives our rum its distinctive flavour).

Initially revered for the sugar that it produced, it was discovered that this grass-like plant was the source of something far more precious – it could be fermented and distilled to make rum.

The Appleton Estate is the oldest sugar estate and distillery in Jamaica in the continuous production since 1749.



Quick Facts

1. Sugar cane was introduced to Jamaica by Christopher Columbus.
2. Our oldest sugar estates date back to the 1750s.
3. There are over 8 categories of rums from light to spiced and overproof.



Grades of Rum

Rum is the western world's oldest liquor, and the hottest party spirit. Extremely versatile there are many grades of rum used to produce hundreds of different drinks. Jamaica's rums are world-renowned for boldness, uniqueness and superior quality..

■ **Light Rum:**

This has very little flavour except for its sweetness and is served in cocktails as a base.

■ **Gold Rum:**

This medium bodied rum is referred to as amber rum which is generally aged. Some have a warm glow that comes from the wooden barrels in which they are stored. They have more flavour and a stronger tasting.

■ **Spiced Rums:**

These rums gained their flavour through the addition of the spices.

■ **Dark Rums:**

Also known as black rums, these are rums that have aged longer in heavily charred barrels. They have a much stronger flavour, with hints of spices as well as strong overtones of molasses. It is used in mixed drinks to add colour and substance; it is also used in cooking.

■ **Flavoured Rum:**

These rums are flavoured with mango, orange, citrus, coconut and lime. Flavoured rum adds substance to similarly themed tropical drinks, which contain less than 40% alcohol usually, drank neat or on the rocks.

As the name implies, the addition of natural fruit flavorings or of spices alters the flavour and aroma of these rums. White rums are most often married with fruit flavouring, while gold or aged rums are more often used as the base for spiced rums.

■ **Overproof rum:**

This rum is more than the standard 40% alcohol and these spirits are most frequently white rums bottled at extremely high alcohol content. Over proof spirits are those bottled at more than 50% alcohol by volume. These types of rums contribute a distinctive 'charge' to any cocktail. We also produce an 80% overproof rum.

■ **Vintage and Single Barrel Rums:**

There are a number of vintage rums on the market. The vintage on a rum label signifies the year that the rum was placed in the barrel to age. Single Barrel rums are spirits drawn from a single cask. Aged rums are usually dark golden because they have spent so long in the cask that they have drawn their colour from the wood. Inside the white oak casks, the rum mellows and melds and all traces of roughness vanish, leaving a spirit that can surpass cognac in smoothness and bouquet.

■ **Premium Rum:**

These are rums which are very aged and carefully produced. They can be described as luxury brands as they have more substance and can be consumed without the addition of other ingredients.

Variety is said to be the spice of life and Jamaica has the distinction of being the producer of the widest varieties of rum in the world! Heavily in demand, Jamaican rums are presently sold in over 70 countries cross the globe!



Rum

&

Beverages

Jamaica is a master blender of drinks. We have perfected the craft over the centuries and are renowned for producing some of the finest beverages in the world. Best known for our rum, we also produce a wide variety of other alcoholic as well as non-alcoholic drinks. Using the fruits, vegetables and herbs of the island we have created some of the most delicious and exciting concoctions for both the local and overseas market.

In the alcoholic range, first come our rums, considered the finest in the world. We were also the first to introduce rum creams and flavoured rums. Our internationally renowned coffee liqueur Tia Maria was created in 1947, and was followed by several other unique liqueurs including ortanique and coconut. Then we have a variety of rum punch and cocktail mixers. Several of our recipes were handed down through the centuries such as the pimento dram and cashew punch; some are new creations such as our wines – coffee, cocoa, even yam. There is also a new sorrel liqueur, which is in the realm of a fine sherry.

It is said that you can't be a real country if you don't have a beer – our national beer is Red Stripe. It comes in a signature dark brown squat bottle (it is also available in a can), and we also produce Red Stripe light beer and a variety of other ales and shandies. Other local brews include several stouts, including the potent Dragon. We also produce a range of drinks including flavoured

waters; coconut water, bottled and canned; carbonated drinks including a Jamaican creation, Ting, a refreshing grapefruit drink. There are also fruit punches, squashes, nectars and pure fruit concentrates.

Beverages are considered the new snack, and we have several energy, fortified and nutritious, as well as organic drinks catering to the health and wellness market.

Quick Facts

1. Our national beer is Red Stripe.
2. We are known for our 'Roots' tonic drinks.
3. Jamaica produces a wide variety of tropical fruit drinks.



Fresh

Produce



In Jamaica when we say 'food,' we are generally referring to ground provisions, mostly root crops such as yam, sweet potato, coco, cassava, dasheen, and Irish potato. Nourishing and wholesome, no meal can be complete without them. They are available fresh for export, as well as minimally processed, vacuum-packed or tinned for export. There has been a marked increase in export earnings from roots and tubers, particularly sweet potato and yam.

Quick Facts

1. Our fresh root & tuber crops are in high demand overseas.
2. Jamaica now exports minimally processed & vacuum packed crops.
3. Yams, over seven varieties, rank second in export earnings for fresh produce.

sweet potato

Another important crop that is growing in demand overseas is the sweet potato. Considered the perfect vegetable, it is a good source of vitamins and potassium. Valued for both flavour and versatility it has a more refined taste and is very nutritious. Originating in South America it was one of the main crops of the Taino. Sweet potato is grown year round, mainly in Manchester and St. Elizabeth. Although they may look the same from the outer skin, there are several varieties including the Clarendon, Eustace, Fire on Land, Miss Mac and Quarter Million...—they can be white, pink or yellow inside. Yields are high and it stores well and does not have to be processed or fumigated for export. Sweet potato can be boiled, roasted and served in a variety of dishes, including sweet and savoury as well as drinks, much like yam. In Jamaica it is used to make a delicious pudding or 'pone.'

Growing the crop for both local and overseas consumption is a profitable venture: it complements yam in exports to Canada, the US, UK, Antigua, Grand Cayman and Martinique. Local supplies go to the supermarkets, markets, hotels and restaurants. Ranked #4 in the top ten fresh produce exports, over 1,129,101kg. of sweet potato is exported earning US\$2,508,608.



cassava

A staple of the Taino, the 'cake' recipes prepared on the ancient griddles have been passed down through generations. Known today as 'bammy' it is the most popular dish made from cassava – you can make it from scratch, or purchase it pre-packaged, ready to cook as wafers, cakes (large and small) as well as sticks. These are prepared by soaking the bammies in cows milk or coconut milk, and lightly frying until crisp. They are often served with grilled or fried fish, ackee and salt fish, as a veggie pizza, or served as an hors d'oeuvres with a variety of dipping sauces. The cassava can also be roasted or boiled, made into a porridge, flour, dumplings and chips.

There are two types of cassava, sweet and bitter, which has to be processed before eaten as it contains a toxic substance. Both the bitter and sweet cassava are exported to Grand Cayman.



Fresh

Produce

yams

There is a popular saying among Jamaicans and sport enthusiasts that world Champion Olympic Gold Medalist Usain Bolt was powered by yams...he grew up in Trelawny, the home of Jamaican yams where 60% of our yams are produced.

There are several different types of yam grown, and they go by many different names.

The most popular are: Lucea, yellow, renta, St. Vincent negro tau and sweet or white yam. There is even a blue yam, our farmers call it 'dark night St. Vincent,' and a small soft yam shaped like a bottle with a long neck, called chini yam. Some are large and long or short and slender; some yellow, some white; textures and taste vary from coarse and mealy, to soft and powdery, or they can be dry, waxy or watery. Yams can range in size from that of a small potato to over 7 feet long and 120 pounds. Packed with nutrients and minerals, the yellow yam is the most popular; with the sweet yam being more of a delicacy. Not to be confused with the North American yam (which is our sweet potato), yams are hard skinned and sticky when cut. Yam is a very versatile crop and there are many traditional as well as new innovative recipes. A much-loved country roadside snack is a yellow yam roasted over coals, served with butter and roast saltfish, wrapped in foil to go; it is also boiled in 'one pot' cooking with other ground provisions; as well as in soups and as a side dish

to meat and fish. Yam is used as a thickening agent, and to make flour, bread and cakes: also great as a stuffing for pork, making savoury yam balls, and a salad (like a potato salad). It is also used to make a wine, punch and drink. Every year a yam festival is held in Trelawny.

Yam has played a big part in our food culture. It was the main food of slaves; in fact, the slaving voyages were planned around the seasonal availability of yam on the west coast of Africa. For the local farmer it became a very lucrative crop, with very high yields - you can plant 3000 per hectare (with the average farm being 2 hectares). The seasons are short, and the crop stores well. The yam field has always been a source of great pride for the farmer as it was often said that one could "measure a man's wealth by the size of his yam field."

Today, yam is a significant non-traditional export crop - ranking second in export earnings for fresh produce. With over 8000 hectares under cultivation, we export 9,863,497 kg, earning US\$19,832,260.

Over 50% is exported to the U.S., Canada, the UK and the Netherlands, supplying the large Diaspora market. Interestingly the older population who migrated in the 1950s and 60s prefer the bigger yams, while the younger buyers prefer the smaller variety. Yam is also exported to Grand Cayman, Antigua and Curacao.



Scotch Bonnet

Pepper

The bad girl on the spice rack - She's Hot! A variety of the chili pepper, it is said to be the hottest pepper in the world. It is the measure by which all other peppers are judged (The Scoville Rating for our Scotch Bonnet is of over 325,000 units). How did it get its name? Its shape is similar to that of an old-fashioned Scottish bonnet. It comes in rasta colours – red, yellow and green! It is used to season dishes and for a range of pepper sauces, jams, jellies, salsas, pickles and marinades and special savoury spreads such as Solomon Gundy, and even in a sherry!

There are other peppers grown on the island including the bird pepper (used to make powdered cayenne pepper) and the cherry pepper. Dieters swear by the concoction of pepper, water, honey and lime. And our serious pepper lovers must have their pepper, fresh and finely sliced, plate-side, to garnish any and every meal. Pepper is a priority export crop and we are currently developing higher quality/higher yield stock to supply to farmers islandwide. Peppers are exported to the UK, USA, Canada, Bahamas and Grand Cayman.

Quick Facts

1. Peppers were among the first plants cultivated by the Tainos.
2. There are over 20 different varieties of peppers grown in Jamaica.
3. The Scotch Bonnet is the most popular pepper.



Tropical

Fruits

The variations in climate, landscape and rich soil conditions make Jamaica unique, and from the earliest time it has been a fruit-growing island – not just a few fruits, but a diverse range from tropical, to temperate and even Asian exotics.

Jamaica boasts an abundance of edible fresh fruits in every colour, shape, size, taste and texture. Sun-ripened, some are seasonal, others are available year round. Some fruits are indigenous to the island, many come from elsewhere. Our culinary history is rich with interesting stories linked to our past: the first inhabitants, the travelling Tainos, brought with them the pineapple; Christopher Columbus and the Spanish settlers experimented with many fruits from Europe, and Asia, including the papaya; the British colonists introduced many species, including the breadfruit from the South Seas; and the African slaves brought with them the ackee.

Our Jamaican fruits can be confusing: some fruits are eaten like a vegetable, such as the ackee, while some are vegetables eaten like a fruit. Some start out as a vegetable, such as the green banana, which ripens to be then eaten as a fruit. Some are all related - the citrus family includes the ortanique, ugli, grapefruit, tangerine, citron, shaddock and lime, with the orange having its own offspring, including the Seville and naval orange.

Some fruits are found in the other Caribbean islands but go by a different name, our sweet sop, is known as sugar apple in Barbados. We also borrow names from foreign fruits, our otaheite apple, is nothing like an apple in either shape or taste. Some fruits can only be eaten fresh, like the avocado pear; others are only eaten cooked, such as the breadfruit. Some are soft and edible throughout such as the naseberry, others have a hard outer shell and only the inside can be eaten, such as the passion fruit. Some are challenging to eat with multiple inedible seeds such as the sweet sop; some have to be scooped out with a spoon such as the star apple, while others like the luscious juicy mango are deliciously messy.





And there are countless varieties of many fruits, there are over a dozen types of mangoes each with its own unique taste. Some fruits are hybrids producing interesting results such as the ortanique, a cross between the orange and the tangerine. Other experiments have produced dwarf trees of many fruits, as well as seedless varieties of some of our citrus.

A few fruits are strangely deceiving, the ugli, is an unattractive fruit, but one of the sweetest there is; and the stinking toe, obnoxious to smell has, surprisingly, a sweet sugary pulp.

One thing for sure, you can never go hungry in Jamaica, fruit trees grow all over the island, you can literally walk and pick fruits – in your back garden, along the roadside, by the river bank or in a country grove or 'walk'.

We know our seasons by our fruit, the bright red sorrel comes with the cool Christmas breeze. Fruits are part of our culture and near and dear to every Jamaican's heart: A roast breadfruit is always the taste of Jamaica longingly desired by family and friends overseas.

Our fruits are not just eaten fresh, but are also processed in an exciting and ever-expanding range of products including: drinks, nectars, wines, liqueurs and teas; jams, jellies, chutneys, preserves, sauces and vinaigrettes; sweet cheeses and confectionery; ice cream and sorbets; segmented in syrups; solar and steam dried; and in fruit flavoured honeys and oils. They are also used extensively in the manufacture of cosmetic and aromatherapy products.

Our fruits are full of anti oxidants, flavanoids, loads of vitamins and minerals and for centuries their medicinal qualities have been recognized here and abroad. We look to not only the fruit, but the bark, leaves and blossoms along with herbs to cure a variety of illnesses and maintain good health.



ackee

Brought on the slave ships from Africa, it was originally considered poor man's food but was soon after considered a delicacy served at the planter's table. Today the ackee is in the realm of haute cuisine – chefs are creating new dishes using this very versatile fruit mostly in savoury dishes such as quiches, soufflés and au gratin as well as in a variety of innovative hors d'oeuvres. Served with salt fish, it is Jamaica's national dish – our perfect Sunday breakfast is ackee and salt fish with boiled green bananas, Johnny cakes, roast breadfruit and avocado pear!

The ackee tree is a tropical evergreen and grows to about 30 feet. When ripe the unusual shaped pod splits open to reveal three buttery yellow fruit each with a large shiny black seed (if eaten before it opens the ackee is toxic). It is prepared by boiling lightly in water until tender. There are two types, the butter ackee which is very soft, and the common ackee which is the most popular.

Interestingly the ackee grows in the other Caribbean islands, but is only eaten in Jamaica. It was first exported to the US from as early as 1955, originally supplying the ethnic market and metropolitan immigrant community where it is still widely consumed. Considered an exotic curiosity it has become increasingly popular and is in high demand in the mainstream supermarkets and gourmet shops internationally, fetching a premium price per tin. Currently there are 9 certified processors who produce tinned ackee in brine for the export market. The major export market for ackee is the U.K. It is one of the main crops slated for the government initiative tree crop project, and orchards are being established throughout the island. It has a rolling harvest throughout the year and bears abundantly.

Ackee is used in puddings and soups; stuffed in breadfruit; mixed with callaloo greens; as a savoury filling in pastry shells; as a curry dish, processed as a spicy jerk pate...there is even a drink and an ackee flavoured ice cream. Ackee is the new fruit in demand as an export item, with earnings increasing significantly over the last four years.



Quick Facts

1. Ackee, cooked with saltfish is Jamaica's national dish.
2. Jamaica began exporting canned ackee to North America in 1955.
3. Ackee grows in other caribbean islands, but is only eaten in Jamaica.



banana

Little by little the banana grows...from tiny fingers to the full-fledged 'hand.' Picked green it is usually boiled until soft and eaten as a vegetable for breakfast, lunch or dinner, or used to make a healthy porridge. The ripe banana is eaten fresh or cooked to make fritters, sauces, custards, puddings, drinks, daiquiris, nectars, and wines. With some 4000 acres in production, producers have developed new, more resilient better quality bananas for export including the Robusta and Lakatan (the Gros Mitchell, once considered our national banana is rarely grown today). The banana industry has diversified, producing a wide range of manufactured products including flavoured chips, flour, baby food, a tantalizing barbeque sauce, as well as a range of condiments and preserves. It is also available pre-peeled in vacuum bags.

With the banana tree, nothing is wasted; the trash is used for animal feed and the stem and leaves for making paper and a range of craft products. Even the withered black stem of the flowers is infused as a tea for 'calming the nerves.' It is a good source of energy, low in calories, full of nutrients and minerals including iron, potassium and magnesium.

The banana played an important role in our history and culture...we call it "all of us food." It was introduced to the island by the Spanish to become the main crop of the small rural farmer and a staple food in the Jamaican diet. When production of sugar declined the large plantations turned to growing bananas and the crop thrived on the vast plantations, producing as many as six 'hands' of banana on one tree. Jamaica became a major grower, supplying the ever-increasing demand for the exotic fruit overseas. In the early 1900s an enterprising American sea captain seized the opportunity to fill his empty banana boats on their southbound journey to Jamaica with wealthy American tourists, marking the beginning of Jamaica's tourist industry.

The ripe banana is the best selling fruit in the world, and it is said that the Jamaican banana is lighter and sweeter, Europeans preferring it to the larger starchier banana from Latin America.

We export 3,270 kg of green bananas, supplying the USA, UK, Canada and Curacao. The banana leaf is also exported to the UK.



breadfruit

The breadfruit was a gift from Tahiti in the South Seas. The first shipment sunk to the ocean bottom when the mutiny of the crew of the Bounty, captained by William Bligh, prevented it from reaching Jamaica (It was claimed he lavished more care on the breadfruit, than on his crewmen!). The second more elaborate expedition in 1793 saw the arrival of over 300 breadfruit plants. Today the tall breadfruit tree with its spreading canopy of broad dark green leaves and large round fruit can be found all over the island. A single breadfruit can feed a whole family and it has become a much-loved staple of the Jamaican diet...we even have an annual breadfruit festival!

Had best roasted, over red-hot coals the charred skin is scraped then peeled and sliced. It can also be boiled and fried. The heart and blossom can also be eaten. The experienced Jamaican cook will see if the breadfruit is 'fit' by tapping the side, preferring the 'yellow heart' variety. To roast, the fruit is scored deeply with an X at the top, and turned and roasted slowly over an open flame, until black all around. For convenience, many Jamaicans buy their breadfruits pre-roasted from street-side vendors or roast it in the oven or on the gas range. In North America cooks often saran wrap and zap it in the microwave, or buy it pre-sliced in vacuum packs.

The breadfruit is very versatile, and can be used in sweet and savoury dishes: drinks including punches, juices and wines; porridge, puddings, cereals, fritters and cakes; and pickles, preserves, crystallized and in condiments. It is also used as a base for soups. It is a great snack served as chips lightly salted or flavoured; delicious creamed as a stuffing for pork, beef or ham, or stuffed with ackee and salt fish; it is also prepared as a variation of the potato salad. It is high in fibre and protein, vitamin C, potassium and trace minerals.

The main market for our breadfruit is the USA, Canada, and UK. The leaf is also exported to Canada and the UK.



citrus

The Spanish introduced the citrus to Jamaica, bringing the sweet Valencia, and the sour Seville (which is always added to almost every fruit drink to give it a special taste). Later came the lime, citron, shaddock, tangerine and grapefruit. The West Indian lime is considered the true lime, full of vitamin C. It makes a refreshing drink or 'wash' with brown sugar, water and lots of ice, or served with rum. It has a variety of uses to clean fish and poultry, add zest to a dish; even the skin is used for pectin. The citron is like a lemon but with a thicker skin. The shaddock, large like a grapefruit, with a thick pulp, is pink inside and juicy. The grapefruit is also grown in the pink and red variety. We have produced two hybrids unique to Jamaica: the ortanique (a cross between an orange and tangerine) it is bright orange in colour, thin skinned, very juicy and sweet with few seeds. The ugli (a cross between a grapefruit and tangerine) has an odd shape and a thick rough loose skin and it is also very juicy - it is grown elsewhere in the Caribbean, but lacks the sweetness of our Jamaican grown. The ugli is considered a gourmet citrus, gaining popularity internationally. The parish of Manchester is home to most of our citrus orchards. Citrus fruits enjoy a large domestic market for direct consumption and processing. In the mid 1980s government policies sought to expand larger scale production and emphasized fruit processing for juices concentrates preserves and canned fruits.

Our citrus varieties have been rated the best in the world for richness of flavour and sweetness, and it has been a profitable export since 1870.

We have experimented extensively with citrus products, making great strides with drinks in particular: We created a grapefruit-based carbonate drink Ting as well as the ubiquitous box drink popular among school children. We also produce a range of canned juices, concentrates, purees, powdered juices, syrups, liqueurs as well as jams, jellies preserves and desserts.

Citrus exports total US\$2,515,775. The top citrus export is the tangelo ugli. Ranking # 10 in the top export earners of fresh produce, it earned US\$1,598,763, in exports to the Netherlands, France USA and UK. Others include :orange US\$863,897 (UK, Barbados, Aruba, Grand Cayman); ortanique, US\$48,573 (UK, Barbados, Canada); lime and leaf, US\$2,730 (Canada); tangerine US\$1,172 (Canada, UK); followed by Grapefruit, exported to the UK and Barbados, and Seville sour orange exported to the USA.





mango

The mango tree produces fruit for over 300 years. They grow anywhere and everywhere in Jamaica. It is the most popular tropical fruit. Of the many varieties, the most desired is the smooth tasting Bombay, often referred to as a table mango, eaten with a spoon.

The East Indian is more elongated in shape very juicy and sweet, but tends to be hairy. The Julie is an all time favourite.

There is also the large round Hayden, Tommy Atkins and the beefie. You can easily eat a half dozen or more of the small mangoes, such as the blackie, robin, #11, rosy and the common mango. The Tommy Atkins is the popular mango (accounting for 65% of mangoes exported), because it is a good-looking mango large, round and rosy coloured.

This is followed by the Julie, which is growing in popularity. Mangoes are used to make preserves, desserts, tart fillings, jellies, ice cream, nectars, punches and drinks. Green mangoes are used to make chutneys, salsas, sauces and condiments. Mango exports are in the top 10 fresh produce export earners, ranking #7 – over 643,054kg are exported to the USA and Canada, earning US\$1,776,639.



pineapple

The pineapple has always been the symbol of hospitality in Jamaica, the motif visible in homes across the island. A very lucrative export crop, it is grown mainly in the parish of St. Elizabeth. We often refer to it as sweet pine, the favourite being the taller sugar loaf pine which is the best eating variety. Other varieties include cowboy, queen and king.

It gives the tropical flavour to many fruit drinks, and is used to make jams, jellies and preserves and in tarts and cakes. It is also used in cooking, such as Jamaican style pineapple stuffed chicken. We often boil the peel and mix it with ginger and sugar to make a light refreshing drink. Pineapple is exported to the UK and Canada.



“ We call it sweet pine and there are several varieties grown in Jamaica **”**





papaya

Papaya (also called pawpaw) is a fast-growing tree and bears well. The green fruit turns orange when ripe, and is usually eaten fresh as a breakfast fruit or as a dessert. Some people also eat the many tiny black seeds in the centre, which have a slight peppery taste. It is rich in vitamin A and C, and is often said to soothe the stomach. It is used to make jams, jellies, juices, sauces, wine and sorbets and is delicious as a candied fruit. The green papaya is a source of papain, a meat tenderizer. It is also used for making chutneys. Jamaica was one of the pioneering countries in the development of the export trade in papaya and is currently ranked #3 in the top ten fresh produce exports with earnings valued at US\$2,696,749. Solo Sunrise is the popular variety and over 1,167,614 kg was exported, to the USA, Canada, UK, Netherlands and Grand Cayman. A high price item the largest market is the US; and in Canada it is a popular fruit within the Asian market, (noted to spend a higher percentage of the food dollar on fresh fruit).

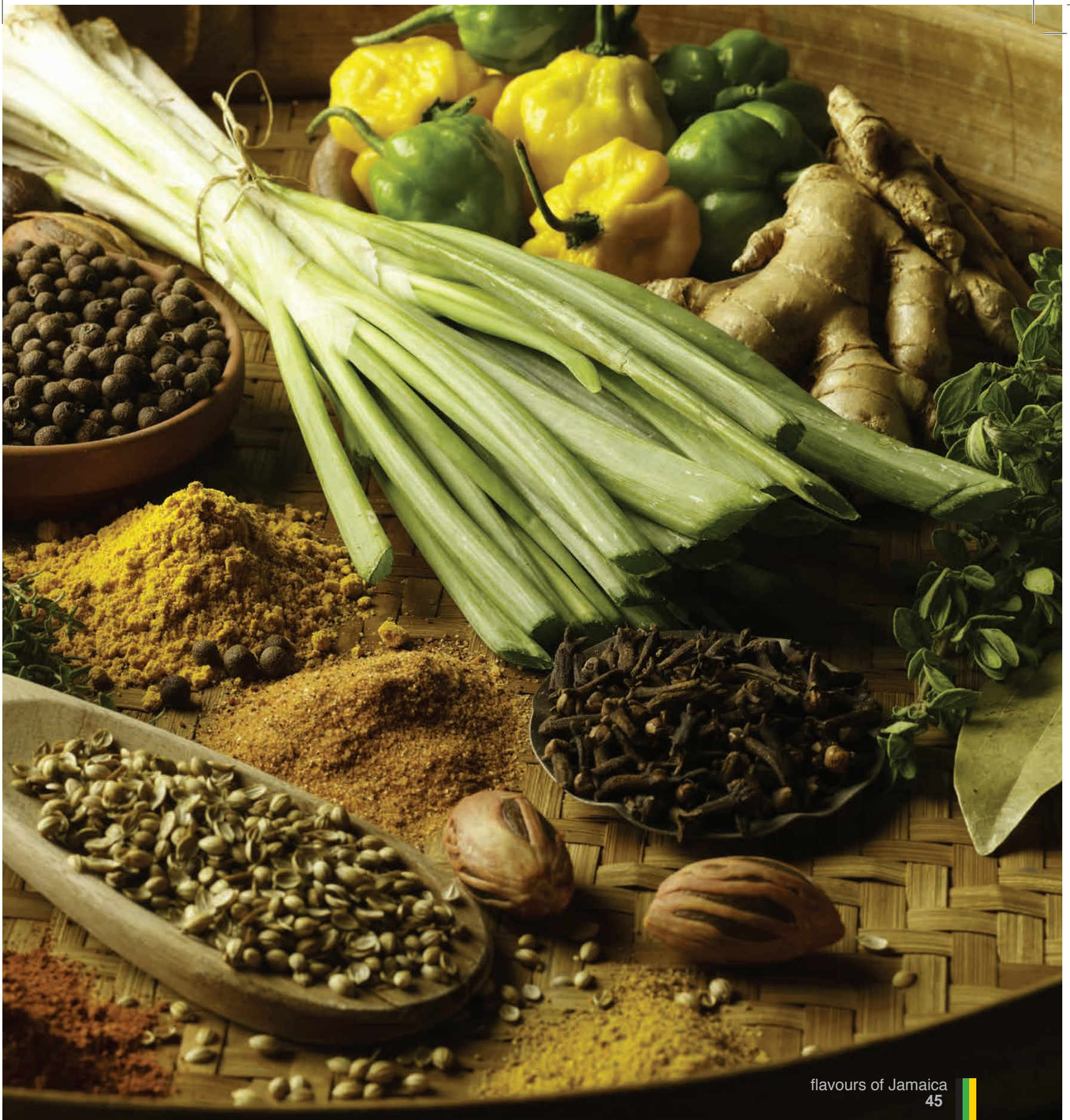


Herbs & Spices

These might be described as the secrets of Jamaican cooking. Some are indigenous to Jamaica, but all have been infused into our cooking and food preparation. They are also used in folk and alternative medicine, as well as in pharmaceuticals, nutraceuticals, cosmetics and aromatherapy. In cooking, they are used milled or dried as flavour enriched spice powders and concentrates; to make rubs and mash; as well as oils, sauces, marinades, pickles, preserves and condiments. Other products include herb-spiced jams and vinaigrettes. They are also used to make a variety of soothing and invigorating herbal teas, sometimes blended with fruits.

Renowned for their unique flavour, versatility and high quality, our award-winning spices and herbs are sought out by major culinary companies and gourmet establishments around the world. They can complement, enhance, heighten even disguise the taste of almost any dish. The island's fascinating tropical terrain is home to almost 3000 species of plants (27% of them found nowhere else on earth!) and they are grown year round.





ginger

Any good cook will tell you that zesty Jamaican ginger is the best - strong and pungent. Between the 1930-1960 Jamaica was one of the three largest producers of ginger in the world. Ginger makes up the Magnificent 7 – of Jamaican cuisine – the other companion spices and herbs are: pimento, scotch bonnet peppers, black pepper, cinnamon, thyme, and garlic.

In the last five years there has been a dramatic increase in international demand for Jamaican cuisine largely driven by the use of ginger. It is used in pickles, preserves, chutneys and curry pastes and powders, as well as oils. Used extensively in cooking and baking and confectionary (crystallized ginger is a delicacy), and in beverages – as a soothing ginger tea to aid digestion, or as a sweet ginger wine...even as a beer.

The Spaniards brought ginger from India to Jamaica in the early 16th century and cultivated it on a large scale mainly for export to Europe. During the early colonial era, the British re-exported it to Russia and Germany. It has been used as a medicine since ancient times in traditional Chinese and Indian medicine, and in Jamaica ginger is a key ingredient in our folklore to treat nausea and aid digestion.

Currently it is one of the five plants selected for the research and product development of a range of value-added products. Jamaica exports fresh ginger to the USA, Grand Cayman and Curacao valued at US\$15,866; and dried ginger to the UK earning are over US\$21,765.



“

Jamaica was once of the largest producers of ginger in the world.

”



nutmeg

Warm, fresh, nutty. The dark brown wrinkled shell where the spice is nestled is covered with a bright red webbing which is another spice, known as mace (said to be an aphrodisiac, and more expensive). Nutmeg gives pizzazz to the blandest food. It adds the perfect flavour to a variety of dishes when grated and sprinkled – such as in eggnog, pastries, ice cream, sauces, jams, even in vegetables and juices – but perhaps nowhere better than on one of Jamaica's original comfort foods, a steamy hot bowl of cornmeal porridge. We hardly ever use the powder, preferring to grate the nut as needed. Nutmeg is exported to Canada and Grand Cayman.

pimento

Very aromatic and of 'curious gusto' this tiny little berry grows wild and it is said that only the female blossoms give the berries. The unripe berry is dried and has many uses – chiefly as a key ingredient in our jerk dishes. In fact, in Portland, the leaves and wood of the pimento tree are used in the fire of the jerk pits to give added flavor. The Taino used it to preserve and season meats. It is sometimes referred to as allspice (a mixture of pepper, clove cinnamon and nutmeg) and often confused with black pepper corns. It makes a good pimento dram liqueur, and is widely used in the pharmaceutical industry.

There has been a dramatic increase in export earnings in pimento in recent years, and it now ranks #5 in the top ten fresh produce export earners – the berry and leaf are exported to many countries including the UK, USA, Sweden, Germany, the Netherlands, France, Japan, India, Vietnam, Nigeria, Trinidad, Barbados and Grand Cayman. Export earnings are US\$2,176,805

thyme

Jamaican thyme is a year round herb from the mint family native to southern Europe and the Mediterranean. There are over 100 varieties of Jamaican thyme. The most widely used is the garden Jamaican thyme. There is also lemon thyme which bees love – our thyme honey is a pungent and highly regarded honey. Jamaican thyme is very versatile and is used in meat dishes, soups, vegetables, stews, stocks, and condiments. We export 35,612 kg of thyme, valued at US\$236,090 to the UK, Canada, and Grand Cayman.

vanilla

Rare, rich and luxuriantly fragrant it grows wild, high on a vine on a tree producing only one crop a year. Tamed for cultivation it is a lengthy procedure to process – it has to be plucked, steamed, fermented, sun-dried and sealed in bottles – what you get is very little pure vanilla and it is very expensive. There are precious few vanilla farms in Jamaica, and most produce for the export market. The Spanish settlers loved to use it to flavour their coffee and it is used widely in the food industry as well as in cosmetics and aromatherapy.

“Pimento is one of the main ingredients in Jamaican Jerk.”





cocoa

First planted by the Spanish in the early 16th Century, in the early years of English settlement cocoa was the favoured crop. The soft fruit aroma seduced the palette of Europeans, and Jamaica was the main supplier of cocoa to England in the 17th century. The first chocolate bar was made in 1847, and ours was the cocoa of choice for English chocolate makers, Cadburys, who opened a factory in Jamaica.

The cocoa pod is filled with pulpy beans, which are sun dried, ground and formed into shapes, or processed into powder. Jamaica is ranked among the nine countries in the world producing fine-flavoured cocoa, and it is often used to improve the flavour of cocoa from other countries.

Cocoa trees flourish inland, in the highlands of the parishes of Clarendon, St. Mary, St. Catherine, St. Andrew and Portland. Cultivated by some 11,000 farmers, most plots are small averaging 3 to 4 hectares. The beans are processed and graded by the Cocoa Industry Board at the two island fermentaries. There is a small domestic market, and the bulk of finished dry beans are exported to chocolatiers, the main importer is Switzerland, followed by France.

Fetching premium prices, the world price for cocoa doubled in 2008, and there is a great demand for Jamaican cocoa, with a guaranteed market of 1500 tonnes annually. Efforts are being made to improve cocoa production by increasing density of plots from 200 to 400 trees per acre and upgrading plant seedlings by introducing high quality new varieties as well as organic cocoa.

There are many value-added products, among them confectionery including gourmet chocolates - dried mango and other fruit conserves as well as coffee beans dipped in chocolate, also rum flavoured chocolate. It is used in cooking and baking, and for making liqueurs, wines, jams, jellies, pastes and vinaigrettes. Cocoa is widely used in pharmaceuticals and cosmetics, such as soaps and pure cocoa butter which is used as a healing skin treatment. There are several other by-products: the pod is a source of pectin and the husk and shell can be processed for animal feed and fertilizer.

Cocoa ranks 6th in our top ten fresh produce exports. Over 715,457 kg. of bean cocoa valued at US\$1,877,005 were exported to Switzerland, France, UK and the USA.

“ Ours was the Cocoa of choice
for English Chocolate makers,
Cadburys, from 1847. ”



Sweets

& Baked Goods

Sugar and spice and all things nice best describes the wide range of baked goods, candies and desserts produced by commercial and small bakeries in Jamaica, for both the local and export market.

Jamaican baked goods are popular snacks eaten between or just after meals, and some are meals in themselves, such as the patty Jamaica's original fast food.

Here is just some of what we produce and enjoy:

A range of desserts and sweets are made with coconut as the main ingredient: gizzados - flat pastry shells filled with coconut; coconut drops - chunks of coconut in brown sugar; grater cake, - finely grated pink and white sugared coconut; as well as jackass corn - a very tough thin biscuit; there is also toto and coconut fudge.

We produce a variety of breads – the most popular is hard-dough, a heavy white bread. We call it simply 'hardo' and nothing beats a warm soft loaf. We also bake a range of nutritious specialty breads including multi-grain, omega 3 enriched, cinnamon, raisin and bran, coconut, wheat and honey. There are also assorted sweet breads including combread, banana and ginger bread. Coco bread is usually filled with meat, or eaten with a patty wedged inside. The Jamaican patty - freshly baked, hourly. Served in a brown bag, it is Jamaica's original fast food. In the beginning it was just beef, now we have chicken, seafood, vegetable and even cheese patties. It is also available in cocktail size.

We love buns- rock bun, cinnamon bun, sugar bun – and of course our delicious Easter bun, baked with lots of spices such as nutmeg and cinnamon along with large amounts of mixed fruits and molasses, it is sliced thick and served with cheese. We also produce a variety of tarts, and the plantain tart is the most

popular. And there is bulla, a flat round ginger flavoured cake.

Our famous puddings include sweet potato and cornmeal 'pone'. There is also bread pudding and cassava pudding. The rich, dark, heavy Jamaican Christmas pudding is a favorite over the festive season. Preparing the pudding is a time-honoured tradition that starts months ahead with the soaking of the dried fruits and there are many recipes for the perfect pudding. We also have our Christmas cake, and have introduced a cake mix version. Other cakes include banana, orange, coconut, carrot, coffee, and pineapple-upside-down.

Desserts include caramelized banana, grilled pineapple, stewed guava, banana fritters, and fresh tropical fruit salads. Our national dessert is Matrimony, made with star apple, orange juice, nutmeg, sweetened condensed milk and sometimes sherry. Ice creams and sorbets come in a variety of exotic flavours including rum and raisin, coconut, guava, soursop and even nutmeg.

An old-time traditional sweet pudding is duckanoo. A West African dish, sometimes called 'blue drawers', it was originally made with green plantain (now more often with green banana), cornmeal, coconut milk, sugar and spices all mixed together and wrapped in little pouches made of plantain leaves and tied, and then boiled.

Candies include peppermint sticks and balls, Bustamante back-bone (a very hard toffee) paradise plum, peanut drops and tamarind and rum balls. We have sweet cheeses such as guava; coffee beans and fruit preserves dipped in chocolate; and crystallized fruit and citrus peel.



Jams

&

JELLIES

We've been making tropical jams, jellies and preserves for centuries - and what's interesting is that many of the old recipes and methods from as far back as the early Spanish settlers are still being produced, some adding a twist with new ingredients and flavours. From the British colonists we inherited many recipes that we have 'creolized' making them all-time favourites. There are endless culinary possibilities, and Jamaica leads the way, exciting the taste buds of consumers by introducing them to an ever-increasing range of jams, jellies and preserves, as well as sauces, chutneys, vinaigrettes and condiments. These products capture the complex, intense flavours of authentic Jamaican cuisine.

Using pure fruits, our jellies are smooth and clear, and have a homemade quality. Our citrus marmalades are very popular, particularly the Seville marmalade made with thick orange segments. Our jams are flavourful. All are produced with a variety of flavours, some are of just single fruits others are carefully paired with other fruits to enhance the taste. They are also spiced with herbs, even infused with rum. Popular fruits include mango, guava, oranges, tamarind, passion fruit, sorrel, pineapple, banana and lime. Ginger is often a key ingredient.

Jamaican sauces are known for their flavourful blend of unique Jamaican fruits, vegetables and spices including mangoes, tamarind, hot peppers, pimento, thyme, escallion and spices. Usually available in hot and spicy or mild, as well as savoury and sweet sauces, they add a curiously distinctive taste to casseroles, stews, meat, poultry, seafood, vegetables and even desserts. We also produce glazes, including a very tasty sorrel glaze for baked ham.

“Our tropical jams, jellies and preserves, come from centuries old recipes.”





Jams, Jellies, Preserves

Other popular accompaniments to dishes are our chutneys, relishes and pickles. These spicy piquant condiments usually include fruit, vinegar, sugar and spices. The sweeter chutneys also make delicious spreads and are often served with cheese. An interesting combination is banana and mango. Another popular condiment is our fiery hot pickled pepper, best served with fried fish.

Fruit flavoured vinaigrettes are becoming very popular in the gourmet market adding zest to salads and vegetable dishes. The fruit herbal combinations are particularly appealing, including passion fruit, tamarind and mango. With the move towards a healthier lifestyle there has been an increased demand for Jamaican fruit jams, jellies, preserves and sauces on the international market.

Approximately 60% of total production in Jamaica is for the export market (US, Canada and CARICOM) while the rest is distributed locally to supermarkets, hotels and restaurants.

Island

HONEY

A wide variety of pollen and nectar producing species give Jamaican honey its unique rich and intense flavour. All natural, we have a variety of tropical fruit flavoured honey such as mango, guava, coconut, citrus and guinep; herbal honey includes eucalyptus, cinnamon and even thyme; there is also a variety of organic floral mountain honey and cashew flavoured honey, as well as the very popular clear logwood honey. Interestingly, our Jamaican honey – colour, scale, character - was the British standard for judging honey worldwide!

Our much sought after multi-floral honey, both bulk and table honey, is in demand both locally and overseas, and commands a premium price. Great strides have been made to develop and diversify the industry islandwide, and we are expanding into new markets introducing a range of value added products including: beeswax, which has a variety of domestic uses; royal jelly; propolis (an embalming agent); cosmetics such as hair oil, soaps, lotions and gels; candles and aromatherapy products.

Its medicinal uses are widely known, as an antiseptic and in improving the level of antioxidants in blood. Full of goodness and highly nutritious we use it in cooking, baking and as a folk remedy for colds and sore throats, drinking it as a mixture with lime and garlic. It has even been said that cruise ship visitors to the island visit our honey farms for bee sting therapy.



Fresh

Vegetables

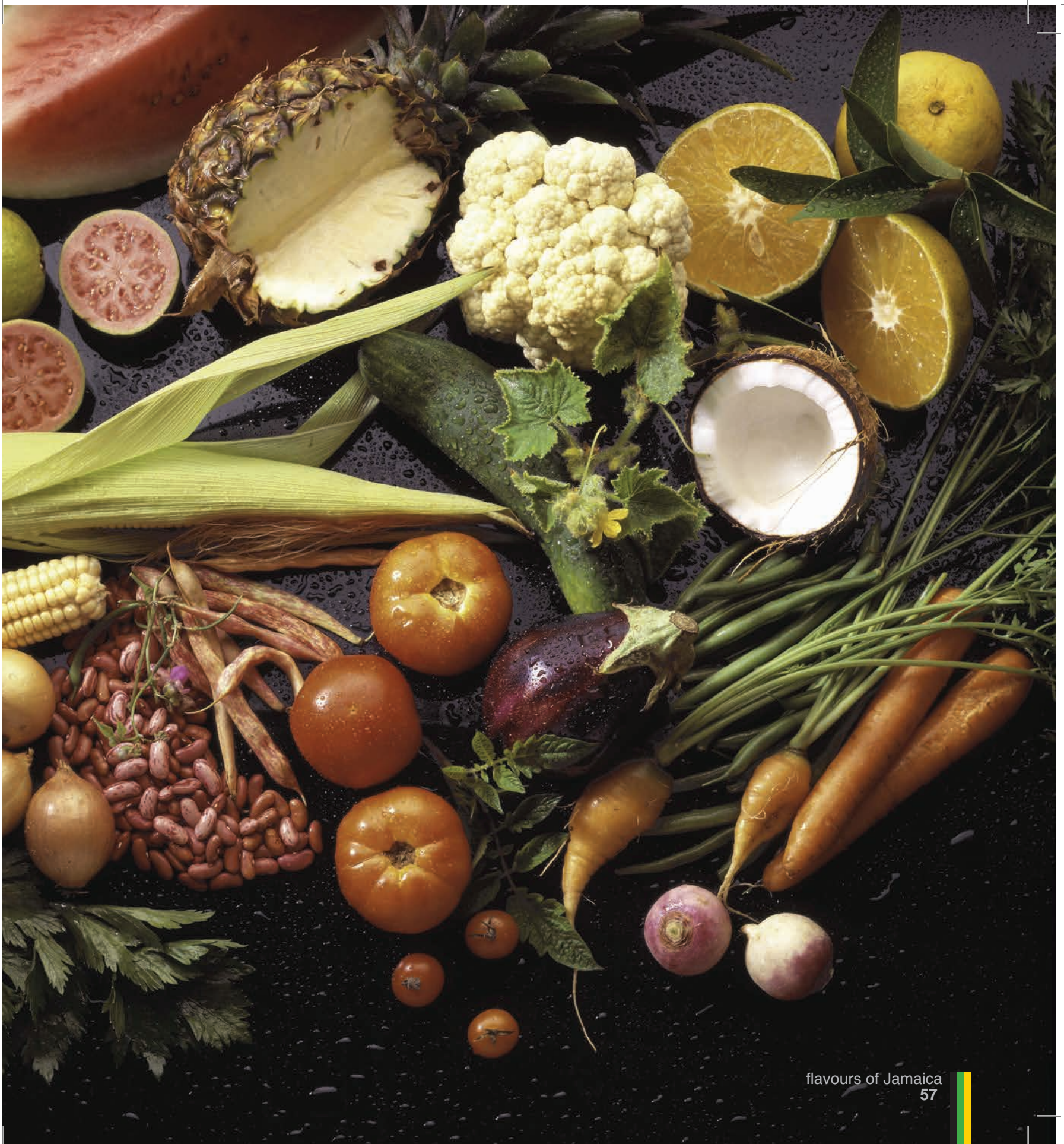
Our island grown vegetables may be smaller, but they are sweeter, more colourful and are packed with nutrients. Grown by small farms around the country they are readily available fresh at farmers markets and supermarkets, supplying households, restaurants and hotels. Jamaican vegetables are also exported, fresh and processed, throughout the world.

They grow underground, on vines, bushes and trees; in vegetable patches and carefully tended back gardens; organically in greenhouses and as hydroponics. We grow almost every kind of vegetable including carrots, beets, turnips, pumpkin, lettuce, tomato, cucumber, sweet pepper, cabbage (including red cabbage), cho-cho, okra, corn, onion, escallion, eggplant, pak choy, yellow squash, pumpkin, callaloo, zucchini, a variety of lettuce as well as beans and peas. We also grow temperate climate vegetables including broccoli, cauliflower, celery, spinach and mushrooms.

We use vegetables in a wide variety of traditional and innovative dishes, both savoury and sweet.

“Our vegetables are naturally sweeter, more colourful & packed with nutrients.”





Organic

Agriculture

The fastest growing of all sectors worldwide, organic farming offers unique and exciting opportunities as more and more people become interested in wellness, and safer and healthier lifestyles.

This new trend presents excellent opportunities for Jamaica, as the island still has large areas of virgin cropland, certified organic, available for production. A further major advantage is that chemical fertilizers have not been widely used - it is mostly manure and mulch - and pesticide use has been even less.

Adapting new technologies, our local organic farmers are relying on ecological processes, biodiversity and cycles adapted to local tropical conditions, as well as traditional farming methods such as crop rotation, green manure compost and biological pest control.

Today there are several commercial organic farms across Jamaica, as well organic fruit orchards, greenhouses and hydroponic farms, there are even urban organic farms. There are also many cottage industries producing preserves and sauces. Operating on a small scale producing internationally certified organically grown products, they are tapping into the under-supplied, emerging niche markets locally and overseas.

Already, farms are producing organic coconut, coffee, cocoa, pimento and nutmeg, as well as a variety of other fruits, vegetables, herbs and spices. Locally, produce is delivered to supermarkets and restaurants. A large market is the tourist industry and spa resorts, as more visitors are seeking out authentic culinary experiences in food and beverages using natural tropical produce.

Many Jamaicans and foreign investors are exploring these exciting new opportunities in food production, as well as in the spin-off industries including organic fertilizers and pesticides.

Quick Facts

1. There are many commercial organic farms located across the island.
2. Cottage industries producing organic preserve & sauces are growing rapidly.
3. The hotels & spa resorts are large markets for organic produce.



Quality Management



A key factor to stimulating economic growth and competitiveness is research and development, and Jamaica has a thriving network in agro-biotechnology. Producing some excellent results in science based farming, several local agencies are working with foreign development agencies on several projects to improve export crops. The aim is to boost research technology in agriculture and foster linkages, transferring research findings directly to the farmers. In addition to diagnostic services and analytical testing, advisory service

Extensive studies are being carried out in tropical genetics, tissue culture and plant breeding techniques; flavour extraction; biological and chemical pest control; fumigation; mutation breeding with nuclear energy; post harvest techniques to prolong shelf-life; and the exploration of tropical medicinal plants and microorganisms.



**BUREAU OF STANDARDS
JAMAICA**

Making Standards Work for you...

Bureau of Standards Jamaica

The BSJ is the custodian of Jamaica's national standards and serves as the WTO Enquiry Point. The agency was established to promote and encourage the implementation and maintenance of standardization for commodities, processes and practices. This role has expanded over the years to include the strengthening of Jamaica's quality infrastructure, which involves the provision of services in the areas of metrology, standardization and conformity assessment; three distinct but interdependent and essential areas that enable producers to participate fully in international trade and to satisfy the technical requirements of the multilateral trading system. Its main activities include: facilitating the development of standards and other requirements to which particular commodities, services, practices and processes must comply; monitoring for compliance; conducting test; calibrating instruments; certifying products and management systems; providing industrial training and promoting research and education in standardization. These activities are critical in assisting Jamaican producers to meet the quality requirements of local and export markets.



Scientific Research Council

The SCR is Jamaica's principal public sector agency, responsible for the fostering and coordination of scientific research and the promotion and application of its results. The SRC supports the growth and development of local producers and exporters in the productive sectors, particularly those in the agro-industry, through research, adaptation of available technologies, creation of new and appropriate technologies and the provision of training and technical assistance.

The Scientific Research Council is the institution with a mandate by law to "collect, collate and review information concerning scientific research schemes or programmes relevant to the development of the resources of Jamaica (and) to establish and maintain a scientific information center for collection and dissemination of scientific and technical information." The agency is the largest local system in the development of food products and is the National Contact Point for the European Union's Seventh Framework Programme for Research and Technological Development; and Both Parties have agreed to use their expertise in providing support for the export sector.





Ministry of Agriculture & Fisheries

The Ministry of Agriculture & Fisheries is one of 16 Ministries comprising the Government of Jamaica with its main mandate to drive agricultural production and productivity.

It seeks to achieve this through:

- increased exports;
- provision of extension support services;
- encourage the utilization of cutting-edge technology, marketing, investment opportunities; and
- facilitate the efficient use of natural resources.

Its portfolio subjects include:

- Agriculture
- Agricultural Commodities
- Agricultural Research
- Agricultural Marketing
- Sugar
- Veterinary Services
- Irrigation
- Fisheries
- Livestock
- Plant Protection/Quarantine
- Produce Inspection and
- Public and Botanical Gardens

In carrying out its mission of promoting development, competitiveness and efficiency within the sector, the Ministry of Agriculture and Fisheries provides support to farmers and other stakeholders through a number of services, including: marketing, agricultural data, veterinary services, soil and agricultural land management, crop and livestock research, training/extension services, produce inspection, and support for select export products, through its Commodity Boards.





The Veterinary Services Division

The Veterinary Services Division (VSD) is the designated Competent Authority with responsibility for the Administration of the National Animal Health Programmes, Veterinary Certification of animals and products of animal origin, Disease Surveillance & Prevention, Disease Eradication and Control Programmes.

The major aims and objectives of the Division are include keeping exotic/zoonotic diseases out of Jamaica; safeguarding the livestock industry; enhancing animal welfare; facilitating trade in live animals and products of animal origin; improving/promoting public health and enhancing food safety in relation to products of animal origin.

The major programmes being pursued by the VSD are disease prevention, surveillance, monitoring, eradication and control; veterinary quarantine, diagnostic/analytic laboratory services, public health and epidemiology and inspection and certification; animal fertility; and public education.

In order to achieve its objectives, the Division works closely with regulatory agencies such as Customs, Ministry of Health and the Bureau of Standards, as well as trade-related entities such as JAMPRO, Jamaica Exporters' Association (JEA) and Breed Societies. The Division also works closely with farmers, importers and exporters, and collaborates frequently with international agencies (IICA, PAHO).

The Export Division

The Export Division of the Ministry of Agriculture and Fisheries was established in the early 1940s to coordinate Jamaica's agricultural commodity chains, including establishing strategic international linkages and managing domestic price and supply volatilities.

The Export Division currently operates as a quasi-government entity, dedicated to developing Jamaica's spice industry, promoting international trade and assuring the safety, quality and integrity of Jamaican spices and derivatives. As the principal marketing representative of Jamaican spice growers, The Export Division handles the largest proportion of domestic spice production, moving an average of 2,500mt per year.

As the strategic link between Jamaican spice growers and domestic and international manufacturers, the Export Division deals exclusively in bulk spices and derivatives:

- Pimento/Allspice (*Pimenta officinalis*) – Whole berries, calibrated, crushed and powder
- Turmeric (*Curcuma longa*) – Polished/unpolished fingers (rhizomes) and powder
- Ginger (*Zingiber officinale*) – Fresh roots (rhizomes), dried slices and powder
- Nutmegs (*Myristica fragrans*) – Whole unsorted
- Essential oils - Pimento leaf, pimento berry, ginger and lemongrass

Regions Served:

The Export Division actively exports Jamaican spices to:

- Europe - United Kingdom, Germany, Netherlands, France, Spain, Finland, Sweden and Poland
- North America – United States and Canada
- Asia – Japan and India
- Caribbean – Barbados, Trinidad and Tobago and Bahamas



About

Jamaica

Jamaica Means Business

Jamaica is on the radar of serious investors who are seeking out smart investment opportunities in Jamaica. Our credentials are impressive. We are located at the heart of the Caribbean. We stand ready at the gateway to important trading partners in North, Central and South America, and we are within easy access to Asia via the Panama Canal.

Christopher Columbus was the first to recognise our strategic location on his discovery voyage of 1494. Claiming the island for Spain, Jamaica quickly became a major transshipment point to Central and South America.

A century and a half later, the British fought the Spanish to gain control of Jamaica, which had by then become the pearl of the Caribbean. History tells us that the Pirates and Buccaneers made Jamaica the richest island in the Western hemisphere.

During the long centuries as a colony of Britain, Jamaica became the largest producer of sugar and one of the most valuable assets of the Empire. The wealth produced by the island in the 1800s dazzled Britain, and helped to finance the Industrial Revolution in England. Since then, Jamaica has grown to become the economic hub of the region. Our spirit of enterprise is unparalleled in trade, commerce and investment.





We have had several claims to international fame – we led the world in the production of bauxite; our Blue Mountain Coffee is the most exquisite; our unique spicy jerk seasoning the most tantalizing; and our premium rums and very special Tia Maria Coffee Liqueur are unrivaled.

We are the capital of reggae music and a leading tourist destination. Yet, our greatest resource is our people – determined, creative, talented – many Jamaicans have made us proud, excelling in the international arena in sports, music, the arts, academia and professional endeavours.

Since gaining political independence in 1962, Jamaica has followed a path of nation building. We have shed the old mantle of Third world, and have come into our own as New World – ready, willing, competent and able to take on the challenges as valued players in the global economy. We have forged ahead with major infrastructure developments – major highways, two state-of-the-art international airports, sophisticated port facilities and telecommunications systems.

We pride ourselves in our business hospitality. Our aim is to make our investors feel at home in Jamaica and to establish long term partnerships. To facilitate all aspects of new business ventures, we have tailored a wide range of incentives, which include newly tabled laws and agreements, as well as sector specific concessions and incentives.

Our one-stop investment agency, **JAMPRO** is here to synchronize and accelerate your investment to enable you to operate successfully.

We know how to do business, and do it well.

Welcome to Jamaica!



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. These 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 at www.tradeandinvestjamaica.org.

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

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