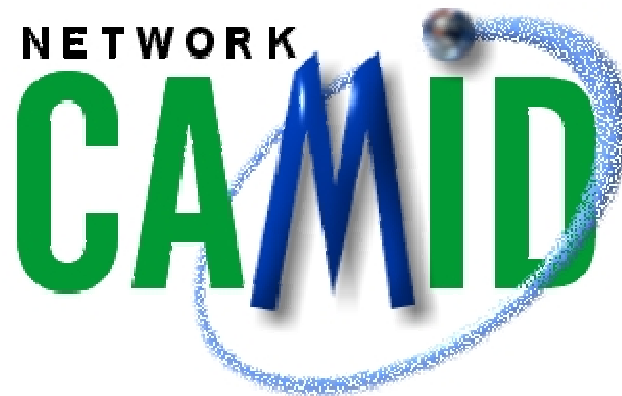


THE CARIBBEAN AGRI-BUSINESS MARKETING INTELLIGENCE AND DEVELOPMENT (CAMID) NETWORK



Caribbean Agri-Business Marketing
Intelligence & Development Network

- **KNOW YOUR MARKET**
- **USE THE TECHNOLOGY**
- **BUILD RELATIONSHIPS**

What **was** CAMID

A mechanism for facilitating the design and implementation of the marketing Intelligence and development component of the Regional Transformation Programme / Jagdeo Initiative.

It was to be a network consisting of national, regional and extra-regional private and public sector organizations involved in developing the market for CARICOM agri-business products and services.

CAMID MISSION

Increase the competitiveness and market share of Caribbean agribusinesses

Through

the provision of marketing intelligence and marketing development services that facilitate planning, encourage innovation, supports Integration and collaboration protects existing markets, finds and creates new markets for Caribbean agri-business products and services.

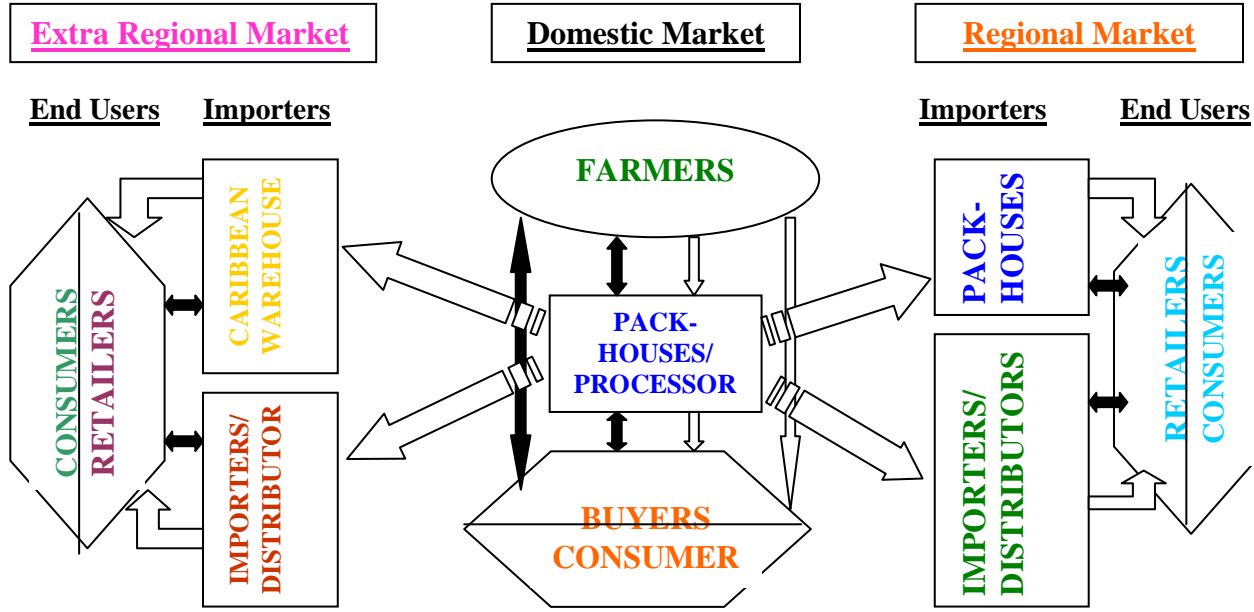
REGIONAL INTEGRATED MARKETING DEVELOPMENT STRATEGY

E-COMMERCE TRADING FACILITY
National : Regional : International

SUPPLY AND DEMAND FORECAST
National : Regional. International

**DATABASE
 MANAGEMENT**

- Agri-business Database
- Freight Availability Database

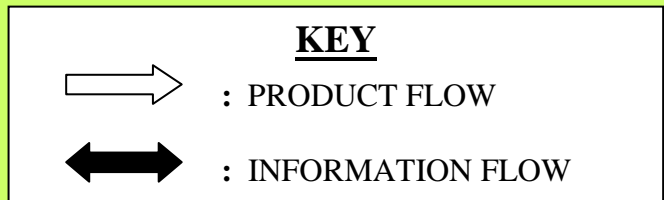


**ENTERPRISE
 AND INDUSTRIAL
 RESEARCH
 DEVELOPMENT**

- Marketing Research
- Business Plans
- Industry Studies
- Product Development
- Market Development

EXTRA REGIONAL JOINT MARKETING

QUALITY ASSURANCE



ACHIEVEMENTS

1. Regional Management Committee established
2. Draft MOU among members established
3. Regional Secretariat established
4. 13 National Co-ordinators appointed
5. Software for forecasting, -ecommerce and agri-business database developed.
6. 11 Countries trained in the use of the product supply forecast service (PSFS) and the agri-business planning database service.
7. One computer delivered to each country
8. 16 industry/marketing studies done
9. Strategy for joint marketing developed and draft MOU established with one partner in the USA.
10. Attracted US\$ 457,000 in donor funds and, US\$ 194,000 consultancies over 3 years

Why it Failed

- Absence of Agri-business development plan.
- Countries not convinced of its economic value and thus did not make the investment in its operation.

Strategy Going Forward

National and regional Agri-business Development Plan of which MIS is a component.

MIS must be paid for by public sector as public good with pervasive economic benefit. (some aspects can be income generating)

PLACED IN CONTEXT OF JAGDEO INITIATIVE

INFRA-STRUCTURAL CONSTRAINTS

1. Institutional/organizational infra-structure
2. Physical Infra-structure

Institutional/organizational infra-structure

Supply side organisation in the form of commodity associations) need to establish and strengthen national commodity associations and the regional associations and CABA.

Demand side organisations in form of food buyers associations (agro-processors, exporters, supermarkets, hotels, importers) need to establish and strengthen such organisations and CAMID.

These associations would play a critical role in forecasting food demand and supply in purchasing and promoting the consumption of Caribbean food products in the region. Their role in providing and utilising information will also be indispensable to an effective agri-business marketing intelligence system for the region.

Physical Infra-structure

1. Expansion of on-farm post-harvest infra-structure such as sheds, filed crates.
2. Improved farm roads and farm transportation
3. HACCP Certified packinghouse
4. HACCP Certified food processing plants
5. Adequate, efficient and affordable air and sea transportation linkages with regional and international markets.
6. Adequate and affordable information hardware and software such as telephones, computers and database software.

Issues(1) to (5) require financial investments at the level of individual entrepreneurs or firms, whilst issue (6) require investment at both the public and private sector levels. Concrete market opportunities have to be identified to justify the investments.

STRATEGY

ROLE;

- **Facilitation of the establishment of appropriate public and private sector marketing organisations at the national, regional and international levels.**
- **Sourcing relevant national, regional and international marketing information.**
- **Facilitation of the development, monitoring and review of national and regional agri-business marketing strategy.**
- **Monitoring and reporting on the performance of the regional agri-business sector.**
- **Management of national and regional market demand and supply forecast service**
- **Management of the regional agri-business planning database service**
- **Management of a regional freight availability database service**
- **Provision of consultancy services**

INSTITUTIONAL ARRANGEMENTS

- The MOU which requires the Network to operate as a semi-autonomous entity within CARDI was reviewed by the Legal Counsel of the CARICOM Secretariat.
- **The final draft of the MOU was circulated to CAMID members and to the Permanent Secretaries in the Ministry of Agriculture with a view to have to and later signed by members.**
- Under the terms of the MOU CARDI would have provided the Network with the necessary legal framework as it relates to the entering of contractual arrangements, financial management, employment of Secretariat staff. **(SEE DETAILS IN THE DRAFT DOCUMENT)**

FAO Funded Project

Objectives

- **Build awareness of and commitment to the RIMS among regional private and public sector stakeholders**
- **Facilitate national meetings to discuss stakeholder information needs and modifications necessary in the data collection, storage and dissemination processes with respect to the PSFS and AMPD.**
- **Train national stakeholders in the usage of the database services**
- **Provide computer hardware and software to national organisations to assist in administration of the software services**
- **Demonstrate the utility of the services in making investment decisions and in facilitating trade**
- **Preparation of 5 investment profiles**

ACTIVITIES

- **Analysis of the national agricultural marketing information system especially as it relates to the forecasting of supplies and provision of planning information**
- **Building awareness of, and obtaining agreement on, the implementation of the CAMID database.**
- **Assistance to countries in preparing an operational plan.**
- **Training of National Coordinators in the operation of the database services**
- **Provide hardware to support the public sector to commencement of the delivery of the database services.**
- **Preparation of commodity profiles for selected commodities and population of the database with the information.**
- **Demonstration of the utility of the database through the preparation of investment profiles from data on the database.**
- **Development of promotional material for the database service.**

Agri-business Planning Database

An internet base database which will be able to host any type of agri-business information. This information will be available on a product and topic specific basis in discrete marketable units accessible through authorised passwords, with each country having control over access to its information. Numeric data will be queryable on the basis of product, quantity destination/source and time.

OBJECTIVE

To provide CARIFORUM countries with a common or compatible system for storing and retrieving agri-business data and information for planning at the enterprise and sectoral levels, in a manner that allows for cost recovery from the public and private sectors users and for each country to have control over their database/ component of the database

Types of Agri-business information

- **Industry profiles and studies** (Information covering marketing, production, post harvest, processing, and trade and policy issues)
- **Market profiles** (segments, product, price, promotion, distribution, buyers, and entry requirements)
- **Trade Statistics** (import and export data for specific commodities in specific countries)
- **Production profiles** (producers, location, production levels, production practices, pest and diseases, etc)
- **Production trends** (seasonality, annual production levels)
- **Investment profiles** (analysis of the attractiveness of the industry and technical and financial analysis of a typical size investment)

Types of Agri-business information

- **Supplier and buyer profiles** (approved details of buyers and sellers);
- **Production technology packages** (best/ good agricultural practice under varying production systems and conditions)
- **Post harvest technology packages** (best practices w.r.t harvesting, handling, primary processing and treatment, storage, packaging and transportation)
- **Processing technology packages** (facility design, machinery and equipment requirements, process flows, ingredient requirements, etc)
- **Current market prices** (daily market prices reports)
- **Price trends** (historic listing of prices of individual commodities in specific markets);
- **Trading opportunities** (opportunities to buy and sell commodities);

Types of Agri-business information

- **Current sources of inputs** (sources of various ingredients, packaging materials)
- **Source and conditions for accessing funding** (banks, IFCs, donor agencies, venture capitalists and their terms and conditions);
- **Trade agreements** (copies of multilateral and bilateral trade agreements);
- **Government policies** (nature and type of support supplied by governments);
- **Support agencies** (a listing of agencies that provide development support to the industry/ sector);
- **Industry news and events** (current happenings and development in the industry/ sector);
- **Short term training** (info on seminars, workshops, courses etc.)

CRITICAL FEATURES

The system would allow for a database administrator who will manage the database in terms of:

1. Ensuring that the various information products meet requisite standards for publication;
2. Control access to the database by national and regional users
3. Set prices for information product/ package;
4. Authorized other personnel who will be able to place data and information on the database from different locations in order to increase efficiency and range of information. This suggests a need for intra- and internet based software.

Implementation Process

Established Committee and **prepare plan** by **Determining**

- Policy (what, Goals (why), where, how, who, when,)
- Co-ordinator (what/who/why/)
- Data/information collection strategies/methodologies
- Data verification methodology
- Data entry responsibility
- Data dissemination strategy (public free, restricted, sale)
- Resources requirement operating cost and sustainability
- Train users
- Test through pilot
- Promotion
- Implement, monitor and evaluate.

Product Supply Forecast Service

The **Product Supply Forecasting Mechanism** will allow for information to be available on the future product supply situation at the regional, country, sub-district and individual farmer levels. On a monthly basis farmers will be required to complete or provide information to CAMID co-ordinators for the completion of rolling 3-month forecast of their production on the condition that they will be assisted in finding markets for their products.

Product Supply Forecast Service

Domestic buyers in each country will be given access to the database and will be able to search for suppliers of a product in a particular area or in the whole country who can supply products within a particular period. Buyers who do not have access to a computer will be able to contact central locations by phone for such information. The forecasting software will not allow buyers and sellers to conduct sales transaction via the computer as this will instead be available via the e-commerce service

IMPLEMENTATION PROCESS

Same as for Agri-business database.

Establish Committee and prepare plan by **Determining**

- Policy (what, Goals (why), where, how, who, when,)
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E-COMMERCE

The **E-commerce Trading Facility** will allow for communication between buyers and sellers via the computer. Sellers including packhouses, processors and importers, will be able to post on the site what they have for sale. Domestic and overseas buyers such as wholesalers, hotels, supermarkets, restaurants and exporters will be able to browse and select products from the offerings from sellers, as well as advertise their requirements on line for the attention of sellers. It will be implemented as part of the joint marketing programme.

FREIGHT DATA BASE SERVICE

The **Freight Availability Database** would be accessible via the CABA's Website. It would allow providers of air, sea and land freight services in the region to post details on their freight services in terms of up to date schedules and rates. The software will allow authorised traders to access the database to find the most appropriate transportation solutions. Exporters will also be able to post their needs for freight service and have providers bid to obtain their business

The Extra-Regional Joint Marketing Programme

The **Extra-Regional Joint Marketing Programme**, would provide information and a forum that facilitates contact and dialogue between exporters and importers of Caribbean food products and is primarily aimed at increasing members' competitiveness and market share in extra-regional markets through joint action as it relates to;

1. Identification and negotiation for purchasing contracts with buyers
2. Consolidation of products to satisfy volume requirements of large buyers
3. Consolidation of financial resources to jointly promote products
4. Consolidation of procurement efforts to reduce unit costs
5. Sharing of information to reduce costs
6. Joint negotiation for freight space and rates
7. Joint negotiations for development assistance
8. Stronger lobbying voice with respect to government policy

The **Extra-Regional Joint Marketing Programme**

The strategic framework for the implementation of this programme was prepared.

The strategy called for the establishment of Caribbean Food Buyers Associations (importers/ethnic shops/restaurants) in major cities in the Caribbean, North America, Europe, and Asia and the establishment of information sharing agreements with the CAMID Network.

With the assistance of the Caribbean American Chamber of Commerce a Memorandum of Agreement has been established with the Southern Diaspora Research and Development Centre (SDRDC) in New York. Under this agreement the SDRDC will function as CAMID's arm in the North Eastern USA.

BENEFITS

- Improved capacity to access suppliers and buyers
- Greater and quicker access to agri-business information
- Lower cost of accessing information and markets
- Reduced cost of inputs and technical assistance
- Improved quality systems and reduced marketing risks
- Greater capacity to increase export market share
- Greater capacity for planning and negotiating at the national, industry and enterprise levels
- Greater and more equitable distribution of profits.

FUTURE STRATEGY

Focus on;

- **Facilitation of the establishment of appropriate public and private sector marketing organisations at the national, regional and international levels.**
- **Sourcing relevant national, regional and international marketing information.**
- **Facilitation of the development, monitoring and review of national and regional agri-business marketing strategy.**
- **Monitoring and reporting on the performance of the regional agri-business sector.**
- **Management of national and regional market demand and supply forecast service**
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PRIORITY PROJECTS

Work with CABA in the Organisation of the stakeholder groups to facilitate efficient intelligence gathering and collective planning through;

- 1. Establishment of national and regional commodity associations**
2. Establishment of the national and regional Agro-processors Association
3. Establishment of the national and regional Supermarket Association
- 4. Establishment of the national and regional Fresh produce Exporters Association**
5. Establishment of the Caribbean Overseas Food Marketers Association