



EUROPEAN UNION – JAMAICA PROJECT SHEET

Project Title	European Banana Support Programme - JAMAICA		
Sector	Agriculture	Budget (Euro)	Total project cost: €42 Mio EU contribution : €42 Mio
Location	St Thomas, St Catherine, Portland, St Mary, Clarendon, St James	Budget (J\$ equiv.) Xrate = 109.6	Total project cost: J \$ 4.6 Bn EU contribution : J \$ 4.6 Bn
Start Date (Est.)	2000	End date (Est.)	2012
Implemented by	RADA/Ministry of Agriculture		

Objective	To assist the country to respond to the increased market liberalization of the banana sector by a) improve the competitiveness of the industry, and b) supporting economic diversification and social resilience in the areas affected by the decline of the industry
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Description
<p>During the last 10 years Jamaica has received more than 4 billions J\$ in support of the banana sector to come to terms with the increased market liberalization of the banana regime within the WTO negotiation. Despite this support however, the banana industry has been experiencing a steady decline in terms of production and export, mainly due to the increase in the incidence of extreme weather events and to the continuous erosion of the preferential access to the EU market.</p> <p>In the last phase of the programme, therefore, the focus has shifted more on economic diversification and in shielding the negative impact of the downturn of the industry. A series of call for proposals have been launched in order to select and finance projects which could support alternative, viable livelihoods outside bananas as well as the rehabilitation of socio and economic infrastructure in the communities affected by the fallout of the industry.</p>

Results
<p>1) Within the banana improvement component the projects has financed during the years important services such as disease monitor and control, research and extension, certification and market compliance for Global Gap and Fair trade, etc.</p> <p>2) Rural Development:</p> <p>Through a system of call for proposals 15 projects were selected, 2 for the rehabilitation of socio-economic infrastructure and the rest for income generating activities and skills development.</p> <p>According to a recent evaluation more than 35,000 people have directly benefitted from the support of the programme in only two years of implementation. Different types of ventures have been supported such as bee farming, poultry projects, goats breeding, cash crops, organic farming, agro-processing, agro-tourism, etc.</p> <p>Lastly, through RADA some support has been also directed towards institutional strengthening of the Ministry and investments have been directed towards the construction of high-tech green houses, upgrading of the dairy genetic improvement programme and to rehabilitate infrastructure on 6 fishing beaches.</p>

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