



Successful 5th AGM Opportunities to be tapped - Agriculture Minister, Dr. Christopher Tuffon

The Annual General Meeting on October 25, 2007, was a milestone event for the Jamaica Pig Farmers Association, as it also marked the associations Fifth Anniversary.

The meeting, held at the Almond Tree Restaurant and Conference Centre in Ocho Rios, was one of the early engagements for the new Minister of Agriculture, Dr. the Hon. Christopher Tuffon, who addressed the opening session.

Dr. Tuffon showed an appreciation of the issues and challenges facing the industry. He expressed a willingness to work with the JPFA for the good of both farmers and the industry, noting that the industry



Dr. Tuffon

needed to "speak with one voice". He said that he had observed that in recent years, over 12,000 carcasses (600,000 kilograms of pork) had been imported, and questioned whether this was as a result of farmers inability to meet the local demand, or other reasons?. He stated that the Ministry was reviewing the policy regarding duty waivers for imported pork.

Minister Tuffon suggested that there are tremendous opportunities in Tourism, just waiting to be tapped by pig farmers. He challenged the JPFA to seek out and exploit these opportunities for the benefit of its members. ■

Strides made - JPFA President

President Annabel Williams, said that despite the challenges, the Association had made strides during the last year, securing two Grants from the European Union, under the Private Sector Development Programme (PSDP), which would enable the JPFA to add value for its members, and provide more services to help farmers increase production and improve the quality of their herd stock, and hence pork.

(AGM article continues on page 2)

PSDP - Aiding the Business of Pig Farming



JPFA President Annabel Williams signs the project document with Kenneth Reid, Senior Business Development Officer, PSDP

The JPFA has qualified for two Grants from the **Private Sector Development Programme (PSDP)**, funded by the European Union through a project with the Planning

Institute of Jamaica (PIOJ). This will facilitate meeting the Association's goal of capacity building and enhancing the use of technology in pork production.

The PSDP aims to facilitate small and medium sized enterprises (SMEs), to develop their competitive advantage and operate efficient, profitable businesses.

The First component of the Grant under the PSDP, is the Capacity Building Programme. The project document (contract) was signed in May 2007, and work began

almost immediately, to develop the framework for implementation of the project. The CBP includes setting up the Project Management Unit, training for farmers, Information and Communication Technology to improve data collection and analyses, as well as the communication campaign.

The second component is the Consortia Business Development System, aimed at extensive entrepreneurial training for JPFA members. ■

(Look out for updates on the project, in every issue of 'PigTales')



PROMOTIONAL CAMPAIGN LAUNCHED

The Grog Shoppe, Devon House was the venue for the launch of the JPFA's Pork Promotion, "**Eat Jamaican Pork – a healthy choice**", on Sunday, December 9, 2007. The launch, part of "Grog Shoppe's Sunday Brunch", was supported by a wide cross-section of persons, including the media.

"**Eat Jamaican Pork – a healthy choice**" seeks to highlight the nutritional value of pork, which suffers from many myths and has been a much maligned meat. The campaign therefore aims to educate the population on the facts, so that people can make informed decisions/choices. For example,

- It is a fact that pork is a nutritious protein, cooked skinless chicken breast has the same calories, fat, and protein content as pork tenderloin.

- It is fact that pork is extremely versatile, tender and easy

to prepare, and this is becoming a more important asset as our lives become more busy and we have less time to cook ...making healthy convenient foods more appealing.

- There are many healthy meal alternatives and tasty dishes, using pork.

The JPFA is working with industry partners to improve the quality of the pork we produce and the efficiency with which we run our piggery operations. In fact carcass quality has already improved by over 30% in the past year, and is set to continue.

The JPFA thanks all our partners, members supporters, especially-IICA, the Ministry of Agriculture and Lands, RADA, Jamaica Trade and Invest, Hi Pro and Caribbean Producers, Grace, as well as processors and traders, for their continued support over the years." ■

Pigtails



Collaboration for change – Dr. Gordon (AGM article continued from page 1)

In his main address, Dr. Andre Gordon, a meat scientist by profession, said the pig/pork industry is important to the Jamaican economy. Despite the challenges of increasing local pork consumption, tapping into the tourism industry, exploiting export potential, processing and maximizing the use of technology, there were many opportunities. These included the opportunity for collective, collaborative action, improving genetic stock and systematically improving the breeds. Dr. Gordon said that as an industry we need to think and plan long term, as no one element can solve the problems. It requires a continued effort at collaboration to begin to change the situation.

"It is all about working together to expand the pie for everybody, so everybody benefits," he said. ■

Quality Breed Stock

- Dr. Amiel

Dr. Keith Amiel of the Caribbean Broilers Group, spoke of CB's commitment to the industry and to the JPFA. He said that CB was focusing on the quality issues, beginning with the breed stock. They had conducted a number of workshops on Artificial Insemination (AI), across the island to bring the new technology to our pig farmers.



President Annabel Williams, Mr. Robert Reid and Mrs. Cynthia Currie, Representative to Jamaica, Inter-American Institute for Co-operation on Agriculture (IICA) and Ms. Cordia Thompson, Project Manager, JPFA/PSDP Project, share pleasantries at the launch.



Patrons enjoy "Pork Tasting" with exciting recipes from the Grog Shoppe and 'Caribbean Passion', while the campaign Jingle" played in the background.



The JPFA was established to look out for the interests of all pig farmers, to lobby for incentives for the farmers and to help farmers produce high quality pork. In five short years, the JPFA has laid the foundation for the development and growth of pig farmers across the island and the pig/ pork industry as a whole.

Workshops on Pig Husbandry

Good "Pig Husbandry and Recordkeeping" are essential to the business of pig farming. Hence, the JPFA in association with the PSDP began a series of regional workshops on "Good Pig Husbandry Practices & Record Keeping" in November, 2007. The first was in Savanna-la-mar on November 22 and others are



Valdense Gifford leads Session on "Pig Husbandry"

planned for Mandeville, Spanish Town and Morant Bay in January, 2008. ■



Pigtails

NEWS... AND... UPCOMING EVENTS

Industry Meetings

The JPFA took the initiative to bring industry players together, by calling the first meeting of processors, traders, Ministry officials and farmers at the end of November. The meeting discussed and agreed on issues/ regulations related to the importation of fresh pork products.

As farmers, producers and processors see the benefits of cooperation and collaboration, a series of meetings has been planned for 2008, to discuss the issues and arrive at consensus, for going forward.

Consultant in Pig Health to visit in February

Dr. Morgan Morrow, a professor of veterinary science at North Carolina State University, will be in the island from February 3-17, to install the "Pig Champ" Software and conduct workshops on "Maintaining Healthy Pigs and Preventing Diseases".

JPFA "On Air"

The Association will hit the "air waves" in February, with a special segment in the JIS' "Calling Farmers" programme on Thursday mornings. It will begin as a "Valentine Gift" on Thursday, February 14. So Listen-up! And let us know what you think.

PSDP/JPFA Business Development Seminars for Farmers

Tuesday, March 18, 2008 -
Methodist Church Hall, Savanna La Mar

Thursday, March 27, 2008 -
RADA Manchester, Mandeville.

Tuesday, April 1, 2008 -
Farmers Training Centre,
Twickenham Park, St. Catherine

Thursday, April 3, 2008 -
RADA St.Thomas, Belfast,
Morant Bay.

Tuesday, April 22, 2008 -
CASE, Port Antonio, Portland



JPFA Executive 2007-8

The AGM ended with the election of officers for the new administrative year.

President, Annabel Williams was returned unopposed at the AGM, with 1st Vice President, Mrs. Angella Bardowell, Mrs. Herfa Johnson, Secretary, Treasurer, Mr. Henry Graham. Other Executive Members include Mr. Delroy Many, IPP, Mrs. Mildred Crawford, Mrs. Sharon Lewis, Mr. George Williams, Mr. Michael Hutchinson, Mr. Howard White and Mr. David Robb.

Pork Cook Book





Do you have a special pork recipe?

Share it with us.

One of the goals of the campaign
is to produce a Booklet with Pork Recipes.
So send one in... and tell your friends.

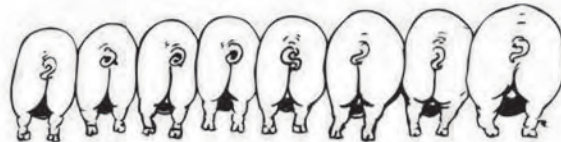


Calling All Farmers

 If you raise pigs? Whether 1 or 1000 
JOIN THE JPFA TODAY and REAP the BENEFITS.

Here are just a few!

- Benefit from free training
- Benefit from networking and sharing of ideas at JPFA events
- Benefit from improved prices
- Benefit from increased markets for pork and pork products
- Benefit from having a voice on issues affecting the industry ...
and MORE...



AND REMEMBER... WE NEED TO HEAR FROM YOU!!

Pig Farmers,
this is your Newsletter. So let us hear from you
and let us know what you would like to see and hear about in this newsletter.
Send comments to : bevjose@yahoo.com / info@agribusjamaica.org
or Call: JPFA Secretariat (876) 977-0952 or 970-1940