

## **Caribbean Week of Agriculture Technical Seminar October 9<sup>th</sup>**

### **Concept Note**

#### **Accessing Sustainable Market Opportunities - (11.00 am to 12.30 pm)**

##### **Background/ Introduction**

Through the 2030 U.S.-Caribbean Partnership to Address the Climate Crisis, (PACC 2030), the United States Government is supporting partners in the Caribbean to address the unique and evolving climate, energy, food security, and capacity challenges facing the Region. Launched by Vice President Harris during the Summit of the Americas in June 2022, PACC 2030's objectives are based on four pillars: (1) Improving Access to Development Financing, (2) Facilitating Clean Energy Project Development and Investment, (3) Food Security and Enhancing Local Capacity for Climate Adaptation and Resilience, and (4) Deepening Collaboration with Caribbean Partners.

Consistent with pillar three – CAPA utilized an integrated approach to ensure selected fruits and vegetables value chains prioritized for support were financially, socially, and environmentally feasible and offered the opportunity to leverage existing interventions and collaborations with CARICOM institutions, international partners, the private sector and other stakeholders.

The criteria used to support the selection of the value chains comprised:

- ❖ Existing market opportunity and growth potential to integrate into regional and global value chains;
- ❖ Agronomic capability of producers;
- ❖ Government priority, and existing or planned intervention by development partners;
- ❖ Presence of agri-business investment or potential to attract additional capital;
- ❖ Gender and Youth involvement;
- ❖ Contribution to food and nutrition security; and
- ❖ Environmental impact.

In this regard, the United States Agency for International Development (USAID) through its implementing partner Improving Economies for Stronger Communities (IESC) and the United States Department of Agriculture – Foreign Agriculture Service will host a panel discussion on Wednesday October 9<sup>th</sup> during the Caribbean Week of Agriculture entitled “Accessing Sustainable Market Opportunities”.

The 90 mins panel will receive presentations from one key buyer on opportunities in the US market for key regional agricultural products. Additionally, the USDA Foreign Agricultural Service which links U.S agriculture to the world will present on how to access the US Market.

The technical session will commence with a keynote speech by USAID's regional representative Mr. Mervyn Farroe to set the tone for the remainder of the session.

## **Objectives**

The Technical Seminar will:

- explore market opportunities (Regional and US) for key agricultural commodities
- provide details on key requirements to be met to access markets in the United States including the requirement for DUNS, FDA Registration and compliance with the Food Safety Modernization Act.

## **Target Audience**

The target audience for the above captioned seminar are producers, exporters, development partners and national and regional institutions.

## **Proposed Agenda of Seminar**

Moderator – Keisha Farnum

Keynote speech – USAID Regional Representative – Mervyn Farroe

Panelist –Rep from USDA FAS, Marlon St. Louis from Simply Pure Agro-processing, Rep from Massy Distribution – Dunstan Demille / Sandiford Edwards

<b>Time</b>	<b>Activity</b>
0.00 – 5.00 mins	Moderator provides overview of the session and introduces, Panelist and USAID Regional Representative
5.00 – 20.00 mins	USAID Regional Representative – Mervyn Farroe delivers Keynote Address
20.00 – 35.00 mins	Presentation from Massy Distribution / Sandiford Edwards – Regional Market Opportunities
35.00 – 55.00 mins	Presentation from Simply Pure Agro-Processing – US Importer
55.00 – 70.00 mins	Presentation from USDA FAS
70.00 – 85.00 mins	Moderator invites audience to ask questions.
85.00 – 90.00 mins	Moderator wraps and provides key takeaways.