

CARIBBEAN POULTRY ASSOCIATION

Table Egg School 2004

9 – 11th August 2004, UWI St Augustine, Trinidad and Tobago

School Report

Contents

1. Report of Working Group on Egg Promotion & Grading
2. Report of Working Group on Egg Farm Productivity
3. Report of Working Group on Food Safety & Avian Health
4. Appendix 1: Proposal for Technical Support to the OECS/ Barbados
5. Appendix 2: Proposal for Technical Support from CESO
6. Appendix 3: Proposal for Collaborative Projects with PTC+
7. Appendix 4: Draft CPA Egg Consumer Usage & Attitude Questionnaire
8. Adopted CPA Protocols (In Separate Binder)
 - a. Draft CARICOM Model Broiler Processing Regulations
 - b. Draft CARICOM Model Broiler Processing HACCP Program
 - c. Draft CARICOM Cottage Processors Code of Practice
 - d. Draft CARICOM On-Farm Food Safety Program - Broilers

EXECUTIVE SUMMARY

The CPA Table Egg School 2004 was attended by 00 participants from 00 Caribbean states. It very well received by the participants especially as facilities and organisation was substantially improved, thanks to the support of the Anjane Ramsamooj and Avril Pierre – Patterson from the CPIIP Office at the UWI – School of Veterinary Medicine.

Four food safety protocols, largely for the broiler processing sector, were adopted by the Working Group on Food Safety and Avian Health for forwarding to the CARICOM Chief Veterinary/ Chief Environmental Health Officers Meeting. The meeting agreed that each Association should hold a meeting to get their Ministries of Trade to adopt the draft CARICOM Egg Grading and Labelling Standards at the next COTED.

Programs for promoting the consumption of eggs were elaborated, led largely by the success the Jamaica Egg Farmers Association. The meeting agreed to constitute a Caribbean Egg Promotion Working Group to meet several times during the next year. A draft egg consumer survey questionnaire and promotional posters were developed.

Detailed technical assistance programs for the Caribbean egg industry were developed with UWI- School of Veterinary Medicine/ Industry Suppliers, CESO International of Canada and PTC+ of the Netherlands. CARDI invited the industry to collaborate on programs.

Technical assistance visits by poultry specialists participating in the school - Dr Richard Julian (Canada), Dr David Henzler (USA) and Ernst Beitler (The Netherlands) to Trinidad and Tobago, St Vincent, Grenada, Guyana and Suriname.

Once more, UWI-SVM, LLPB and IICA collaborated with the CPA to host the event. Financial support for the school came from CIDA-Caribbean Program for Economic Competitiveness (CPEC), Livestock and Livestock Product Board (LLPB), Caribbean Business Services Ltd (BSL). CPA members continued to pay their way to the school.

The meeting agreed that the Egg School 2005 should be held at UWI – SVM, on 00 – 00 August 2005.

Robert Best
Caribbean Poultry Association
August 2004

Caribbean Poultry Association

Table Egg School 2004

9 – 11th August 2004, UWI St Augustine, Trinidad and Tobago

EGG PROMOTION & GRADING WORKING GROUP REPORT

A. INTRODUCTION

The Working Group which included 14 participants from 6 Caricom states, reviewed the minutes of the last working group meeting in Trinidad and Tobago in August 2003 2004 and considered the presentation made in the school

1. Orlando Habet – Chairman
2. Cordia Thompson - Raporteur
3. Standards Officers, Standards Organisations
4. Consumer affairs Officers, Ministries of Consumer Affairs
5. Veterinary Officers, Ministries of Agriculture
6. Poultry Industry and Supermarket Representatives

B. RECOMMENDATIONS

The following comments and recommendations to improve the promotion, marketing and grading of eggs in the Caribbean

1. Egg Promotion & Marketing Programs

The meeting considered the low levels of consumption of eggs in the region and identified the following constraints to increased consumption

- a. negative perception (“myth”) with respect to cholesterol
- b. program financing
- c. egg supply consistency
- d. development of substitute products
- e. access to land to increase production

The following strategies were proposed to address the challenge

- a. Formation marketing committee – It was agreed that a regional CPA Egg Promotion Working Group should be formed to develop and coordinate a regional egg promotion campaign. The following people were nominated for the committee

i. Antigua & Barbuda	Enid Adams
ii. Barbados	Wendell Clarke
iii. Belize	Orlando Habet
iv. Jamaica	Cordia Thompson
v. Trinidad and Tobago	Michael D'Ornelles
vi. Guyana	Ariston Lyte
vii. Suriname	Subhas Ganpat
viii. CPA	Robert Best

The meeting agreed for the committee to meet a minimum of twice per year and that the first meeting should be in the last Qtr of 2004 to be able to plan for 2005. The following key activities were recommended

- i. Assist and coordinate the market research process
- ii. Develop and coordinate marketing programs
- iii. Prepare and/ or source some basic regional promotional material
- iv. Source and coordinate technical assistance to support programs

b. Market Research – The Group developed the following process

- i. Establish objectives of Research Program
- ii. Terms of Reference - Review the CEMA and JEFA market survey forms (attached) and develop TORs market research taking care to identify which national association wish to and can afford to participate in the research.
- iii. Identification of consultant via appropriate process
- iv. Consultant submits proposal to conduct research, as well as questionnaire for review by committee.
- v. Survey implemented.
- vi. Results, analysis and promotional strategy development.

c. Education and Sensitisation Campaigns – It was agreed to develop some promotional material at the regional level to serve as a base for more sophisticated national programs. These might include

- i. Generic material such as common posters and flyers which might be funded from CPEC funds for example
 - > Egg Nutrition - Targeted to Consumers
 - > Egg Safety – Targeted to Food Retailers
 - > Egg Grading – Targeted to Retailers/Producers
 - > 2005 Egg Calendar - Targeted to Children

- ii. Each country to review Jamaica and Canada promotional material and decide how it can be used for a national campaign.
 - iii. Jamaica polo shirt slogan adopted for replication among egg associations.
 - iv. CPA to approach relevant, regional, professional organizations e.g. CFNI, CANDI, CCP, etc to enlist their support for the promotion of the egg thru high-level participation at their conferences.
 - v. CBU's assist to be also enlisted, especially at CPA meeting.
- d. Budget developed
- i. Marketing & Promotion Objectives and Program Developed
 - ii. Budget Developed for 2004/ 2005 Program
 - iii. Finding mechanisms identified

2. Value added Egg Products

- a. The meeting noted that Ian Mc Mc Fall had presented a package of New Product Strategies at the 2003 Table Egg School for use by CPA members in developing new products.
- b. The meeting agreed that it was important that the National Association promote the development and introduction of new and value added products. Each association to explore "value-added" egg opportunities with the relevant stakeholders. The following were proposed for consideration
 - i. Shell Eggs
 - > Low Cholesterol Eggs
 - > Organic Eggs
 - > All Cereal Fed Eggs
 - ii. Liquid Egg Products
 - iii. Packaging
 - > Different Pack Sizes
 - > Different Packaging Materials
 - > On Packaging Labelling

3. Egg Grading Programs

Ken Mullin, Chief Technical Officer, Barbados National Standards Institute and author of the CARICOM Egg Standard, reviewed the process necessary for the development, regional adoption, national adoption and regulation of the egg standard. The meeting discussed same and agreed that:

- a. Adoption of CARICOM Standard - National Poultry Associations need to meet with their Standards Agencies who attend CROSQ and the representatives of the Ministries of Trade who attend the COTED to review the Draft CARICOM Egg Grading Standard to ensure that there is approval for the standards at the regional level. Associations should document their approval of the standard by way of a letter to the heads of these agencies in their countries.
- b. Implementation of National Egg Standard – The National Associations need to advocate for the adoption of the CARICOM standard at the national level, especially in the development of regulations to operationalize the standard ie to identify who will inspect and regulate the standard. The meeting recognised that Jamaica and Trinidad were already doing so now.
- c. Training - Need to identify and train relevant government and industry personnel in each country to implement CARICOM Grading Standards. The CPA is to identify technical assistance providers to visit the national associations to help in this regard .. such as CESO and PoA.
- d. Promotion - The meeting agreed to promote the standards through the production of CARICOM Egg Grades Poster and distribution of same to producers and retailers by the end on 2004. The Barbados Egg & Poultry Producers Association will assist the process in conjunction with Mr. Mullin.

Caribbean Poultry Association

Table Egg School 2004

9 – 11th August 2004, UWI St Augustine, Trinidad and Tobago

Egg Promotion & Grading Working Group

Chairman:	Orlando Habet
Rapporteur:	Wendell Clarke
Name of Presenter (s):	Cordia Thompson Kenneth Mullin
Room Number :	Lecture Theatre B

Please print your Name and Country Clearly:

Name	Country
(1) James Paul	Barbados
(2) Patrick Walkes	Barbados
(3) Kenneth Mullin	Barbados
(4) Wendell Clarke	Barbados
(5) Wendell Abrahams	Jamaica
(6) Cordia Thompson	Jamaica
(7) Mr. David Browne	St. Vincent and the Grenadines
(8) Erica Tjon A San	Suriname
(9) Nimala Beharrysingh	Trinidad and Tobago
(10) Michelle John	Trinidad and Tobago
(11) Joan Antoine	Trinidad and Tobago
(12) Marlene Andrews	Trinidad and Tobago
(13) Abraham Blackmans	Trinidad and Tobago
(14) Moliwati Bisnath	Trinidad and Tobago

CARIBBEAN POULTRY ASSOCIATION

Table Egg School 2004

9 – 11th August 2004, UWI St Augustine, Trinidad and Tobago

EGG FARM PRODUCTIVITY WORKING GROUP REPORT

A. INTRODUCTION

The Working Group, which included 15 participants from 6 CARICOM countries reviewed the minutes of the last working group meeting in Trinidad and Tobago in August 2003 and issues raised in the Egg School

1. Enid Adams - Chairperson
2. Yvette Eastman - Rapporteur
3. Veterinary Officers, Ministries of Agriculture
4. Poultry Industry Representatives

B. RECOMMENDATIONS

The following comments and recommend were made

1. Draft Table Egg Production Manual

The Draft table egg production manual was presented and it was considered to be comprehensive in scope and sufficiently detailed to be of use in the training of both farmer and students.

After a detailed examination of the contents it was unanimously decided to accept the draft document for use within the Caribbean subject to the following changes:-

- a. Include a Chapter on Litter Management
- b. Include protocol for Non feed withdrawal moulting
- c. Caption all included photograph
- d. Additional information (details of which were provided) for various sections e.g. moulting (Dr. Julien), Phase feeding (Ernst) post peak nutrition (Dr. Julien).

These changes have will be made and the documents sent to CPA for distribution

2. Technical Support Programs

Apart from the Production Manual, the meeting noted the low level of technical support to the Caribbean Egg Industry and proposed several strategies for increasing same.

- a. UWI-SVM Technical Support Program - to Improve Avian Health and Food Safety in Southern Caribbean – See Appendix 1
- b. PTC+ Technical Support to Improve Egg Productivity – See Appendix 2
- c. CESO Technical Support Programs to Improve Egg Consumption Promotion, Marketing, New Egg Products and Grading – See Appendix 3
- d. Industry Supplier Technical Visits
 - i. Norman Williams, Jamaica Egg Services (Pullets Supply)
 - ii. Dr John Brown, Centurion (Bovan Day Old Chicks)
 - iii. Gregorio Lopez, ISA Poultry (Isa Day Old Chicks)

Caribbean Poultry Association

Table Egg School 2004

9 – 11th August 2004, UWI St Augustine, Trinidad and Tobago

EGG FARM PRODUCTIVITY WORK GROUP

Chairperson: Enid Adams
 Raporteur: Yvette Eastman
 Name of Presenter (s): Ernst Beitler
 Noman Williams
 Room Number : Lecture Theatre B 1

Please print your Name and Country Clearly:

Name	Country
(1) Enid Adams	Antigua
(2) Adrian David	Barbados
(3) Bernie Thiessen	Belize
(4) Cislin Hollowey	Jamaica
(5) Noman Williams	Jamaica
(6) Howard Paulwell	Jamaica
(7) Vincent Da Silva	St. Vincent and the Grenadines
(8) Ernst Beitler	The Netherlands
(9) Zulphalar Mohammed	Trinidad and Tobago
(10) Yvette Eastman	Trinidad and Tobago
(11) Roy Bisnath	Trinidad and Tobago
(12) Usam Stephen	Trinidad and Tobago
(13) Kion Mc Lanney	Trinidad and Tobago
(14) Dayanand Singh	Trinidad and Tobago
(15) Cicero Lallo	UWI-Food Production, T & T

Caribbean Poultry Association

Table Egg School 2004

9 – 11th August 2004, UWI St Augustine, Trinidad and Tobago

FOOD SAFETY WORKING GROUP REPORT

A. INTRODUCTION

The Working Group, which included 24 participants from 4 Caricom states and two regional organizations.

1. Garfield Bowman - Chairman
2. Dr Bowen Louison - Rapporteur
3. Public Veterinary Health Officers, Ministries of Health
4. Veterinary Officers, Ministries of Agriculture
5. Senior Project Officer – Agriculture, Caricom Secretariat
6. Veterinarian, IICA
7. Poultry Industry Representatives

The working group, reviewed the minutes of the last working group meeting in Jamaica in June 2004 and then the revised drafts of the following protocols which were modified since the last meeting

1. CARICOM Model Broiler Processing Regulations – Dr. L. Peters
2. CARICOM Broiler Processing HACCP Manual – Dr. S. Rahaman
3. CARICOM Cottage Processors Food Safety Program – Dr. D. Ali
4. CARICOM On Farm Food Safety Program – Broilers – Dr. G. Brown

B. RECOMMENDATIONS

The following comments and recommendations were made about the protocols

1. Model CARICOM Broiler Processing Regulations

- a. The Regulations were presented by Dr. Peters and accepted in principle by the group with some minor amendments needed.
- b. The following issues be addressed in the text
 - o Cottage processors also need to be included in the regulations since they are a significant part of the poultry industry in many countries.
 - o Competent Authority should remain as is in the regulation and the individual country will define/identify as they wish.

- Recalls may not be for health and safety reasons only. Damage to reputation is of concern with recalls for whatever reason.
 - Standards to be developed for management of toilets to personnel to reduce cross contamination etc based on the international code for this so need to include in the present regulations draft.
- c. Regulations need to be developed, promoted and promulgated since we are part of the global market. Associations and participants should engage the government personnel – CVO's, Permanent Secretaries and Ministers in their respective countries to achieve this
 - d. Also Associations should ensure that their countries make representations at the regional level to adopt the regulations as harmonised regional models. The Caricom Secretariat will assist the process at the regional level. The CPA should also make strong representation at the COTED meetings proper representation can be made by the delegation attending the meeting.
 - e. National consultations and consultation with other related agencies should be encouraged to contribute to the promotion of the regulations – Town and Country Planning, EPA etc.
 - f. Consumer education and Employee training in the regulations is also needed.

2. CARICOM Broiler Processing HACCP Manual

- a. The HACCP Manual was presented by Dr. Rahaman and accepted in principle by the group with some minor amendments needed.
- b. Customer education and employee training is necessary to aid in compliance adoption and compliance of HACCP requirements.
- c. Plants that are involved in exports must be HACCP certified, this would cover a large percentage of the market.
- d. The HACCP Regulations would be useful for all to adopt for the safety of the consumer, meet international requirements else would be left behind.

3. CARICOM Cottage Processors Food Safety Program

- a. Code of Practice for Cottage Processors was presented by Dr. Ali and accepted in principle by the group with some minor amendments needed.
- b. HACCP for the pluck shops is not included in the present document.

- c. Code will be circulated among CVO's and other members/regulations for additional scrutiny.
- d. Code could also be used as Training Guide for producers in the Cottage Industry.

4. CARICOM On Farm Food Safety Program – Broilers

- a. The meeting briefly reviewed the On Farm Food Safety Programs for Broiler Producers developed by Dr Gabriel Brown and agreed that it was proceeding well and looked forward to the final draft for final comments.

5. Poultry Industry Food Borne Disease Surveillance Programmes

- a. The meeting discussed the need to develop Poultry Industry Food Borne Disease Surveillance Programmes and encouraged the CPA to complete its work in this area.

FOOD SAFETY PROTOCOL ADOPTION PROCESS

The following process was outlined to guide the smooth adoption of the protocols

1. That the Chief Veterinary officers and Chief Environmental Health Officer's drive the process at the national level. They should be charged with the responsibility to inform their respective Permanent Secretaries on the importance/acceptability of the regulations. They should also request of Permanent Secretaries that the delegation from the MS to the COTED and COSHOD Ministers meeting be wholly briefed to represent the issues when presented at those meetings.
2. That the CARICOM secretariat forward the regulations to all Member States and institutions for comments.
3. CARICOM Secretariat/CROSQ to prepare paper for submission to the COTED/COSHOD (November 2004 or February 2004).
4. National Poultry Associations need to lobby their government for adoption of the regulations.
5. CPA & Caricom Secretariat should request and follow up with PAHO on the process of incorporation in the legislative updates in the Member States.

MS - Member States, CCS - CARICOM Secretariat, PAHO - Pan American Health Organization, COHSOD - Council for Human and Social Development, COTED - Council for Trade and Economic Development

Caribbean Poultry Association

Table Egg School 2004

9 – 11th August 2004, UWI St Augustine, Trinidad and Tobago

FOOD SAFETY WORKING GROUP REPORT

Chaiman: Garfield Bowman
 Raporteur : Dr. Bowen Louison
 Presenters: Dr Linnette Peters, Dr Saed Rahaman, Dr Desmond Ali
 Dr Gabriel Brown, Dr. Maxine Parris-Aaron
 Room Number : Conference Room 27

Please print your Name and Country Clearly:

Name	Country
(1) Dr Richard Julian	Canada
(2) Margaret Kalloo	Caricom Secretariat
(3) Dr. Colin James	Guyana
(4) Dr. Maxine Parris-Aaron	IICA, Guyana
(5) Dr Linnette Peters	Jamaica
(6) Devon Dixon	Jamaica
(7) Garfield Bowman	St. Vincent & Grenadines
(8) Dr Saed Rahaman	Trinidad and Tobago
(9) Dr Desmond Ali	Trinidad and Tobago
(10) Sasha A. Ali	Trinidad and Tobago
(11) Harish Coolman	Trinidad and Tobago
(12) Nalini Sugrim	Trinidad and Tobago
(13) Vidyah Rambaran	Trinidad and Tobago
(14) Sahadeo Kandhai	Trinidad and Tobago
(15) David M. Bibby	Trinidad and Tobago
(16) Ganesh Bidhesi	Trinidad and Tobago
(17) Edward Sampson	Trinidad and Tobago
(18) Hugh Branker	Trinidad and Tobago
(19) Shaffek Mohammed	Trinidad and Tobago
(20) Nirshard Ali	Trinidad and Tobago
(21) Anslem Walters	Trinidad and Tobago
(22) Hrishma Maharaj	Trinidad and Tobago
(23) Dr. David J. Henzler	United States of America
(24) Dr Gabriel Brown	UWI – SVM, T & T

Appendix 1

CARIBBEAN POULTRY ASSOCIATION

Content Mc Cooks Pen, St Catherine, CSO, Jamaica, Tel: 876 943 4376, Fax: 876 943 4322

Proposal for a Technical Support Program for the OECS

The CPA members in the OECS requested a special package of support of technical visits to support their egg industry. The following were identified for the next year

- b. Avian Health & Food Safety - Dr Gabriel Brown, Veterinarian, UWI - SVM
- c. Layer Nutrition & Farm Mgt - Norman Williams, Jamaica Egg Services
- d. Layer Production & Health - Dr John Brown, Bovan/Centurion, USA
- e. Layer Production & Health - Dr Gregorio Lopez, ISA Poultry, Canada

Quarter	Date	State	Specialist
2004-Qtr 2	Aug 15 – 17	St Vincent	Dr Richard Julian/ Dr David Henzler
	Aug 18	Grenada	Dr Richard Julian/ Dr David Henzler
	Aug 12	Grenada	Ernst Beitler
2004 – Qtr1	Oct 16 – 18	Antigua	Dr Gabriel Brown
	Oct 18 – 20	BVI	Dr Gabriel Brown
	Oct 20 – 23	St Vincent	Dr Gabriel Brown
	Oct 23 - 25	Grenada	Dr Gabriel Brown
2005-Qtr2	Feb 6 – 8	Antigua	Dr John Brown
	Feb 8 – 10	BVI	Dr John Brown
	Feb 10 – 13	St Vincent	Dr John Brown
	Feb 13 – 15	Grenada	Dr John Brown
	Feb 15 - 17	Barbados	
2005-Qtr 2	May 8 – 10	Antigua	Norman Williams
	May 10 – 12	BVI	Norman Williams
	May 12 – 14	St Vincent	Norman Williams
	May 14 – 17	Grenada	Norman Williams
	May 18 – 20	Barbados	Norman Williams
2005-Qtr 3	Jul 31 – 02	Antigua	Dr Gregorio Lopez
	Aug 2 – 4	BVI	Dr Gregorio Lopez
	Aug 4 – 6	St Vincent	Dr Gregorio Lopez
	Aug 6 – 8	Grenada	Dr Gregorio Lopez
	Aug 8 - 10	Barbados	Dr Gregorio Lopez
	Aug 11 - 14	T & T Egg School	Dr Gregorio Lopez

The success of the program will require the active and close communication and management by egg producer/ associations representatives in the OECS - Enid Adams (Antigua), Lester Maduro (BVI), Vincent da Silva (St Vincent), Bowen Louison (Grenada), Wendell Clarke (Barbados).

Appendix 2

CARIBBEAN POULTRY ASSOCIATION

Content Mc Cooks Pen, St Catherine, CSO, Jamaica, Tel: 876 943 4376, Fax: 876 943 4322

Request For Technical Assistance from CESO International For the Caribbean Egg Industry

A INTRODUCTION

The Caribbean Poultry Association has been implementing a program, the Caribbean Poultry Industry Integrated Improvement Program (CPIIP), to improve the competitiveness of the broiler and table egg industries in the areas of generic marketing, food standards, food safety, avian health and industry productivity. The program is funded inter alia by the Canadian International Development Agency – Caribbean Program for Economic Competitiveness fund, the regional industry and governments and several other technical assistance agencies.

The CPIIP project has focused on several key elements

1. Hosting a series of workshops to assess and develop competitiveness improvement strategies
2. Preparing a set of protocols to modernise and improve the competitiveness of our industry. See the attached list.
3. Hosting a series of regional working groups to review the protocols before sending them to the relevant CARICOM institutions for adoption at the regional level
4. Hosting a series of schools to develop improvement strategies train the industry leaders in the protocols
5. Managing a series of National Poultry Industry Improvement Programs to strengthen our national associations, implementing the protocols in each state and improving the competitiveness of our members

When the CPEC funds come to a close at the end of 2004, we would have completed most of the work at the regional level and would be focusing our energies on implementation program at the national level.

Here we see a very important role for the hands on, in country, medium term CESO technical support. Also while many of our national associations are increasingly self funding in their core budget, they are strapped for cash to run projects. We hope that by coordinating the CESO programs on the regional level we can

1. achieve a more uniform implementation of programs across the region,
2. have a higher transfer of experiences across the region,
3. avoid duplication of efforts
4. share travel costs and reduce overheads of managing the programs.

B. PROGRAMS

It is proposed to focus the CESO expertise on the Caribbean egg industry and the following programs are being proposed for 2004 - 2006 for preliminary review by the industry and feedback by CESO.

CESO experts would be expected to (i) visit the producers in each of the countries below (ii) review the national association program (iii) present to industry/ public sector seminar(s) on the following topics (iv) write a series of recommendations for each farmer and for the national industry association to improve performance in each of the selected areas

1. Egg Association Management Capacity Building – While several of the CPA national associations have recruited full time (Barbados & Belize) or part time (Jamaica, Trinidad and Tobago, Guyana, Suriname) management, most of them focus on broiler producer issues rather than egg producer issues. Only in Jamaica is there a Jamaica Egg Farmers Association (JEFA) which has made significant strides over the last two years and only in Barbados and Belize is there some semblance of regular meetings of egg producers. So we would like to begin by having a strong egg association specialist visit the islands to stimulate and help egg producers organize their associations. The issues of greatest concern to our producers are
 - i. Egg Association Structure, Management, Funding – The CPA can provide a structure that we are recommending based on the JEFA/ BEPPA/ BPA/ GPPA experience.
 - ii. Cooperating for to deliver Marketing Programs, Packing Houses, Further Processing – Producers are very interested in the Canadian experience at collaborating to organise these value added programs within the egg industry.
 - iii. Cooperating to Establish Emergency Disease Compensation Funds – We wish to understand how Canadian egg producers collect revenues and establish programs especially Compensation funds.
 - iv. Cooperating to Manage Food Safety Programs – Here the interest is less in the technical details of the On Farm Food Safety programs and more in the role of the association in planning coordinating and delivering them.

2. Table Egg Promotion and Marketing Programs – Caribbean egg consumption is less than $\frac{1}{4}$ - $\frac{1}{2}$ of some high consuming countries in the world. Producers would like to explore this opportunity to grow their volumes and improve their margins.
 - i. Generic Egg Market Research – We have developed a questionnaire based on the CEMA experience and it is about to be executed in Jamaica and Barbados as the basis for planning a more extensive promotional campaigns.
 - ii. Consumer Promotion Programs for the Egg Industry – We are preparing some basic promotional materials but need help to structure detailed programs and to walk the national associations through the detailed process and to help sell same to the larger membership.
 - iii. Promoting Table Egg Grading Standards to Consumers & Retailers – Many of our producers and retailers are hesitant to adopt grades. We need to develop a program to promote (market) grades and their benefits .
 - iv. Marketing Speciality Egg Products and Further Processed Products – Several of the larger farmers have begun to produce speciality products and we would wish to explore strategies for marketing these products and encourage others to expand into this product range.

3. Egg Grading and Packaging Stations Establishment and Management – In this component we wish to focus more on the technical and economic solutions rather than the association management issues.
 - i. Egg Packing/ Labelling House Management – In the Caribbean there are a few egg farmers large enough to have a mechanised packing station and most of the egg farmers operate independently. Several associations would like to explore cooperative management of egg packing houses where eggs are graded, packaged, labelled in a food safe environment, and where the packing house might even help regulate supply volumes.
 - ii. Egg Grading, Packaging & Labelling– The CPA has completed the CARICOM Egg Grading Standards and now needs hands on help to train farmers in actual egg grading. In addition we are hoping that some time can be spent on explaining and teaching about the marketing, economic and food safety benefits of modern packaging and the opportunities of using labelling to build brands and communicate nutritional / grading and safety information to consumers.
 - iii. Pack House Food Safety – We would like our producers to understand the components of the food safety system that are related to packing houses. This need not be the consultants strength but a minor capability to promote the programs would be desirable.

4. Egg Farm Productivity, Management & Profitability - We would like the CESO specialist to visit and advise on improving egg farm productivity, cost effectiveness and profitability.
 - i. Pullet & Layer Farm Management –We have prepared a egg farm production manual, based on the international breeder manuals, which we can make available to the CESO specialist before he arrives.
 - ii. Farm Income & Profitability Analysis – We would like to help to teach producers to examine issues such as cost structure, optimising the farms resources, examining the economic benefits of grading, packaging, marketing programs.
 - iii. Recordkeeping – The need for and usefulness of recordkeeping.

5. Avian Health Program – The CPA has written several avian health protocols and its members are in various stages on implementation. We would like further support to go through the region to work with the national associations to guide them in the implementation of these programs. Keith Mc Millan, who has now made two visits to the CPA members in Guyana and Jamaica, might be an appropriate person here.
 - i. Egg Industry Disease Surveillance Programs – Salmonella & AI & NCD – We can provide the CESO specialist with the CPA /CARICOM Directive for Poultry Disease Free Declaration
 - ii. CPA On Farm Food Safety Programs for Table Eggs – We can provide the CESO specialist with the CPA manual which was modified from the CEMA manual.

6. Table Egg Marketing & Quality Programs – Here we wish to repeat the intervention by the CESO specialist to address the weakness in implementing the recommendations of the first intervention (2 above) and focusing more on the more operational elements of running promotions and strengthening the value added elements of the program.
 - i. Generic Egg Market Research
 - ii. Consumer Promotion Programs for the Egg Industry – Operational
 - iii. Promoting Table Egg Grading Standards to Consumers & Retailers
 - iv. Marketing Speciality Egg Products and Further Processed Products

C. PHASING

The following phasing is being proposed for October 2004 – March 2006 for preliminary review by the industry and feedback by CESO

2004

Oct – Dec - Egg Association Management Capacity Building

2005

Jan - Mar - Table Egg Promotion and Marketing Programs

Apr – Jun - Egg Grading, Quality, Safety and Packaging Stations Establishment/ Mgt

Jul – Sep - Egg Farm Productivity, Management & Profitability

Oct - Dec - Avian Health Program

2006

Jan - Mar - Table Egg Promotion and Marketing Programs

Appendix 3

CARIBBEAN POULTRY ASSOCIATION

Content Mc Cooks Pen, St Catherine, CSO, Jamaica, Tel: 876 943 4376, Fax: 876 943 4322

Proposal for Collaborative Projects with PTC+ for the Caribbean Egg Industry

1. Introduction

At the CPA Egg School 2004 held at the University of the West Indies, Trinidad and Tobago from 9 – 11 August 2004, the CPA Working Groups on Table Egg Marketing and Farm Management proposed a series of strategies to improve the marketing, productivity and cost competitiveness of Caribbean egg producers.

PTC+ and the CPA are proposing the following series of initiatives using European technical expertise to implement the strategies developed at the meeting. As with many other successful CPA projects, it is proposed that the funding come both from the industry and various European technical assistance agencies.

2. Programs

- a. **Presentation at Egg School 2004 by Ernst Beitler** - Funded jointly by CPA/ PTC+
- b. **Caribbean Egg Industry Competitiveness Study** - funded by the CTA
 - i. National Egg Industry Profiles – National Association Managers
 - ii. Regional Egg Industry Profile & Trends – CPA Executive Director
 - iii. International Egg Industry Profile & Trends – PTC+ Ernst Beitler
 - iv. Trade Competitiveness Analysis
 - v. Recommendations - Industry Improvement Strategy – R Best / Ernst Beitler
 - vi. Recommendations - Trade & Domestic Policy – CPA Robert Best
- c. **Train the Trainer Training in Layer Farm Management** – For CPA National Association Managers for 4 weeks in April 2005 at PTC+, the Netherlands . See Attachment 1.
- d. **Short Courses in Layer Farm Management for Egg Producers** – For Caribbean producers who want to improve technical and financial results in layer farms and can fund their own participation in the program.
- e. **Technical Presentations at CPA Egg School 2005** – Dutch participation to the next school in mid August 2005 at the School of Veterinary Medicine, University of the West Indies, Trinidad and Tobago to be funded by the CDE

- i. Ernst Beitler
 - i. Update on the Global Egg Industry Profile for Eggs and Egg Products
 - ii. Farm Economics & Financial Analysis
 - ii. Egg Marketing Specialist - Products Board for Livestock, Meat & Egg Marketing
 - i. Dutch/EU Programs Packing, Processing and Marketing Eggs: Lessons for Caribbean Producers
 - ii. Processing and Marketing Egg Products: Strategies for Small Caribbean Producers
- f. **Technical Assistance to National Poultry Association** – Individual egg producers may require technical assistance from European egg specialists for various projects such as investing in automated cage systems, packing houses or further processed egg products and may approach the Centre for the Development of Enterprise for support. The following are a list of the larger operations most likely to be able to access this support
- i. Sunshine Farms, Bahamas
 - ii. Jamaica Egg Services, Jamaica
 - iii. Chickmont Foods, Barbados
 - iv. El Chico, Trinidad and Tobago
 - v. K&S Enterprises, Trinidad and Tobago
 - vi. Floyds Egg Fam, Trinidad and Tobago
 - vii. Guyana Stock Feeds, Guyana
 - viii. Hillys Farms, Suriname
3. Phasing – Qtr 3 2004 – Qtr 4 2005
- i. Caribbean Table Egg Competitiveness Study – Qtr 4 2004
 - ii. Train the Trainer Course – April 2005
 - iii. Short Course on Layer Management – May/June 2005
 - iv. Technical Country Visits - July/August
 - v. Caribbean Table Egg School 2004 – Mid August 2004
 - vi. Individual Company Projects – As required
4. Project Management – CPA/ PTC+
5. Funding
- i. Caribbean Poultry Association Members
 - ii. EU Technical Assistance Agencies

Robert Best/ Ernst Beitler
August 2004

Attachment 1
Train the Trainer Course for National Association Managers
in Layer Farm Management at PTC+

1. Objective – To train industry association managers in the skills required to improve the marketing and cost competitiveness of their national egg industries
2. Curriculum – To be hands on practical in orientation
 - a. Technical Training
 - i. Egg Promotion & Marketing
 - ii. Egg Quality, Grading & Packaging
 - iii. Value Added Egg Products
 - iv. Collective Packing House Operations
 - v. On Farm & Packing House Food Safety
 - vi. Avian Disease Management
 - vii. Farm Management & Productivity Improvement Strategies
 - viii. Record Keeping, Layer Economics & Financial Analysis
 - ix. Cost Benefit of Grading, Packing & Marketing Programs
 - x. Cost/Income Analysis
 - b. Farmer Extension/ Training Skills
 - c. Project/Association Management Skills
3. Target Audience - Association Managers in CPA member associations, mid career change agents responsible for improving competitiveness and Agricultural Schools Trainers
 - a. Belize Poultry Association – Orlando Habet
 - b. Jamaica Egg Farmers Association –
 - c. Antigua and Barbuda Poultry Association – Enid Adams
 - d. St Vincent Poultry Association –
 - e. Grenada Poultry Association –
 - f. Barbados Egg & Poultry Producers Association –
 - g. Trinidad and Tobago –
 - h. Guyana Poultry Producers Association – Dr Ariston Lyte
 - i. Suriname Poultry Association – Dr Subhas Ganpat
 - j. University of Belize –
 - k. College of Agriculture, Science & Education, Jamaica –
 - l. UWI – SVM, Trinidad and Tobago – Ravi Seebarsingh
 - m. UWI – Food Production, Trinidad and Tobago – Cicero Lalloo
 - n. University of St Georges – Vet School , Grenada –
 - o. Guyana School of Agriculture –
 - p. University of Suriname, Suriname -
4. Faculty - PTC+, The Netherlands
5. Duration: 4 weeks in April 2005
6. Project Management – Caribbean Poultry Association
7. Funding – To be identified

Attachment 2

Technical Visits by PTC+ to National Egg/Poultry Associations in the Caribbean

1. Objective – To support efforts of the National Association Managers, who received training at PTC+ in April, to improve the productivity and cost competitiveness in their national egg industries.
2. Program
 - a. Visits to Egg Producer (1 – 5 days)
 - i. Visit 3 – 4 Producers per day and make a brief report and recommendations
 - b. Technical Training Seminar (1 day)
 - i. Report on Findings of Field Visits
 - ii. Farm Management & Productivity Improvement Strategies
 - iii. Record Keeping, Layer Economics & Financial Analysis
 - iv. Cost Benefit of Grading, Packing & Marketing Programs
 - v. Cost/Income Analysis
3. Target Audience
 - a. Egg producers in CPA National Associations
 - b. Government Officials responsible for Livestock, Veterinary and Extension role to the Egg Industry
4. Participating Associations
 - a. Belize Poultry Association (4 days – 2 meetings)
 - b. Bahamas Agricultural Association – (2 days – 1 meeting)
 - c. Jamaica Egg Farmers Association (5 days – 3 meetings)
 - d. Antigua and Barbuda Poultry Association (2 days – 1 meeting)
 - e. St Vincent Poultry Association (2 days – 1 meeting)
 - f. Grenada Poultry Association (2 days – 1 meeting)
 - g. Barbados Egg & Poultry Producers Association (3 days – 1 meeting)
 - h. Livestock & Livestock Products Board – Egg Industry (3 days – 1 meeting)
 - i. Guyana Poultry Producers Association (4 days – 3 meetings)
 - j. Suriname Poultry Association (3 days – 1 meeting)
5. Technical Specialist – Ernst Beitler, Poultry Specialist, PTC+, The Netherlands
6. Duration: 4 weeks in July /August 2005 prior to CPA Egg School 2005
 - a. Preparation - 3 days
 - b. Country Visits - 28 days
 - c. CPA Egg School - 3 days
 - d. Report - 2 days
 - e. Total - 36 days
7. Project Management – Caribbean Poultry Association
8. Funding – to be identified

Appendix 3

Short Courses for Producers in Layer Management at PTC+

1. Objective – To provide participants with information, skills, ideas and tools necessary to improve the technical and financial results in layer farms. Not only in terms of the highest possible production for the lowest possible cost, but also for producing the best possible quality of eggs under any given circumstances taking into account environmental and animal welfare aspects.
2. Program Method – Integral coverage of topics with practical and theoretical sessions complementing each other. Ample opportunity to discuss and evaluate personal experiences with fellow participants staff and subject matter specialists.
 - a. Field Trips to
 - i. Private Layer Farms
 - ii. Leading poultry related supplying industries
 - iii. Egg Packing and Processing Stations
 - b. Practical and theoretical sessions that include aspects
 - i. Egg Promotion & Marketing
 - ii. Egg Quality, Grading & Packaging
 - iii. Value Added Egg Products
 - iv. Collective Packing House Operations
 - v. On Farm & Packing House Food Safety
 - vi. Avian Disease Management
 - vii. Nutrition
 - viii. Farm Management & Productivity Improvement Strategies
 - ix. Record Keeping, Layer Economics & Financial Analysis
 - x. Cost Benefit of Grading, Packing & Marketing Programs
 - xi. Cost/Income Analysis
3. Target Audience - People who want to improve technical and financial results in layer farms
 - a. Managers, assistant manager and future farm managers in the egg chain
 - b. Table egg producers who deal with farms and their management
 - c. Extension officers and trainers
 - d. Professionals in the periphery of the layer business
4. Faculty –Poultry Specialists, PTC+, The Netherlands
5. Duration: 30th May – 10th June 2005 prior to CPA Egg School 2005
6. Project Management – Caribbean Poultry Association
7. Cost - 2,800 Euros includes training, field trips, full board, lodging but excludes international travel expenses and out of pocket expenses.
8. Funding – Caribbean Table Egg industry Producers