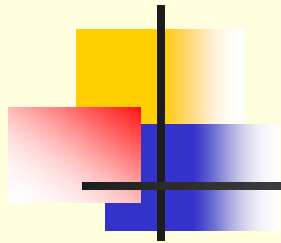


Lessons Learnt From The Caribbean Agribusiness Market Intelligence & Development Network (CAMID)



Ardon Iton

**Regional Agricultural Market Information
System Workshop, Trinidad & Tobago
February 15 - 17, 2011**





Presentation Outline

- Introduction
- CAMID's programs and products
- CAMID's regional secretariat structure
- Questions to be answered
- The way forward
- Conclusion



Introduction

CAMID had its genesis in CARDI and was launched in May 2001. With the formulation of the Regional Special Program for Food Security by FAO it was thought best to link it with this project within CARISEC, but housed in CARDI. So by 2003 it was a CARICOM project.



Introduction

CAMID's goals were:

- **Establishment of a regional agricultural market information and intelligence system**
- **Development of a marketing information database**



Introduction

CAMID's goals continued:

- **Development of strategic business relationships between importers and exporters in the region**
- **Development of national and regional product profiles**

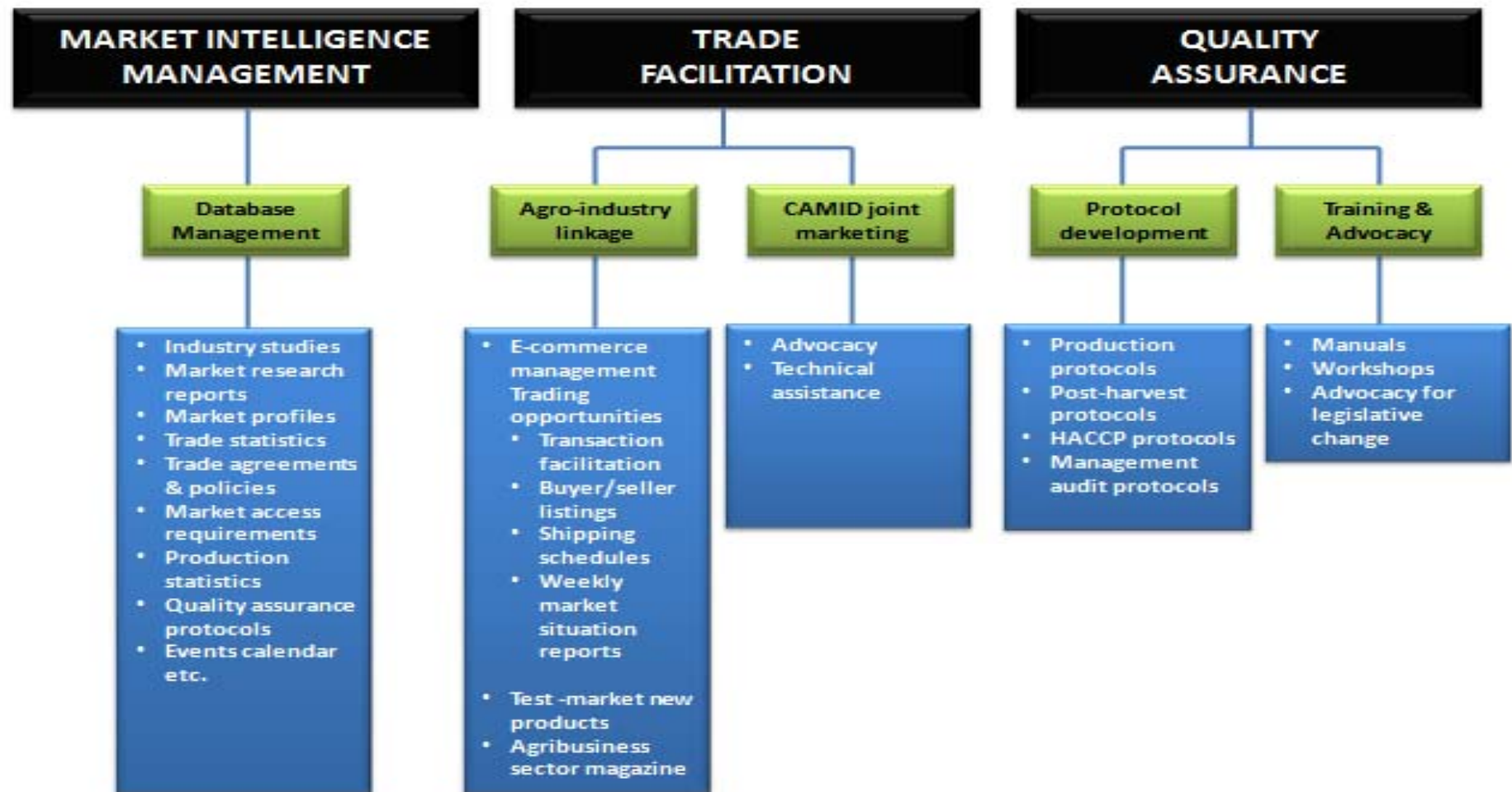


Introduction

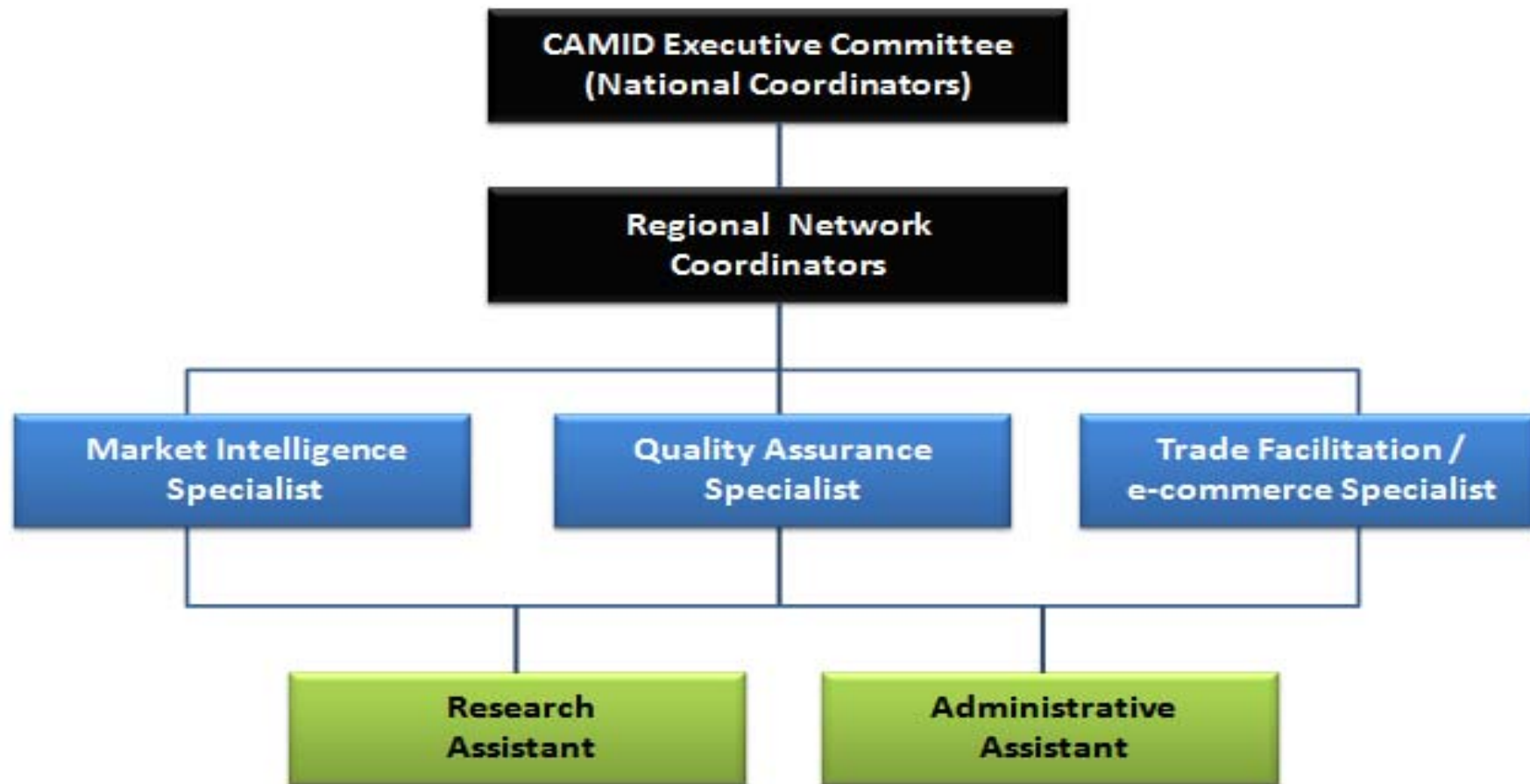
In a nutshell CAMID was to cover the gamut of activities from product supply forecasting to agricultural e-commerce

For example, it was to develop quality assurance systems for 15 products and 10 packhouses in six countries in 2004

CAMID's Programs and Products



CAMID's Regional Secretariat Structure





CAMID's Programs and Products

I think from the previous two slides that one can concluded that CAMID's objectives as laudable as they may appear were over ambitious.



CAMID's Programs and Products

With no real institutional home, dependence on project funding, reliance on government employees in member states for data and limited finance generating capacity, with the closure of the Food Security Project phase 1, that was the end of CAMID

CAMID's Programs and Products Questions



CAMID can be considered to be closed in 2005.

With no real institutional home, where are the databases today?

If the databases were populated between 2001 - 2005, who continued to populate them after closure?

CAMID's Programs and Products Questions



- What did the targeted beneficiaries think of CAMID's accomplishments at closure?

I think some of these questions should be considered as we try to move forward.



The Way Forward

Based on my experience with the MIS of OECS/ADCU in the early 1990s, the experience of CAMID, and two recent studies on NAMIS I think there are some issues worthy of mention here:

- What criteria will be used to select the main beneficiaries of the proposed MIS?



The Way Forward

The information needs of the numerous players along the agrifood value chain are very varied.

- What will be the information products disseminated?
- What criteria will be used to select the focus commodities to work with?



The Way Forward

COTED 32nd meeting provided us with the following 13 priority products:

- **Small ruminants**
- **Papaya**
- **Hot pepper**
- **Poultry**
- **Sweet potato**
- **Cow pea**



The Way Forward

COTED 32nd meeting provided us with the following 13 priority products continued:

- **Aquaculture**
- **Vegetables**
- **Coconut (water)**
- **Cassava**
- **Golden apple**
- **Red pea**
- **Marine fish**



The Way Forward

What information dissemination methods will be used for the selected beneficiaries?

In my recent exploratory studies of NAMIS print media were the dominant sources used by beneficiaries.



The Way Forward

What factors have been identified to contribute to use or nonuse of MIS in the Caribbean?

Exploratory studies of NAMIS suggest that educational level, size of farm and decision making responsibility were statistically significant to use.



Conclusion

I think from this short presentation we see some critical issues that must be addressed - focusing on the short term:

- Who will be the beneficiaries?**
- What products we will focus on?**



Conclusion

- **The selection of appropriate modes of information dissemination**
- **Training our information consumers**



Conclusion

At this juncture I do not think this is an impossible task, however, I think we have to take it one step at a time.

We cannot be all things to all men!



The End

Thank You