



PRESIDENT'S YEAR END MESSAGE

The Executive Committee takes this opportunity on behalf of the general membership to wish all producers, processors, input suppliers, policy makers, partners, affiliates and stakeholders a happy holiday season and a prosperous New Year.

We are grateful and appreciative of your support rendered the JPFA in 2009 and solicit your continued nurturing in 2010 as we strive together to maintaining an organization that is committed to building a productive Jamaican Pig/Pork sub-sector.

The year 2009 was very challenging. We

faced and conquered many obstacles together, inclusive of the: (i) misconceptions associated with outbreak of the H1N1 virus; (ii) larceny of animals; and (iii) increased operational costs. Through these trying circumstances the JPFA with your organizations' and personnel's selfless support remained committed to its mandates.

As we reflect on lessons learnt in 2009, we are convinced that the future can only be brighter with your continued bolstering of the JPFA. ■



Mrs. Angella Bardowell, JPFA President 2009-2010

JPFA'S SEVENTH ANNUAL GENERAL MEETING

The JPFA entered its seventh AGM with some noticeable achievements, despite the many challenges it faced. This was the word from President Angella Bardowell at the JPFA's seventh AGM, held on Thursday, September 17, 2009 at the Golf View Hotel at 5 Caledonia Road, Mandeville, Manchester.

Some of the noted accomplishments of the '08 - '09 fiscal year included: (i) a documentary on the JPFA which was aired on JIS and JNN television networks; (ii) introduction of pork patties at the **Jack Daniel Grill Off** event; (iii) JPFA for the first time had its own booth at Denbigh Industrial and Agricultural Show; and (iv) JPFA's



Dr. Marc Panton, guest speaker at JPFA 7th AGM

member, Ms. Kadeon Davis, placing second in the IICA youth in Agri-business all island awards.

Guest speaker at the AGM was Dr. Marc Panton, Chief Technical Director in the Ministry of Agriculture and Fisheries. Dr. Panton spoke on the growth of local pork production which resulted in the sharp decline in pork importation. He emphasized the importance of marketing and noted that the much publicized liking for stewed pork of mega track star Usain Bolt is an opportunity that should be explored.

Opposition spokesman in Agriculture Mr. Roger Clarke noted that farmers needed to be paid a fair price for their products by purchasers; if they are to be internationally competitive whilst simultaneous contributing to the nation's food security and economic stability.

The JPFA partnered with various organizations during '08 - '09 fiscal year, and undoubtedly, their valuable contributions have facilitated increased cooperation and collaboration. Several of the partners were asked to bring greetings:



Mr. Roger Clarke, Opposition Spokesman on Agriculture

Mr. Matthew Lyn, Group Divisional Manager of Caribbean Broilers congratulated the JPFA on a very successful year and encouraged the organization to continue to be the voice of the farmers and stressed how the Association's voice has helped the growth of the industry.

Mr. Conley Salmon, Vice President Marketing, Jamaica Broilers Group said that his organization was honoured to partner with the JPFA and was excited by the support of the Government. Mr. Salmon stressed the challenges faced, the global meltdown, the devaluation of the Jamaican dollar, however, one thing that he was happy about was the backing from the

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Cross section of JPFA's partners who brought greetings at 7th AGM

JPFA - Executive Members 2009 - 2010 and Centre

At the JPFA's seventh AGM, held on Thursday, September 17, 2009 at the Golf View Hotel at 5 Caledonia Road, Mandeville, Manchester the 2008 - 09 Executive Officers, were returned en bloc to the helm of the JPFA for another year. The 2009 - 10 Executive Officers elected were:

- Angella Bardowell
President
- Annabel Williams (Ms)
Immediate Past President
- Ivan Campbell
1st. Vice President
- George Williams
2nd. Vice President
- Henry Graham
Treasurer
- Delroy Manya
Public Relations Officer
- David Robb
Assistant Secretary
- Herfa Johnson (Mrs.)
Secretary
- Delroy Campbell
- Tony Maragh
- Nordie Smith
- Howard White
- Carlton McLeod

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Mr. Ainsworth Riley, Agribusiness Specialist, representing IICA, said that the JPFA has the full support of IICA. Mr. Riley congratulated the ouptu of the Association and committed IICA's continued support to ensure further successes in the future.



From left: Mrs. Angella Bardowell, President, and Mr. Ainsworth Riley, IICA

Mr. Hugh Logan, Vice President, Caribbean Producers Group (CPJ) said that he was honored to be invited and be part of the JPFA's efforts. He advised the gathering that CPJ is the leading distributor for food service on the island but the pork operations of their business is very new. Mr. Logan noted that CPJ had the opportunity of working with some person in the Jamaican pig/pork industry and his organization will help to provide assistance to ensure the development and continued growth of the industry.

Managing Director of Sweet River Abattoir, Mr. Valdense Gifford advised the farmers that the JPFA's lobbying on farmers behalf has resulted in a massive reduction in pork importation into Jamaica; preventing many small farmers from exiting the pig rearing business.



From left: Mr. Delroy Manya, Exec. Member, Mrs. Angella Bardowell, President, JPFA and Mr. Winston Williams, Managing Director, Pioneer Meats.

Managing Director of Pioneer Meats, Mr. Winston Williams said that he was proud to be associated with the JPFA and congratulated the farmers on their involvement with the organization. He praised the farmers of the high quality carcasses being delivered to the processing plants and encouraged them to continue doing the good work.

Dr. Gillian Smith, Assistant Representative from the Food and Agriculture Organization of the United Nations (FAO) in Jamaica (Bahamas and Belize) said that the organization stand in support of the government and the people of Jamaica in their efforts to improve and develop their agriculture, nutrition, forestry and fishery sector. ■



Section of the crowd at 7th Annual AGM

JPFA Honours its Stalwarts

The JPFA honoured two of its stalwarts, Messrs. Jack Muschette and Mr. Albert Binnie. Mr. Muschette was recognized for his tremendous contribution to the development of the Pig Industry in Jamaica and Mr. Binnie for his pioneering work in the development of the Jamaica Pig Farmers Association.

JPFA Honouree: Arthur John (Jack) Muschette

In 1960, Mr. Muschette received his B.Sc. in Agriculture and later a MSA in Animal Husbandry. He entered Bodies Research Station in April 1960 as a Livestock Research Officer, focusing on pig breeding, housing, management and nutrition. He worked with several pig farmer groups and published several bulletins on the cost of production; and in addition, assisted in developing of feeds with the private sector such as Purina, Pyramid, Hi-Pro and Nutramix.



Mr. Jack Muschette, JPFA honouree. In the background, Delroy Manya, Exec. Member

After he left Bodies, Mr. Muschette went to work with the Agriculture Development Cooperation as Small-stock Development Officer, and was later promoted to Director. He served as Research Director at Montpelier Research Station and also Director of Research in the Ministry of Agriculture.

JPFA Honouree: Mr. Albert Binnie

Mr. Binnie was part of a 15-member steering committee that was established in 2001 to lobby on behalf of pig farmers in Jamaica. He was a very active member of this committee, voicing concerns on behalf of farmers and visiting their farms islandwide. Mr. Binnie is much admired for the inauguration of the Jamaica Pig Farmers Association.



Mr. Albert Binnie, JPFA honouree is presented with his plaque from Delroy Manya.

As a founding member of the JPFA, Mr. Binnie has contributed significantly to the efforts of the Association and is one of the first member of the JPFA Executive to have gone into retirement. ■



From left, Jack Muschette, Mrs. Binnie and Albert Binnie

PORK PATTIES ANYONE?

This was the heading published in the Jamaica Observer, dated September 21, 2009. We want to have it in supermarkets in the New Year, the President, Mrs. Bardowell, told journalists at the 7th Annual General Meeting. The President advised the meeting that the JPFA's optimism had been boosted by the rave reviews for test samples of the product at the Annual Jack Daniel promotion in May. The move towards pork patties is part of JPFA's drive to further accelerate the growth of the local pork industry.



Mrs. Bardowell noted that the major thrust of the organization in 2010 would be to have pork patties being produced by leading patty manufacturers. She stated that the move towards pork patties is part of the JPFA's drive to further accelerate the growth of the local pork industry which is currently estimated at 8 million kilograms at the end of 2009.

2009 ACTIVITIES

DENBIGH

For the first time, the JPFA had its own booth. The success at Denbigh was due largely to donations from sponsors which allowed the Association to radiate sales of over \$60,000 which covered the cost associated with its participation in the event.

PRODUCERS' MARKETING ORGANIZATION CONFERENCE (PMO)

The Ministry of Agriculture launched its PMO Conference in September in which the JPFA participated. The Association supported this venture as a marketing strategy and encouraged all pig farmers to be a part of the PMOs in their respective areas.

JAS EAT JAMAICAN CAMPAIGN

The Jamaica Agricultural Society held its Eat Jamaican campaign in November, which showcased a wide range of agricultural products, agricultural cuisine and suppliers of farming materials and equipment. The Association used the opportunity to introduce its pork patties and other exotic types of pork products, such as sausages, beacon and smoked pork. The Minister of Agriculture, Dr. Christopher Tufton, sampled pork patties and was quite impressed with the product.



Hon. The Dr. Christopher Tufton Minister of Agriculture sampling pork patty at Eat Jamaica launch on November 25, 2009, Denbigh, May Pen

UPCOMING EVENTS

FARMERS' BALL - April, 2010 at a Venue to be Announced

EXECUTIVE COMMITTEE MEETINGS - 3rd Saturday of each month

REGIONAL MEETINGS - Last Thursday of the January, April and July

PARISH CHAPTER MEETINGS - At least one per Quarter: (i) January to March; (ii) April to June; and (iii) July to September

AGM- Last Thursday of September

FEEDBACK - CONTINUE TO KEEP THE FEEDBACK COMING !

Send comments or questions to jpfa@infochan.com
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Visit us at www.jamaicapigfarmers.org



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