

JA-CC3053 - Project Highlights



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

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.

Objectives:

- To promote the Jamaica Ornamental fish Cluster's ability to efficiently deliver quality ornamental aquatic products to international buyers, at competitive market prices;
- Improve the regulatory environment for the Ornamental Fish Sector given the expected expansion of export activity, the short shelf life of fish in transit and the health standards in production and transportation required for access to international markets;
- Develop the Cluster's capacity to sustainably increase production and expand the range of species offered through specialized training, extension services and quality monitoring; and,
- 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.

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.