

Caribbean Poultry Association

Processing and Marketing School

1 - 3 July 2004 C.A.S.E. Jamaica

PROCESSING & MARKETING WORKING GROUP REPORT

A. INTRODUCTION

The Working Group, the full list is provided in appendix 1, included the following 00 participants from 9 CARICOM states

1. Patrick de Groot – Chairman
2. David Reilsen – Rapporteur
3. Processing & Marketing Specialists
4. Poultry Industry Representatives

The working group decided to develop a framework to manage food safety in the Caribbean poultry industry and considered the following presentations;

1. Broiler Processing Technology – Menno Bardensen
2. Broiler Processing Food Safety – Jacob Obdum
3. Jamaica Poultry Festival – David Reidlin

B. RECOMMENDATIONS

The following recommendations were made with respect to the presentations on:

1. Audit and Benchmark the CARICOM Poultry Processing Sector

a. Individual Plant Audits and Recommendations – Will be conducted for each of the 15 commercial poultry processors identified by the meeting and listed in appendix 1

- Area's of focus will be;
 - Plant performance objectives
 - Key production indicators,
 - Yields and yield control,
 - Technical status of the equipment and machine,
 - Labor requirements per operation,
 - Hygienic and labor safety issues,
 - Record keeping and information system requirements
 - Management structure of plant

- On the Job training - During the audit on the job training will be provided to the plant manager, supervisor's and QA managers on the above mentioned areas.
- Audit Report
 - Individual Plant - Based on each audit of each company a written report, supplemented with digital pictures, to each company and will include
 - an overview of the operations performance
 - the strong and weak points in each production area
 - main problem areas affecting competitiveness identified
 - an improvement program with a prioritized list of action points for improvement

b. Regional Poultry Processing Sector Competitiveness Report - The findings of the individual plant reports will be used to prepare a review of the status of the regional poultry processing industry as a basis for taking region wide initiatives for improving the competitiveness of the industry. It will include

- Summarizing the findings of the individual plant audits in a generic fashion giving indication of the average, best and poorest performances with in the region.
- Benchmarking the Caribbean industry performance on key production indicators against main international competitors eg Brazil, USA,EU, China?
- Identifying common areas of opportunities to be exploited, strengths to be developed and weaknesses to be improved
- Proposing programs and initiatives that the CPA can undertake at the regional level to support individual firm competitiveness improvement programs.

2. Broiler Processing Production Management Seminar

a. Seminar objectives

- To expose the participants to the main trends driving competitiveness in the global poultry industry
- To give the participants a understanding of the competitiveness of the Caribbean industry in relation to other key global poultry processing industries
- To train the participants in poultry production technology and management skills
- To train the participants in strategies for developing new products

- To train the participants in strategies for implementing modern food safety and quality systems
- b. Target group** - of people of the participating commercial processors
- Plant managers & supervisors
 - Quality assurance managers
 - Maintenance managers
- c. Curriculum** – The program will
- Put the Caribbean poultry industry in context by presenting to the seminar participants the
 - Global trends and new competitiveness strategies being employed in the global poultry processing – Menno Braendsen
 - Global trends in new product development and food safety programs – Jacob Obdum
 - *Report on Regional Poultry Processing Sector Competitiveness Audits* which benchmarks Caribbean poultry processors against global competitors in key processing, quality and food safety indicators - Menno Barendsen
 - Providing in depth training on the equipment, labor, information and management requirements for
 - Primary processing - bird arrival, slaughter, evisceration and chilling operations – Menno Barendsen
 - Secondary processing - grading, cut up and de-boning operations – Menno Barendsen
 - Logistics - primary and secondary packaging, logistics and product flow – Menno Barendsen
 - Further poultry product development –Jacob Obdum
 - Poultry plant quality systems – Jacob Obdum
 - Poultry plant food safety systems – Jacob Obdum
 - Information systems – Menno Barendsen/ Jacob Obdum
- d. Faculty** – The meeting strongly recommended the use of the following specialists
- Menno Barendsen - Poultry Processing Technology & Management Systems
 - Jacob Obdum – New Product Development & Quality/ Food Safety Programs
- e. Organization**
- Date - 1st Qtr 2004 (January/ February)
 - Duration - 3 - 4 Days
 - Location - Caribbean
 - Project management - CPA CPIIP Office, UWI-SVM

f. Funding

- Faculty - CDE
- Industry Participation - Participants
- Program Coordination - CPA

3. Training Field Trip to South American Broiler Processors:

a. Seminar objectives

- Explore

b. Target group - of people of the participating commercial processors

- CEOs
- Plant managers & supervisors
- Quality assurance managers

c. Operations to be visited

- Operation 1 – Brazil
- Operation 2 – Brazil
- Operation 3 - Brazil
- Operation 4 – Argentina
- Operation 5 – Argentina
- Operation 6 – Chile
- Operation 7 - Chile

d. Faculty –Menno Barendsen - Poultry Processing Technology & Management Systems

e. Organization

- Date - 2nd Qtr 2004 (June)
- Duration - 7 – 10 Days
- Location - Brazil, Argentina, Chile
- Project management - CPA CPIIP Office, UWI-SVM

f. Funding

- Faculty - CPA
- Industry Participation - Participants
- Program Coordination - CPA

4. CPA Broiler Processing School 2005 – The meeting proposed that, given the program to hold in depth training to the operations managers of the poultry sector, there would be no need for a Broiler Processing and Marketing School in 2005.

5. **Extend Advocacy Programs to Include US Opinion Leaders** – It was felt that the CPA should focus its energies on winning support in the USA and the EU to promote trade policy which is supportive of the Caribbean Poultry Industry. In particular the support for the following organizations was to be sought.

- a. US Grain States Congressmen
- b. The Black Caucus

6. **Promotion of Poultry Meats**

The meeting recognized the need to improve the promotion of local poultry meats and development of value added meat products (and egg products) and proposed that the CPA should develop programs and seek resources in the following areas

- a. National Poultry and Egg Promotion Programs – Such as the annual Jamaican chicken and egg festival
- b. Generic Market Research – Carry out generic consumer research to allow its members to adopt a more structured approach to developing new products for Caribbean consumers and implementing successful promotional programs.

Patrick de Groot – Chairman
David Reilsen – Rapporteur
1st July 2004

Appendix 2

Caribbean Poultry Association

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BROILER PROCESSING & MARKETING WORKING GROUP

1. Patrick De Groot, CEO, Bounty Farms, Guyana (Chairman)
2. David Radlein, Mkt. Mgr, Best Dressed Foods, Jamaica (Rapporteur)
3. Jacob Obdam, Poultry Consultant, The Netherlands (Consultant)
4. Menno Barendsen, Processing Consultant, The Netherlands (Consultant)
5. Lisa Ann O'Gilvie, CEO, Caribbean Events, Jamaica (Speaker)
6. Robert Best, Executive Director, Caribbean Poultry Association, Trinidad & Tobago
7. Godfrey Eneas, Bahamas Agro Industry Association, The Bahamas
8. Per Van Dijk, CEO, Saran Fowru, Suriname
9. Geoffrey Eneas, Bahamas Agricultural Society, The Bahamas
10. David Mair, General Manger, Best Dressed Foods, Jamaica
11. Steve Palmer, Operations Manager, Best Dressed Chicken, Jamaica
12. Dwen Gordon, Quality Control manger, Caribbean Broilers, Jamaica
13. Rieland Gordon, Jamaica
14. Mark Gooden, Jamaica
15. David Mathews, Chickmont Foods, Barbados
16. Dane Leacock, Chickmont Foods, Barbados
17. Trevor Mohammed, Quality Control Manager, Fine Choice, Trinidad & Tobago
18. Nazar Ali, Processing Manager, Arawak & Co, Trinidad and Tobago
19. Issac Bergen, Director, Caribbean Chicken, Belize
20. Christopher Levy, Vice President, Jamaica Broilers, Jamaica
21. Bruce Duquesney, Jamaica Broiler, Jamaica
22. Henry Wiebe, Director, Quality Poultry, Belize
23. Dian Williams-Medley, Jamaica

Appendix 2

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COMMERCIAL BROILER PROCESSING PLANTS IN CARICOM

(This list and numbers are only for format)

Country	Commercial Processor	Throughput Live Birds	Audit Days
Bahamas	- Bahamas Poultry	- 50,000 bpw	3
Barbados	- Chickmont Foods	- 80,000 bpw	4
Belize	- Quality Poultry	- 60,000 bpw	3
Belize	- Caribbean Chicken	- 30,000 bpw	3
Guyana	- DIDCO Trading	- 50,000 bpw	3
Guyana	- Bounty Farms	- 50,000 bpw	3
Jamaica	- Jamaica Broilers	- 500,000 bpw	4
Jamaica	- Caribbean Broilers	- 250,000 bpw	4
Jamaica	- Mid Island Poultry	- 35,000 bpw	3
Jamaica	- Da Silva's Poultry	- 20,000 bpw	3
Suriname	- Saran Fowru	- 20,000 bpw	3
Trinidad and Tobago	- Arawak	- 225,000 bpw	3
Trinidad and Tobago	- Nutramix	- 225,000 bpw	3
Trinidad and Tobago	- WGM Group	- 135,000 bpw	3
Total Audit Days			45
Travel Days			7
Report Days			3
Total Days			55

Source: CPA

NB: In TT Live birds not all processed

Bold – CPA Members