



Communication Consultant Monthly Report

Jamaica, Bahamas and Belize Representation **April 2013**

For the stated period, Communication activities were tied to the following areas:

1. Regional Livestock- April 8-10, 2013
2. Preparation for Belize Agriculture workshop in early May
3. 2nd Edition of the Quarterly Newsletter
4. BAW Pest Forecasting tour-April 22-May 3, 2013
5. Revised Communication Plan
6. Denbigh Planning Committee/site visit
7. World Food Day Meeting- April 22, 2013

The varied targets and achievements have been highlighted below.

1.0 Regional Livestock Workshop- April 8-10, 2013

- 1.1** With the aim of examining the key issues affecting the livestock sector in the Caribbean, the Food and Agriculture Organization of the United Nation (FAO)'s workshop for chief livestock officers in the Caribbean was held April 8-10 in Kingston, Jamaica.

Representatives from over 13 Caribbean countries and varied public and private sector stakeholders were pulled together to discuss issues such as: the important role that livestock production plays in food and nutrition security, the workshop also had the greater aim of promoting regional cooperation and integration while defining the regional priorities for sustainable livestock development.

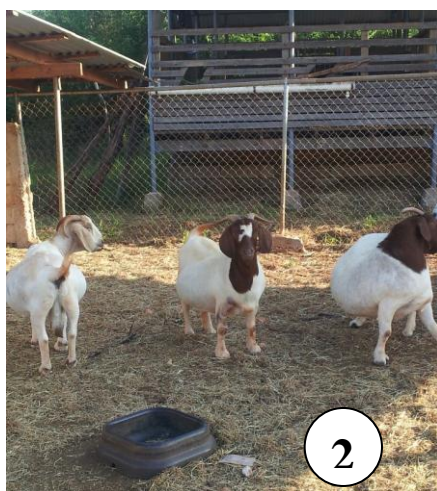
1.1 The Opening event included:

- Overview of FAO's input in the project
- Presentation from key stakeholders such as:
 - i) FAO Representative, Dr. Jerome Thomas
 - ii) Permanent Secretary in the Ministry of Agriculture, Mr. Donovan Stanberry
 - iii) Dr. Tito Diaz, Livestock Officer from the FAO's Regional Office in Santiago, Chile
 - iv) Dr Cedric Lazarus FAO's regional livestock development officer who was the main organizer of the workshop

1.2 The following deliverables were achieved:

- 1.2.1 Ensured **FAO branding at the event** by way of banner and brochures
- 1.2.2 **Radio Interview** with Power 106 done by Dr. Cedric Lazarus
- 1.2.3 **Invitation of Media** which saw three print media houses being represented (Jamaica Information Service (JIS), Jamaica Observer and the Gleaner)
- 1.2.4 **Print article in the** Jamaica Gleaner of April 15, 2013 [Appendix 1.1](http://jamaica-gleaner.com/gleaner/20130415/news/news7.html) FAO workshop pushes Caribbean Integration <http://jamaica-gleaner.com/gleaner/20130415/news/news7.html>

- 1.2.5 Online article shared via On the Ground News reports [Appendix 1.2 Local Livestock sector to benefit from regional workshop](http://www.og.nr/rbt/13341-local-livestock-sector-to-benefit-from-regional-workshop.html) <http://www.og.nr/rbt/13341-local-livestock-sector-to-benefit-from-regional-workshop.html>
- 1.2.6 Online Firstlook News Portal article and news item following opening ceremony [Appendix 1.3 Livestock sector to benefit from Regional Workshop](http://go-jamaica.com/pressrelease/item.php?id=2037) <http://go-jamaica.com/pressrelease/item.php?id=2037>
- 1.2.7 Print article in Jamaica Gleaner [Appendix 1.4 Jamaica can export agro expertise says FAO](http://jamaica-gleaner.com/gleaner/20130413/business/business1.html) <http://jamaica-gleaner.com/gleaner/20130413/business/business1.html>



Highlights from the Livestock workshop including: 1. Tour of commercial chicken farm; 2. Tour of a goat farm; 3. Permanent Secretary in the Ministry of Agriculture Speaking at the launch; 4. Visit to local farm supplies store, Ace Supercentre and participants listening to presentations.

2.0 PREPARATION FOR BELIZE AGRICULTURE EXPOSITION MAY 2-5, 2013

The National Agriculture & Trade Show (NATS) is Belize's leading agricultural show which is organized by the National Agriculture & Trade Show Committee in collaboration with the Ministry of Agriculture & Fisheries.

The main objective of the show is to educate the public on the importance of agriculture and its contribution to the Belizean economy and food security. Since its establishment in 1970 the show has grown by leaps and bounds- from <http://agriculture.gov.bz>

For the exposition, the FAO Jamaica Representation delivered the following outputs:

2.1.1 Country Programming Framework revised from a 27 page document to a more reader/public friendly 2 page document [Appendix 1.5](#)

COUNTRY PROGRAMME FRAMEWORK (CPF) 2011-2015

BELIZE

FAO'S VISION
A world free of hunger and malnutrition, where food and agriculture contribute to improving the living standards of all, especially the poorest, in an economically, socially and environmentally sustainable manner.

FAO STRATEGIC OBJECTIVES

- Eradicate hunger, food insecurity and malnutrition.
- Increase and improve provision of goods and services from agriculture, forestry and fisheries in a sustainable manner.
- Reduce rural poverty
- Enable more inclusive and efficient agricultural and food systems at local, national and international levels.
- Increase the resilience of livelihoods to threats and crises.

FAO IN BELIZE

Belize has been a member of Food and Agriculture Organization of the United Nations (FAO) since 1983, and has been covered through double accreditation from the FAO Representation in Jamaica since 1994.

FAO's productive collaboration in Belize is primarily with the Ministry of Natural Resources and Agriculture.

The Ministry is the Government of Belize's principal public institution responsible for policies and programmes related to agriculture and natural resources development.

In Belize FAO stands by its mandate to support national efforts to promote food security and sustainable development.

WHAT IS THE CPF?

This CPF identifies a set of medium-term priorities for FAO's assistance which are aligned with country-owned processes e.g. the National Poverty Reduction Strategy and Action Plan (NPESAP) and Horizon 2030.

In support of national development objectives and priorities for agricultural and rural development of Government of Belize, the overall objective of the CPF is to reduce poverty, improve food and nutrition security, and increase income generation for small and medium farmers and producers of Belize.

THE CPF/BELIZE LINK

The Belize Country Programming Framework (CPF) has identified four priority areas for partnership with the FAO which will support agricultural development in the country. The CPF was prepared following extensive consultations in the first part of 2011 which was led by the Ministry of Agriculture and Fisheries and included a variety of its units and agencies, farmer organizations and other Ministries.

The joint development of the CPF by the Government of Belize and FAO is particularly important to enable the Government of Belize to be the driving force for external assistance to its development efforts.

BELIZE COUNTRY PROGRAMME FRAMEWORK (CPF) 2011-2015

CPF PRIORITIES 2011-2015

PRIORITY ONE – SUSTAINABLE AGRICULTURE, FISHERIES, FORESTRY & RURAL DEVELOPMENT POLICIES

- Relevant, effective and participatory policy analysis which will build capacity for multi-stakeholder policy analysis, legislative and strategy development.
- An appropriate communication for action strategy.
- The development of a robust Monitoring and Evaluation system to assess policy relevance, delivery & impact at national, district & family levels.

PRIORITY TWO – INNOVATIONS FOR FOOD AND NUTRITION SECURITY

- Initiatives to adapt, multiply and disseminate improved genetic materials for food production and diversification.
- Improve efficient use of land, water, soil nutrients & labour in vegetable, crop and livestock, production systems/ testing and demonstrating small scale sustainable aquaculture systems for freshwater species.
- Support the reduction in the food import bill, while addressing the development of public-private partnerships for investing.
- Enhancing the value chains and marketing services, with particular emphasis on women and youth.

PRIORITY THREE – NATIONAL AGRICULTURAL, HEALTH FOOD SAFETY AND QUALITY STANDARDS

- Capacity building for agricultural health, food safety and bio safety/ control of Citrus Greening (Huanglongbing) disease with special attention to the needs of small citrus farms.
- Support to ensure implementation of the codes of conduct and standards for forestry, fisheries and aquaculture.

PRIORITY FOUR – CLIMATE CHANGE ADAPTATION AND RISK REDUCTION

- Building national & community level capacity for managing hurricane related disaster mitigation, preparedness and response in the agriculture sector.
- Identifying and introducing forestry and agro-forestry systems to reduce deforestation and improve sustainable agriculture on-farm.
- Providing emergency relief to farmers and forest dwellers post-disaster, to support the restarting of their livelihoods.

SOME FAO PROJECTS IN BELIZE

Overtime, the FAO has had a meaningful presence in Belize, working on several projects in the food safety, nutrition and security sectors. Some such projects include:

- Technical support for the development of an Irrigation Policy and Strategic Plan
- Formulation of a strategic plan for the Extension Development Policy
- Agro-processing and preservation of local fruits and vegetables
- Review of Belize's draft Fisheries act
- Cultivation of Organically Grown Vegetables and Reforestation of Farms.
- Peri-Urban vegetable production for income generation and support to the school canteen (Eden HS)

FAO's expertise in the following areas provide a comparative advantage which supports the country's priorities: (a) health and food safety policies and regulatory frameworks; (b) risk management in agri-food and agro-industrial chains; and (c) information systems, communication and advocacy.

MONITORING AND EVALUATION

The Country Programme Framework is owned by the Government of The Belize and FAO who will ensure the success of the various projects. The representative in the Ministry of Natural Resources and Agriculture cooperates with the FAO Country Representative in Jamaica to ensure that the objectives of the project are achieved.

The FAO Country Representative in Jamaica is supported by a National Correspondent in Belize along with technical officers at the FAO Sub-Regional Office in Barbados; The Latin America and Caribbean Regional Office in Chile as well as FAO Headquarters in Rome.

JAMAICA, THE BAHAMAS AND BELIZE REPRESENTATION

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FAO Representative to Jamaica, Bahamas, Belize – Dr. Jerome Thomas;
Assistant FAO Representative (Programme) in Jamaica – Dr. Gillian Smith
National Correspondent in Belize – Mr. Roberto Harrison


2.1.1 FAO Banner from Jamaica also mounted to identify the organization. Efforts will be made to have each country have their own banner to maximize the FAO's presence at relevant stakeholder functions.

2.2 Bahamas FAO Brochure created and copies printed for dissemination Appendix 1.6

3 The **TELEFOOD** programme provides direct assistance to small groups to purchase input supplies and materials (e.g. seeds, tools, small equipment and small animals). They are intended to improve the livelihoods of poor families.

In Belize, the TeleFood Campaign has supported:


- Agro-processing and preservation of local fruits and vegetables
- Cultivation of Organically Grown Vegetables and Reforestation of Farms
- Peri-Urban vegetable production for income generation and support to school canteens
- School Poultry production programmes




OTHER FAO PROJECTS IN BELIZE

Over time, the FAO has had a meaningful presence in Belize, working on several projects in the food safety, nutrition and security sectors. Some projects include:


- Technical support for the development of an Irrigation Policy and Strategic Plan
- Review of Belize's draft Fisheries Act
- Cultivation of Organically Grown Vegetables and Reforestation of Farms (Vaca Forest Reserve)
- Agro-processing and preservation of local fruits and vegetables
- School and community garden vegetable production for income generation
- Small scale poultry production.



For more information, contact:
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Food and Agriculture Organization
In BELIZE




Achieving FOOD SECURITY for all through:

- Improving agricultural productivity
- Raising levels of nutrition
- Improving the lives of rural populations
- Contributing to the growth of the world economy

"FOOD SECURITY exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food which meets their dietary needs and food preferences for an active and healthy life" (FAO 2003)


AFAO Belize Publication
May 2013



FAO WORLDWIDE

GLOBALLY the Food and Agriculture Organization of the United Nations (FAO) leads international efforts to defeat hunger. FAO is a source of knowledge and information, helping developing countries and countries in transition to modernize and improve agriculture, forestry and fisheries practices and ensure good nutrition and food security for all.

Since its inception in 1945, the FAO has focused special attention on developing rural areas, which are home to 70% of the world's poor and hungry.



FAO IN BELIZE

THE FAO has maintained its culture of solid support to the Government and people of Belize for the past 30 years.


From food security to nutrition, to institutional reform, the FAO has remained committed to supporting the development of the agriculture, fisheries and forestry sectors.

FAO's productive collaboration in Belize is primarily with the Ministry of Natural Resources and Agriculture. The Ministry is the principal public institution responsible for the policies and programmes of the Government of Belize with respect to agriculture and cooperative development.

FAO also collaborates with several sector related partners to meet its strategic objectives.


Assistance is provided mainly through one of 3 mechanisms: Technical Co-Operation Programme (TCP); Technical Co-operation Programme Facility (TCPF) and the telefood programme.

1 **TECHNICAL CO-OPERATION PROGRAMME (TCP)** projects are designed to address specific technical gaps that constrain productivity in agriculture, nutrition, fisheries and forestry. They provide expert assistance and build capacity in the country.



Recent TCP support to Belize includes:



- Strengthening the National Extension System
- Assistance to manage Huanglongbing (Citrus Greening) in Belize



2 **TECHNICAL CO-OPERATION PROGRAMME FACILITY (TCPF)** provides smaller scale assistance that can provide a quick response to help develop projects in the country.

Belize has recently benefitted from the TCPF through support in the following area:

- Formulation of a strategic plan for the Extension Development Policy.

3.0 WEBSITE UPDATE

- 4.1.2 Some 2013 uploads still missing since 2012 archiving—small session with FAO’s secretary who updates the website to revisit all content and update all links from every publicity effort and to add links to FAO’s existing global Social Media platforms namely Facebook and FAONews on Twitter to have continued stream of information readily accessible via all three country pages

- 4.1.3 **Seek confirmation on the creation of the Representations’ presence on twitter as country pages are not allowed on other platforms such as Face book.**

5.0 COMMUNICATION STRATEGY

- 5.1.1 The Communication Strategy was presented to Juan Toha and Karen Rodriguez from RLC on April 18, 2013. After feedback from FAOR and AFAOR and **on recognition of several budget restrictions, the ‘non cost’ related elements of the plan will continue to be implemented.**
- 5.1.2 Some focus will be on launching ‘Quinoa in Jamaica’ at the Denbigh Agricultural showcase. A Denbigh Agriculture committee has been formed to oversee the event planning and execution.
- 5.1.3 Initial Meetings have also been had with the main representative from the Ministry of Agriculture in Jamaica (on April 22, 2013) to see what elements of the World Food Day Plan are feasible. A working World Food Day Committee will also be established to oversee the proposed/ revised activities.
- 5.1.4 Committee to look at possible giveaway items online...small radios, flashlights, etc.

4.0 OTHER TASKS/OPPURTUNITIES

- 6.1.1 Continued exploration of opportunities to introduce Quinoa to the countries in the representation via features in food related publications and food preparation demonstrations.
- 6.1.2 Staff continuously updated about FAO’s visibility efforts via email with links to listen to interviews live, event programmes and notice board
- 6.1.3 Continued Liaison with fellow communicators in the sector mainly the Ministry of Agriculture and Fisheries in Jamaica and the Rural Agriculture Development Authority.
- 6.2 Forging working relationships with other regional communicators.

7.0 MOVING AHEAD- May 2013 onwards

- 7.1.2 Continued Publicity drive via media tour (meeting with varied media houses to pitch different angles to position FAO in all Media as a technical authority in the Food and Agriculture sector- Food, Business, Youth, News, All Woman etc)- Create priority listing of topics to explore- highlighting FAO's Expertise.
- 7.1.3 Summarized version of FAO's Country Programming Framework for Jamaica
- 7.1.4 Order retractable banners for countries in the representation to improve brand awareness.
- 7.1.5 Publicity around Beet Army worm project Communication support- Farmer Field School training; Consultants in island for 2 weeks.
- 7.1.6 Continued website updates (share FAO outputs such as Citrus Greening in Both Jamaica and Belize FAO Jamaica and Bahamas Brochures and revised Bahamas CPF).
- 7.1.7 Plans to start for Denbigh
- 7.1.8 Yallahs Irrigation Agricultural Expo on 30th May themed, ***Water, Here At Last!*** to culminate with the Ground Breaking Ceremony of **Yallahs Irrigation Project** that was done under the directives of **National Irrigation Commission**. FAO will use the opportunity to exhibit and receive community feedback on our proposed Water Management for Improved Livelihood Project. The exhibit can display the challenges experienced by a community where water access is very limited and the possible interventions to address the constraints.

8.0 SHORTFALLS/RECOMMENDATIONS

8.3 Team meeting with National Correspondents in relation to expectations and ways in which they can support.

8.4 More emphasis to be on FAO areas of expertise; Project related publicity has been making some strides, but need to shift much of the focus from 'Project PR' to more 'Institutional PR and zone in on the FAO's mandate and multidisciplinary approach to the Food and Agriculture sector.

9.0 BAHAMAS AND BELIZE SUPPORT

Continued prompt feedback from the Bahamas correspondent. Some assistance received from Belize correspondent with sourcing banners.

Compiled May 7, 2013; Shanoy Coombs