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OVER ONE HUNDRED AND TWENTY YEARS OF SERVICE TO FARMERS AND JAMAICA



Denbigh Agricultural , Industrial and Food Show 2015 Launch Overview by Senator Norman Washington Grant- President of the JAS and Chairman Denbigh Show Committee.

Salutations... let us Pause

On behalf, The JAS , Board of Management, Staff and the over 228,000 farmers of Jamaica I welcome you to the launch of the **Denbigh Agriculture, Industrial and Food Show 2015**. It is the oldest, largest and most dynamic Agricultural Show in the English Speaking Caribbean and one of Jamaica's most iconic events. It was held for the first time in 1952 and since then, has reminded us each year of what we have achieved in agriculture, agro-processing and its partnering sectors. The Denbigh Show has enjoyed success as the Caribbean's premier agricultural event as it epitomizes wholesome family entertainment and attracts over 80,000 patrons to the event annually. This year the show is being celebrated as one of the JAS 120th Anniversary events and thus we are aiming for an ambitious 120,000 patrons attendance for the three days. The theme **"Grow What We Eat Eat What We Grow"** and this year's sub theme: **"Making Agriculture Sustainable"** and Admission will be **\$800 for adults and \$300 for children. We are projecting revenues of \$75 million with estimated expenses of \$65 million. The profits from this year's show will again be reinvested in the development of the showground in our quest to have venue used on a all year round basis in our match develop a Denbigh City on the 52 acres of land.**

Denbigh Show will celebrate its 63rd Anniversary on July 31 – August 2, 2015 on the Denbigh Showground, May Pen, Clarendon as we strive to showcase optimal quality. This year the JAS will celebrate its 120th Anniversary, thus, we will highlight how the JAS has empowered our farmers and contributed to the building of a strong agricultural sector over the last 120 years. The 12 months celebration commenced with the launch of Farmers Month on April 8, 2015 and is linked with the Denbigh Show. The show is being celebrated as usual with our excellent partners, The Ministry of Agricultural and Fisheries, The Jamaica 4 H Clubs who is celebrating its 75th Anniversary and Rural Agricultural Development Authority who is celebrating its 25th Anniversary.

The rich, vibrant Denbigh Show Brand will be enhanced in order for it to become more beneficial to our partners, sponsors and exhibitors and more meaningful to our patrons.

The schedule is as follows:

- Friday, July 31 **Governor General's Day (Youth Day, National Farm Queen Farm Coronation)**

- Saturday, August 1 **Minister of Agriculture & Fisheries Day** - Digicel Rising Stars & Ambassadors
- Sunday August 2 **Prime Minister's Day** - Jamaica Broilers Gospel Night

Sponsors for this year show include;

Organization/ Company	Nature of Sponsorship	Sponsorship Value	JAS Requirements
Ministry of Agriculture & Fisheries	Title Sponsor & Partner	\$5M	
Jamaica Broilers Group	Title Sponsor	Denbigh Launch & Gospel Extravaganza plus cash sponsorship	
Digicel	Title Sponsor	\$30M over three (3) years (2013-2015)	
Fidelity Motors	Major Sponsor	Motor Vehicle valued at \$5.5M (over 3 years)	
Delta Supply Company Ltd	Major Sponsor	\$2M over 3 years (2015-2017) and \$2.5M over (5) years (2020-2022)	
Newport Fersan	Gold Sponsor	\$1M	
Sapphire	Silver Sponsor	\$500,000.00	
Worthy Park Estate (Rum Bar Rum)	Silver Sponsor	\$500,000.00	
Mavis Bank Coffee Factory	Silver	\$500,000	
HEART	Continuous of GOLD		
EverGrow			
Courts Jamaica Limited			
RJR Communications Group	Gold Sponsor	\$1.5 M rounded off	\$300,000.00 plus GCT

Gleaner	Silver Sponsor	\$500,000.00	\$250,000.00
Nationwide News Network	Silver Sponsor	\$597,000.00	
Mello FM		\$270,000.00	\$150,000.00
MegaJamz			
HOT 102	Silver Sponsor	\$500,000.00	\$50,000.00
Independent Radio / Power 106 FM	Kind Sponsor	\$2M	
LOVE 101 FM		\$151,875.00	\$120,000.00
News Talk 93 FM	Silver Sponsor	\$700,000.00	\$70,000.00
Sun City Radio	Gold Sponsor	\$1.5M	\$500,000.00

The patrons will once again be given the opportunity to experience the Denbigh Hub Concepts and other traditional displays namely:

- Children and Family Hub
- Tourism Linkage Hub with the participation and members of the JHTA and Experience Jamaica.
- Health and Wellness Hub
- Denbigh Green Hub co-ordinated by JOAM with a focus of Organic Food and Healthy Soil in recognition of this years being Global Year of Soils
- Youth in Agriculture Hub managed by the Jamaica 4 H clubs
- **Denbigh Symposium (formerly Global Trade Exchange) and Business Clinic**
- Local and International Displays/ Exhibits
- Car Display
- Farmers' Market
- Livestock Display will be great as based on our discussion with the Goat and Sheep Farmers we expect over 400 heads of animals which will be a record for the Denbigh Show over it 63 years history and Cattle will also be large as well. All signs of revival in the livestock sector.
- **Horticultural Display and Ever-Grow, the Horticultural Society who celebrates their 60 Anniversary and the Clarendon Horticultural Society will be partnering with us to demonstrate that this is sector with tremendous opportunity and beauty.**
- The JUTC will be having a service from Kingston and Portmore Daily leave at 8 and 10 am to the Showground and returning at 8 and 10 pm from the Showground. We are examing other locations and are also having discussion with Knutsford Express and JUTA tours as well. We are dubbing this- Travelling to "THE DENBIGH SHOW in style and comfortable and affordable."

Competitions

The following competitions will be held during the Show and the winners presented at the official ceremony:

National Farm Queen

National Champion Farmer

National Young Champion Farmer

Youth in Agriculture Competition

Rudolph Burke Competition (Parish Exhibit)

Percival Broderick Competition (Agricultural & Exhibits)

National Champion Woman Farmer Competition

Champion Commercial Exhibit Competition (Senator Norman Grant's Trophy)

National Champion Greenhouse Farmer Competition

National Champion Banana Farmer Competition

Livestock Competition

Champion Coffee Farmer Competition

Champion Poultry Farmer Competition

Denbigh Innovation which I the displaying of new products and services developed over since the last Denbigh Show.

Denbigh Magazine

An anniversary magazine is published each year and sponsors and partners are invited to place an advertisement in the publication.

Denbigh Torch

There will be Denbigh Torch that will be lit at the Launch and travel across the island within 60 days and culminate at Denbigh on Friday July 31, 2015.

Denbigh LifeTime Achievement Award- will be presented to individual and company who have assisted in the building of the Denbigh Product over the years and this is the second year we are making such presentation.

Exhibitors- We are targeting 250 exhibitors up from the 200 we had last year and this year we will register vendors, a limited number in our effort to regulate and control vending activities in the "Denbigh City". The booths are very affordable, 10 x 10 is \$75,000, 20 x 20 is \$120,000 and in the to be Roger Clarke Food Court the food shops will be for \$80,000 if you register before the end of June 30th.

New and enhanced features:

The Roger Clarke Food Court will attract some 48 to 50 small food court in phase one of the product.

The JAS 120th Anniversary Corner and the honoring of 120 farmers for their contribution to agriculture with the **JAS President Founders Award and a reflection** of the JAS journey over the period.

Induction of the late Roger Clarke in JAS Hall of Fame*

Big Focus on Breadfruit as an industry. The JAS signed a MOU with Tree The Feed Foundation where we will distribute 10,000 breadfruit trees to farmers. These 10,000 plants after 3-4 years will add an estimated 6.5 million lbs of fruit to the agricultural production and top into the 200,000 lbs of demand for breadfruit flour. This is an emerging industry and will form a part of the trust of the JAS to plant 1 million trees over the next 10 years.

Livestock Auction

APP Competition - Seeks to enhance the Denbigh experience by implementing a marketing campaign, built around an agriculture applications competition. This is designed to increase the number of youths attending and hence the overall attendance at Denbigh, and increasing the visibility of title sponsor DIGICEL through promotional and management involvement in the app competition. These are more will demonstrate the lasting and critical contribution that Agriculture continue to make to the Jamaican economy and the lifies of our farmers as we search for the path to Food Securiry and Economic Independent for Jamaica Land We Love and our PEOPLE.

On behalf of the Denbigh Show Committee I would like to thank the Ministry of Agriculture and Fisheries, RADA, the Jamaica 4 Clubs all Sponsors, Exhibitors, Agriculture Stakeholders; JAS management staff Members, ABS Presidents and Commodity Board Chairman , farmers, and members, patrons and agencies for their continuous support to “THE DENBIGH SHOW.”

The JAS continues to support all farmers, agricultural agencies and stakeholders for the development and growth of the sector. As we aim to achieve overall economic growth and food security in Jamaica. Let all continue to support the Grow What We Eat Campaign.

We invite all Jamaicans to be a part of the 63rd staging of the Denbigh Agricultural, Industrial Food Show as we work on enhancing the “Grow What We Eat”...”Eat What We Grow” movement and the lives of the farmers who feed the nation every day.

Senator Norman W. Grant
1.876.469.3242

Attachments-

Children and Family Hub

The Children and Family Hub for this year's staging of the Denbigh Show will focus primarily on teaching children about agriculture in a fun way, through games, rides and agriculture based activities.

Tourism and Linkage Hub

The Tourism and Linkage Hub is an integral facet of the Denbigh Show as it is intended to highlight and promote the importance of collaboration within the sectors to showcase our cuisine culture and to inform the public of its benefits to national development.

The Tourism and Linkage Hub will offer participants within the Hotel and other Industries the opportunity to:

- Showcase the tourism sectors' utilization of agricultural products through sampling of foods and beverages
- Highlight product offering and services to local clients
- Provide an entertainment outlet for tourists to become exposed to another aspect of Jamaica's culture and creativity

The Tourism and Linkage Hub will become the hub of interrelated partnership between the tourism and agricultural sectors.

Health & Wellness Hub

One of the focuses of the Health and Wellness Hub is to provide healthcare services that are both educational and beneficial for the patrons' wellbeing.

In recognizing the important elements of maintaining complete physical, mental, and social lifestyle the health and wellness circle becomes an integral aspect of the Denbigh Show to provide screening, essential tests and health checks to interested persons attending the event.

Denbigh Green Hub

Since July 2012 the Jamaica Organic Agricultural Movement (JOAM) in partnership with the Jamaica Agricultural Society (JAS) has hosted a "Green Village" at the Denbigh Agricultural, Industrial and Food Show. This year the village is being rebranded the JOAM Organic Village. The village is part of the Green Hub which also includes the nursery, zoo and sugar mill.

In celebration of United Nations International Year of Soils, this year the village will be aptly themed, 'Healthy soils – Healthy produce – Healthy people.' "The multiple roles of soils often go unnoticed. Soils don't have a voice, and few people speak out for them. They are our silent ally in food production." (José Graziano da Silva, FAO Director-General). As such, the aim of this year's Organic Village is to educate farmers, consumers and the general public about the importance of healthy soils.

Over the years, the Village has provided a network for small rural farmers to exchange healthy farming practices, seeds, fresh farm produce.

Project Description

This year, JOAM intends to showcase a replica of an organic eco-friendly farming village which will show how small rural communities can develop and sustain themselves. The village will feature the following:

- Seed Bank
- Model farm and demonstration areas featuring sustainable practices
- Farmers market for showcasing produce and products and services
- Food court featuring healthy food preparation
- Children's area
- Recreational area

- A library
- Daily workshops and lectures
- Daily Entertainment (Live Music and Poetry)
- Accommodations and Sanitary facilities (showcasing recycling and renewable energy will be on display)
- **Renewable energy**- This year we are again aiming for a portion of the village to be powered by renewable energy. This is one of the mitigative strategies for climate change and a pillar of competitive electricity prices.
- **Sustainable waste management** - will hold workshops to show persons how to utilize waste and equipment made from recycled appliances. Compost making demonstrations will be provided.

In addition the village will be powered by renewable energy and utilize sustainable waste management options such as composting. There will be regular tours of the village to highlight the strategies being showcased.

Denbigh Symposium (formerly Global Trade Exchange)

The Denbigh Symposium is an annual event that was introduced in 2013 to increase awareness by stakeholders in the agri-food sector on critical issues affecting production, trade and marketing of agricultural and agri-based products. The event was renamed from the Global Trade Exchange to the Denbigh Symposium in 2014 to better enable stakeholders identify its linkage to the Denbigh Agricultural, Industrial & Food Show.

The specific objectives of the event are to:

- Enable discourse on key issues affecting agricultural production and producers, with an emphasis on small producers;
- Facilitate interaction between producers with resource persons; and
- Facilitate linkages between producers and key market segments.

For 2015, the proposed theme of the Symposium will be “Sustainable Agricultural for Economic Development”. A combination of panels, presentations and practical demonstrations will be utilized throughout the event. Specifically, the event will focus on:

- Climate Change
- Agro-Processing/Nutraceutical Industry
- Agricultural Education/Training
- Agricultural Financing
- Praedial Larceny
- Trade and Market Access
- Marketing tools and techniques

- Networking between Buyers and producers – JAS CALL CENTRE

The Symposium will take place over the three day period, July 31, August 1 to 2, 2015.

Youth in Agriculture Hub

The Jamaica 4H Clubs and other partners and sponsors will once again host the Youth in Agriculture Hub, where youths from a wide cross section of the island will participate and showcase their skills and talents. One of the features that will be highlighted is the 75th anniversary celebrations.

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Car Display

Farmers' Market

Livestock Display

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The JAS 120th Anniversary Corner
Induction of the late Roger Clarke in JAS Hall of Fame*
Livestock Auction

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