



PROJECT LOCATION:
KINGSTON, JAMAICA

PROJECT START DATE:
MARCH 21, 2014

PROJECT END DATE:
MARCH 31, 2016

GRANT FUNDS APPROVED:
US \$500,000

ENVELOPE:
SUPPORT TO CLUSTER
INITIATIVES

IMPROVING THE CAPACITY AND COMPETITIVENESS OF THE JAMAICA URBAN ORNAMENTAL FISH CLUSTER

PROJECT HIGHLIGHTS

THE PROJECT:

The Jamaica Urban Ornamental Fish Cluster currently consists of approximately 170 relatively small, mostly home-based aquaculture farms located primarily in urban communities in Kingston, St. Andrew, St. Catherine and Clarendon. The Cluster is led by The Competitiveness Company, a not-for-profit social enterprise based in Kingston that has been its main driver, marketer and advocate over at least the past five years.

OBJECTIVE:

To promote the Jamaica Ornamental fish Cluster's ability to efficiently deliver quality ornamental aquatic products to international buyers, at competitive market prices.

HOW DONOR FUNDS ARE BEING USED:

- Develop the Cluster's capacity to sustainably increase production and expand the range of species offered through specialized training, extension services and quality monitoring;
- Improve quality assurance and data management through the implementation of a web based data management system to provide greater oversight of cluster production and allow for improved traceability; and,
- Increase export and marketing capacity through the development of a nexus facility to provide the physical infrastructure to process the projected production of the Cluster and be a focus for marketing activities.

ACHIEVEMENTS THUS FAR:

- Exported approximately 25,000 fish, including to buyers in a new market (Canada);
- Entire value chain has completed training on standards, fish health and nutrition by globally recognized experts in the field;
- Mortality rate of export fish has declined significantly;
- Data collection and management system is now in use, with field staff having been trained in the use of the system and the tablets; and,
- Completed design of the export (nexus) facility.

