



2nd Pork Promotion – Really Great!

Sunday Brunch, at the Grog Shoppe, Devon House, on February 3, 2008 took on a special flavour, as the Jamaica Pig Farmers Association (JPFA) in association with Arosa Ltd., served up samples of sumptuous pork, to very appreciative patrons. The occasion was the second in a series of promotional events, to encourage Jamaicans to eat more pork.

Based on the Pig Survey done by the Ministry of Agriculture in 2003, it was revealed that Jamaicans eat less pork than in other Caribbean countries, as well as the USA and Canada. The JPFA is therefore showcasing pork and pork products, to demonstrate the high quality of Jamaican pork produced by its members and the fact that pork is a healthy choice. And what better way, than to offer treats of tasty samples?

Dr. Heather Little-White was also on hand to provide nutritional facts on



Lisa Gabay, Manager of the Grog Shoppe (right) explains the secret of cooking Pork with Guava Glaze, to Delroy Manya, Immediate Past President JPFA; Kenneth Reid, PSDP; and JPFA Executive Member Mildred Crawford.



Jerked pork and... Pork with bell peppers

pork. Arosa Ltd., processors of sausages, ham and bacon, served a delicious breakfast sausage, along with tender slices of lean roasted pork -both of which were a hit with patrons. Grilled pork with Guava Glaze, jerked pork and a pork stir fry, were among the offerings from the Grog Shoppe, which tantalized the tastebuds and had many coming back for more...

The pork promotion is a joint effort of the JPFA and the Private Sector Development Programme (PSDP). The JPFA is working with agencies, producers, processors and those in allied industries, for example, Jerk seasoning, to promote pork as "a healthy choice" and a good source of protein, throughout 2008. ■



Natascha Kessler, Arosa's marketing manager, serves up slices of delicious roast pork to Jackie Smith and family, during the JPFA's Pork Promotion at the Grog Shoppe.

ADDRESSING FEED PRICES

The JPFA has initiated discussions with the MOA&L and industry players to look at the feed price situation, with a view to finding solutions to the problem of rapidly increasing feed prices, which threaten the viability of pig farmers. The discussions have so far been positive, as all parties involved, have put forward their views and laid the issues on the table. One solution being explored is looking at crops that can provide alternate sources of feed. Another is the gradual improvement of the herd stock to pigs that are better feed converters. ■

INDUSTRY MEETING AGREES WAY FORWARD



JPFA President, Ms. Annabel Williams

Saturday, February 2, is being hailed as a historic day for the Pig/Pork Industry, as industry players, large and small, gathered in Ocho Rios, to discuss the business of pig farming, pork production and processing and the quality of pork and pork products. The JPFA, in association with the Inter-American Institute for Co-operation in Agriculture (IICA), brought industry players together, in light of the many issues facing the industry.

INDUSTRY MEETING... continues on page 2

Issues /Challenges

The industry meeting agreed the way forward on several issues... i.e.

- **High Feed Prices – JPFA** is moving aggressively to address this from various angles... Looking at alternative feeds, improving the genetic stock to have pigs that are more efficient converters, and discussing other approaches with the MOA & L and industry players.
- **Improving genetic stock and local production, to expand the market for pork**, with the CB Group, through technology, training and building capacity.
- **Reducing the level of importation of fresh pork** – The JPFA is in dialogue with the Ministry on reviewing the policy in the context of producers' ability to supply the local market.
- **Local and International data** – there is a need for information, for example, on production levels, consumer demand, seasonal variations, cuts, etc. to monitor demand and supply and to facilitate planning.
- **Pig Survey** – the JPFA underscored the need for updated local information and the MOA & L agreed to do the survey.
- **Virtual Clearing House** The establishment of a "Virtual Clearing House" for pork, to facilitate farmers' access to markets and the information gathering process. JPFA to pursue this with the Ministry in terms of the logistics – a data bank, working with pig farmers /processors/traders, resources required, the design of an electronic system, pricing and pilot testing. The view was also expressed that a real Clearing house is what is needed to meet the needs of farmers.
- **The need to have standardized "Slaughtering Practices"** that are monitored and sanctioned by the JPFA.



Sunday Brunch patrons enjoy their pork, as JPFA project manager, Cordia Thompson (standing) provides useful information...

Pigtales



"PIG HUSBANDRY" WORKSHOPS

The JPFA and the PSDP, continued the series of regional workshops on **"Good Pig Husbandry Practices and Record Keeping"**, presented by **Valdense Gifford, a trained Pig Husbandry Specialist**. Farmers left these workshops with valuable information on caring for breeding herd, as well as feeding and monitoring of the body condition of pigs.

The Record Keeping aspect focused on the importance of records as a source of information and a management tool for

farmers. Farmers also explored some environmental factors that affect pig farming, and issues related to waste disposal.

The workshops were part of the JPFA/PSDP's ongoing effort to build on what farmers know and upgrade their skills, to produce a better quality pork, as well as increase production. Workshops were held in Westmoreland, Manchester, St. Catherine and St. Thomas. They were open to anyone who was interested in pig farming. ■

FARMER TO FARMER PROGRAMME

- Prof. Morrow brings "PigChamp"

Dr. Morgan Morrow, a Professor of Veterinary Science at North Carolina State University, was in the island for two weeks (Feb 3 – 17), working with The JPFA, under the auspices of the USAID/Partners of the Americas "Farmer to Farmer" Programme, based in Washington D.C. Professor Morrow installed the "Pig Champ" computerized recordkeeping software for several new pig farmers, and updated JPFA members on the programme.



Dr. Morrow's workshop in Portland.

Workshops looking at pig health were also conducted by Prof. Morrow, a veterinarian who specializes in pig diseases, even as he introduced the "PigChamp" software to farmers, in Westmoreland, St. Catherine, Manchester, St. Thomas, and Portland.

The 'Farmer to Farmer' programme, started in 2003 and is financed by USAID. It facilitates international technical assistance in agriculture to developing countries, using volunteer experts from the USA. The programme is implemented by Partners of the Americas in collaboration with IICA, and has so far brought 44 volunteer experts to Jamaica, to assist in such areas/groups as cooperatives, trade associations and training institutions. ■

JPFA - making a difference

"A more productive, sustainable and profitable pig/pork industry!" This is the goal of the Jamaica Pig Farmers Association (JPFA), as it lobbies for and on behalf of pig farmers and seeks to be a catalyst for change in the industry.

Launched in July 2002, the JPFA has been working with various Government and Non-Government Agencies, and establishing strategic alliances with other players, to move the industry forward. Pig farming is now being transformed from traditional backyard-type operations to more modern production systems, utilizing new on-farm technologies, to enhance efficiency and produce a better quality pork to satisfy local demand.



Robert Reid from IICA, speaking at the launch of the pork promotion in December, 2007.

Partnerships

But how did the JPFA achieve this in just 5 years? "By pig farmers taking the initiative, supported by our partners, to strengthen industry relationships and focus on training for members, the president said.

For example, the Caribbean Broilers Group, through its brand "NuGen" has been working to improve the quality of our genetic stock. Armed with information from the Pig Survey in 2003, the JPFA has worked with other industry players and the Ministry of Agriculture and Lands to address the issues. Whether it is feed costs, or the issue of building the capacity of the organization, or exposing its members to new thinking, the JPFA continues to work with agencies such as IICA,

the USAID Farmer to Farmer programme and the Food and Agriculture Organization (FAO) to build the JPFA. The Caribbean Broilers Group, the Feed Companies - Hi Pro, JLA and Newport Mills, other processors such as Grace Kennedy and Arosa, have all been part of the quiet revolution in the industry.

Training

Training has been an important part of the process. Farmers have been exposed to Good Agricultural Practices (GAP) Training, covering Pig Husbandry - housing management, sanitation, waste management, feed management. The programme also introduced farmers to new on-farm technology/ies, such as Ad Lib feeding for animals and automatic watering systems.

More Members

Over 6,000 pig farmers, rearing a total of 141,192 pigs, were identified in the 2003 Pig Survey, done by the MOA on behalf of the JPFA. At that time the capital investment in pig farming was said to be about J\$700 million, producing over 7 million kilograms of pork annually and providing employment for some 8,000 persons. But despite these impressive figures, the membership of the JPFA stands at just under 500, less than 10% of the number identified. It means therefore, that the JPFA is only reaching a fraction of those who are in pig farming. If the Association is to lobby and create value for members, it must represent the larger body of pig farmers. The JPFA is therefore calling on farmers to join the Association, so that they can truly represent pig farmers and speak with one voice on issues affecting farmers and the industry.

PSDP Grants

To assist in the development of the organization, the JPFA engaged a consultant in 2006, to develop project proposals, which were submitted to the European Union's

PSDP/JPFA Business Development Seminars for Farmers

The Corporate Finance Broker Unit of the PSDP in association with the JPFA, began a series of seminars on "Managing the Pig Business" in March in Savanna La Mar and Mandeville. They will continue in April, led by Dr. Karl Reid, Mr. Laurence Adamson and Mr. Bob Ken, in St. Catherine, St. Thomas and Portland.



Pig farmers 'working out cash flow' at the PSDP Bus. Dev. Training.

Private Sector Development Programme (PSDP). This resulted in the two Grants to the JPFA, to fund Capacity Building and Consortia Business Development. The project is being implemented through Jamaica Trade and Invest (JTI/JAMPRO), under contract from the Planning Institute of Jamaica (PIOJ). Under the Capacity building Grant, the organizational capacity of the JPFA will be strengthened. Consortia Business Development focuses on training in all aspects of pig farming, to facilitate the learning of new skills and applying new on-farm technologies to the business of pig farming.

Improving Quality

Some 42 farmers who had gone through all the training were selected for a pilot project. They purchased 1 pig and were given 2 pigs from the new genetic stock - the purpose - to begin the process of improving the quality of the herd stock and hence the quality of local pork, to satisfy the demand.

Creating Value for Members

Since the formation of the JPFA, production figures have risen annually, to over 8 million kgs of pork in 2005. There was however, a decline to 7.6 million kg in 2006, which was attributed to farmers building up stocks for Cricket World Cup (Economic & Social Survey of Jamaica, 2006). So while there are challenges, they also offer opportunities for expansion and growth within the industry and among pig farmers. The efforts of the JPFA have also borne fruit, as the cyclical periods of glut and

scarcity, are now a thing of the past.

Pig Farming Viable

Against this background, there is a perception that Jamaica imports large quantities of pork as carcasses and bellies (fresh) and as processed products (ham, bacon, sausages). But there are positive signs. Jamaica is still about 76% self-sufficient in pork and the market is therefore open for expansion. Market demand for pork is also trending upwards, with per capita consumption at 3.81 kgs. So, pig farming is a viable business.

Nutritional Value of Pork

The JPFA is working to improve awareness of the nutritional value of pork and getting the co-operation and collaboration of all participants at various levels of the production chain, to benefit the industry. These combined efforts will create an environment that will help pig farmers/ producers to expand and restructure their piggery operations, to facilitate increased production and yield high quality pork for the Jamaican market. ■

NEWS... AND... UPCOMING EVENTS

Regional Meetings

JPFA has planned a series of Regional Meetings for April and early May, to strengthen its operational machinery. The first will take place in St. Mary, the second in St. Catherine and the third in Hanover.

JPFA "On Air"

The JPFA Radio Programme has been going well. We have had eight programmes to date, on a variety of topics, including Caring for the Breeding Herd, Benefits of Membership in the JPFA, the NuGen initiative, Pig Farming as a Business. The programme is aired in the JIS' "Calling Farmers" programme on Thursday mornings, on RJR 94 at 5.10 am, NewsTalk93 FM and IRIE FM at 5.30am.

So Listen-up! And let us know what you think about the programme and the topics you would like to hear on your programme. Also what is the best time for you!

JUS PORK COMPETITION to be launched in June

Show off your culinary skills in cooking pork. To enter, contact your RADA Parish Office or JPFA Parish Rep.

PORK COOK BOOK

REMEMBER ...

we are compiling a Pork Cookbook to show the many ways we can cook pork. Do you have a special pork recipe? Share it with us. Send one in... and tell your friends... Send as many as you have... Who knows, you may just win a prize!



Calling All Farmers ANNIVERSARY SPECIAL

June is Membership Month and July is our Anniversary Month, so the JPFA will have a Membership Special in June/July.

Are You a JPFA member?
Join the JPFA now and save 50% on your membership fee....

FEEDBACK - CONTINUE TO KEEP THE FEEDBACK COMING !

JPFA members...this is your newsletter. So let us know what you would like to see, or hear about in it.. Send comments to : info@agribusjamaica. Or call: JPFA Secretariat

977-0952 or 970-1940.