



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF YOUR CASE STORY

EUROCHAMTT TOBAGO GOOD FOODS PROJECT

Q2: CASE STORY ABSTRACT

EUROCHAMTT TOBAGO GOOD FOODS PROJECT

The EUROCHAMTT Tobago Good Foods Project is a 3 year project which aims to promote and support investments in the production of 'good food' in Tobago and to associate the Tobago brand of tourism with 'good food'.

Good food refers to food from producers and processors that practice good, agricultural and processing practices that respect human health and the environment and promote sustainable agriculture. The idea is for 'good food' to become part of the product offered in Tobago. The concept is consistent with the branding of Tobago as clean, green, and serene and therefore this project will contribute not only to higher quality agro products but also to the branding efforts of Tobago.

Q3: LONG DESCRIPTION OF THE CASE STORY

The European Business Chamber in Trinidad and Tobago (EUROCHAMTT) is a registered, non-profit membership organization established on the 21st February 2013, by European and Trinidad and Tobago business persons. EUROCHAMTT seeks to represent and promote European Business and partnerships in Trinidad and Tobago. It provides support with market access, facilitating networking, partnerships and advocacy to help improve the investment environment. EUROCHAMTT is a member of the European Business Organizations' (EBO) Worldwide Network comprised of 27 European organizations such as Chambers in markets outside of Europe. EUROCHAMTT has been endorsed by the European embassies and Government bodies in Trinidad and Tobago.

This TOBAGO GOOD FOODS PROJECT is a project of the European Business Chamber in Trinidad and Tobago (EUROCHAMTT). It is financed with a contribution from the Enabling Competitive Business Strategy (ECB Strategy), a programme of the Ministry of Trade, Industry and Investment (MTII) and the Ministry of Labour and Small and Micro Enterprise Development (MOLSMED). The ECB Strategy is the focal point for financial support of the European Union.

The main deliverables of this project are

1. Four (4) open workshops facilitated by experienced and knowledgeable practitioners. These took place in March 2014.
2. Support to 12 selected project promoters to develop business plans for expansion and upgrade of their farms and agro processing operations. This support was completed in July 2014.
3. Technical support by selected specialists to assist each of the projects to implement the business plans. This has stated and will continue to December 2015. The 12 selected projects are:
 - A group of 5 advance beekeepers who will benefit from grouped technical assistance
 - 3 dairy goat farming and processing operations
 - 1 fruit orchard processing fruit from the estate
 - 1 eco agro, nature reserve which will process organic fruit based products from the farm
 - 1 herbs and spices farmer compliant with organic methods
 - 1 garden shop which will supply herbs and do propagation of fruit trees
 - 2 former coconut estates
 - 2 cocoa projects with intercropping.

The Aid for Trade funding is being used to provide technical experts to

1. Facilitate expertise both local and European
2. Improve quality of products
3. Expand production of local raw materials
4. Introduce technology for productivity improvements and innovation
5. Introduce food safety measures
6. Ensure welfare of farmers through safety gear

Q4: Please add here web links to project/programme materials.

<http://www.eurochamtt.org/latestfood.html>

PRIVATE SECTOR CASE STORY TEMPLATE

Q5: YOUR CONTACT DETAILS

Name:	Marie Louise Norton-Murray
Company or association	European Business Chamber in Trinidad and Tobago
Country:	Trinidad and Tobago
Email Address:	marielouise.norton-murray@eurochamtt.org

Q6: FUNCTION	Other (please specify) Non profit organisation
---------------------	--

PAGE 6: C.2) ABOUT THE CASE STORY

Q7: FUNDING SOURCES FOR PROJECT/PROGRAMME Tick the appropriate box(es)

Other (please specify)
 Finance for this project is in the form of a contribution from the Enabling Competitive Business Strategy (ECB Strategy), a programme of the Ministry of Trade, Industry and Investment (MTII) and the Ministry of Labour and Small and Micro Enterprise Development (MOLSMED) of The Republic of Trinidad and Tobago

Q8: Additional information

Respondent skipped this question

Q9: START DATE OF PROJECT/PROGRAMME

January 30, 2014

Q10: STATUS OF PROJECT/PROGRAMME

On-going

Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME

3-5 years

Q12: COST OF PROJECT/PROGRAMME

Between US\$200,000 - US\$500,000

Q13: Additional information

The EUROCHAMTT TOBAGO GOOD FOOD PROJECT formally started on January 30, 2014 with the signing of the Memorandum of Agreement between the Government of the Republic of Trinidad and Tobago represented by the Ministry of Trade, Industry, Investment and Communications and the European Business Chamber in Trinidad and Tobago (EUROCHAMTT). The Agreement comprises general terms and conditions along with a detailed schedule of activities, deliverables and payments as per the agreed project proposal.

Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME

Grant

PAGE 7: C.3) ABOUT THE CASE STORY

PRIVATE SECTOR CASE STORY TEMPLATE

Q15: PROJECT/PROGRAMME TYPE	Single country / customs territory
------------------------------------	------------------------------------

PAGE 8: C.3) ABOUT THE CASE STORY

Q16: SINGLE COUNTRY/CUSTOMS TERRITORY	TRINIDAD & TOBAGO
--	-------------------

PAGE 9: C.3) ABOUT THE CASE STORY

Q17: REGION (If the region does not appear in the drop down menu, please enter manually)	<i>Respondent skipped this question</i>
---	---

PAGE 10: C.3) ABOUT THE CASE STORY

Q18: MULTI-COUNTRY (Enter all countries or customs territories)	<i>Respondent skipped this question</i>
--	---

PAGE 11: C.4) ABOUT THE CASE STORY

Q19: CASE STORY FOCUS Tick the appropriate box(es)	Other (please specify) The EUROCHAMTT TOBAGO GOOD FOODS PROJECT aims to promote and support investments in the production of 'good food' in Tobago and to associate the Tobago brand of tourism with 'good food'.
---	--

PAGE 12: C.5) ABOUT THE CASE STORY

Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box	On-going project
---	------------------

PAGE 13: C.6) ABOUT THE CASE STORY

PRIVATE SECTOR CASE STORY TEMPLATE

Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

New conformity assessment procedures or processes

,

New animal health measures or processes,

New plant health measures or processes,

New food safety measures or processes,

New quality assurance procedures or processes,

Other (please specify)

This project is on-going. The items ticked are in progress

PRIVATE SECTOR CASE STORY TEMPLATE

Q22: Additional information(maximum 300 words)

The following is list of recipients selected for this project:

1. Orange Hill Nature Ranch (Goad farming, processing of cow and goat yoghurt & feta cheese)
2. Farm Map (Vegetable and sheep farming)
3. DKM Farming (Goat farming)
4. Footprints Eco Resort and Spa
5. Beekeepers (Gladstone Solomon, Murchinson Figari, Garrick Wilson, Edison George, Francis Forbes)
6. Audrey's Garden Centre
7. Paradise Island Products/Kenneth Noble
8. Adventure Eco Villas
9. Glorious Farms (Warren Peters Trading Ltd)
10. Charlotteville Estates
11. Magdalena Grand
12. Mt. Irvine Bay Hotel & Golf Club

To date training has been delivered in the areas of quality control, food safety, process improvement, use of personal protective equipment and machinery in the areas of

1. Beekeeping
2. Fruit processing
3. Estate Rehabilitation
4. Food Safety
5. Milking of goats and processing of milk

Attached are list of demonstration equipment and tools EUROCHAMTT is purchasing:

1. Safety wear purchased to date
2. Good Foods equipment – small processing tools purchased to date
3. Insemination equipment and material for beekeeping. TO BE DECIDED but the consultant bought his own to Tobago
4. Milking machines - for 3 goat farmers plus churns to be purchased
5. Proforma – Tom Press - Equipment recommended. We are awaiting info on shipping cost.

PRIVATE SECTOR CASE STORY TEMPLATE

PAGE 14: C.7) ABOUT THE CASE STORY

Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)	Other (please specify) This project is on-going
Q24: Additional information (maximum 300 words)	<i>Respondent skipped this question</i>

PAGE 15: C.8) ABOUT THE CASE STORY

Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)	Increase in employment, Export market diversification, Other (please specify) This project is on-going
Q26: Additional information (maximum 300 words)	<i>Respondent skipped this question</i>

PAGE 16: C.9) ABOUT THE CASE STORY

Q27: LESSONS LEARNT Tick the appropriate box(es)	Other (please specify) This project is on-going
Q28: Additional information (maximum 300 words)	<i>Respondent skipped this question</i>
Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)	Other (please specify) This project is on-going

PAGE 17: C.9) ABOUT THE CASE STORY

Q30: How did you receive this case story exercise and the electronic link? Please indicate the organization that sent to you the information:	National government
--	---------------------