



**Ministry of Agriculture
Fisheries & Mining**

Market Opportunities for Fresh Produce

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Scope of Presentation

- **Overview of Market Opportunities**
- **Production, Value and Gap**
- **Farmgate Price**
- **Export Potential**
- **Regional Market**

Overview of Market Opportunities

- Presently, the agricultural sector offers an attractive business landscape, with the rising demand for produce creating access to diverse market opportunities.
- Moreover, Government support for agricultural development has enhanced productivity, making Jamaica a favourable destination for agricultural investments.

Fresh Produce Opportunities

Investment opportunities within the local market:

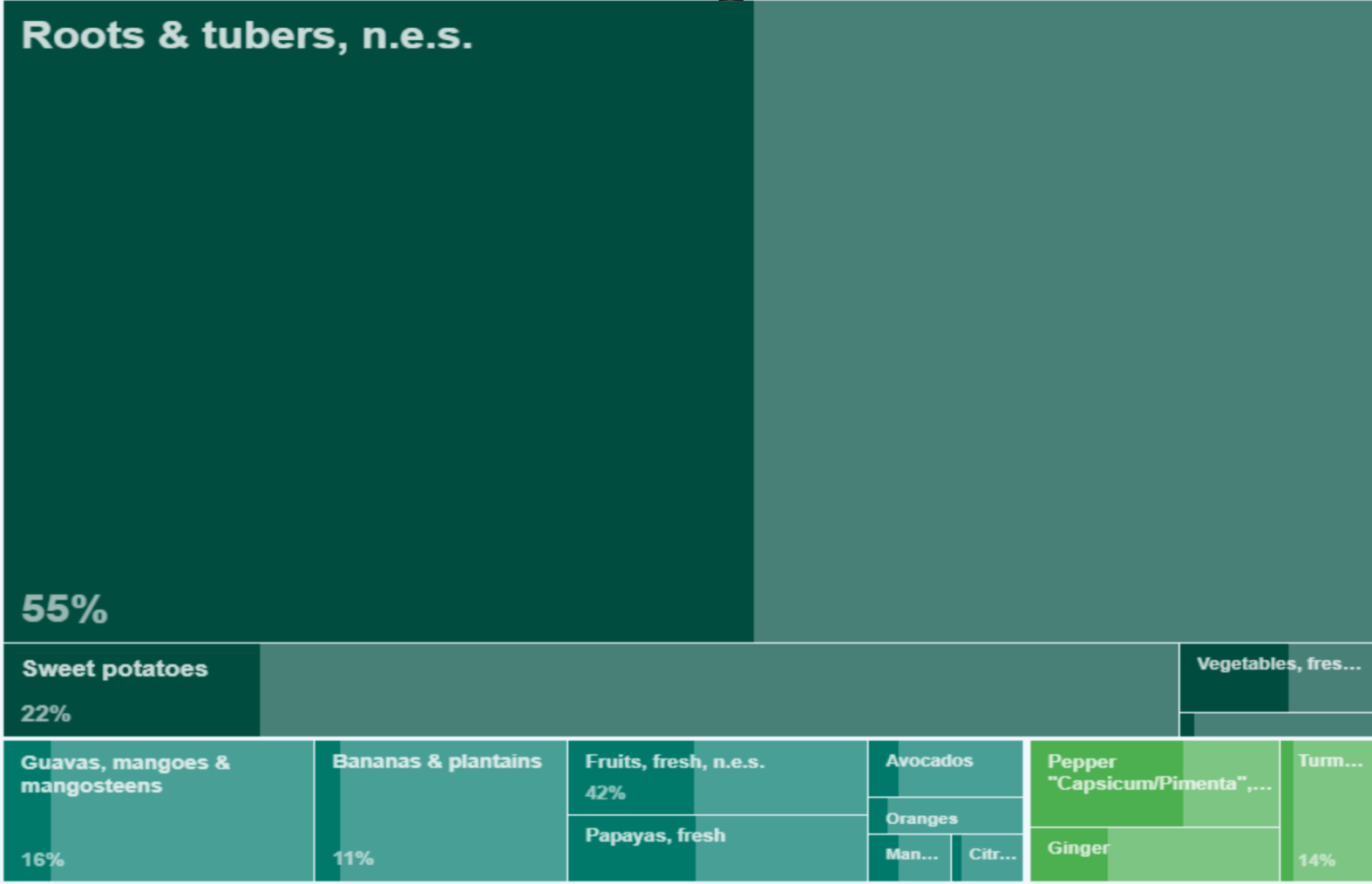
- Sweet Corn
- Red Pea
- Onion
- Irish Potato
- Broccoli
- Celery
- Carrot
- Cabbage

Estimates of Average Crop Production, Value & Production Gap 2019 -2023

Description	Average Production (kg)	Production Value (J/\$)	Production Gap
Cabbage	43,703,800	8,018,969,298	0.16
Carrot	29,954,400	7,330,715,614	0.29
Irish Potatoes	15,824,600	3,262,100,542	32.61
Onion	3,018,400	974,882,594	81.38
Broccoli	1,060,600	896,564,072	22.42
Red Pea	917,400	413,367,682	91.59
Celery	395,400	202,562,162	24.81
Sweet Corn	136,000	198,828,002	93.94

The table represents the average production and value of yields for the period.

Export Potentials



Jamaica's products with potential

Legend

- Export potential
- Realized potential
- Vegetables
- Fruits
- Spices

Export Potentials

- As the previous slide shows, Jamaica has an unrealized export market valued at approximately USD 51,777,000.
- Export opportunities include sweet potatoes, roots & tubers, papayas, turmeric, ginger, bananas, plantains, mangoes and avocados.

Export Potentials

- Root & Tubers – the untapped market worth USD 33 million awaiting exploration. Markets include the United Kingdom, the Netherlands, France, and the Cayman Islands.
- Sweet potatoes – the untapped market for this commodity is valued at USD 7.1 million. Markets to explore include the United States of America, Germany, France, and the United Kingdom.

Export Potential Cont'd

- Ginger – Jamaica has an untapped export capacity valued at USD 786,000. Markets include the United Kingdom, the Netherlands, Germany, and the Russian Federation.
- Turmeric – has an untapped market valued at USD 973,000. Underutilized markets include the Netherlands, the United Kingdom, Guyana, and Germany.

Export Potential Cont'd

- Spices – Jamaica has an untapped export capacity valued at USD 3.2 million. The markets with the greatest potential for Jamaican spices include Barbados, the United Kingdom, Trinidad and Tobago, Guyana, and the Netherlands.
- Fruits – has an untapped market valued at USD 8.86 million. Underutilized markets include the Netherlands, the United Kingdom, France, and Germany.

Regional Market Demand

The Ministry has observed a rise in requests for the following items within CARICOM:

- Ginger
- Turmeric
- All Spice
- Thyme
- Cinnamon

Thank you

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