

**CARIBBEAN POULTRY ASSOCIATION**  
**BROILER PROCESSING & MARKETING COMPETITIVENESS SCHOOL**  
**College of Agriculture, Science & Education, Portland, Jamaica, 1 – 3 July 2004**  
**AGENDA**

**A. Aim**

To provide the processing & marketing managers in the Caribbean poultry industry with the tools to assess and improve their competitiveness in poultry processing & marketing.

**B. Objectives**

1. To give processing and marketing managers an overview of the trends and strategies being employed by the global poultry industry
2. To give processing and marketing managers an overview of poultry consumers, key market segments and the poultry industry in the Caribbean, with a special focus on the challenges being posed by the liberalization process
3. To benchmark Caribbean processing and marketing costs with global competition and consider the key elements of poultry processing costs and strategies for managing costs, including environmental costs
4. To explore technology strategies for improving processing productivity and cost effectiveness and solutions for the development of further processed products
5. To explore trends and opportunities for improving quality, food safety and management of the environment
6. To review and develop CPA strategic action plans in processing and marketing for the CPA

**C. Agenda**

**Tuesday 29<sup>th</sup> June – Pre School Field Visits**

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AM Opening of Pig Breeding Facility, Bodles Agricultural Research Station – Dr Keith Amiel, Newport Genetics/ Topgen

PM Jamaica Broilers Processing Plant – Chris Levy, Vice-President, Best Dressed Chicken

**Wednesday 30<sup>h</sup> June – Pre School Field Visits**

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AM Caribbean Broilers Processing Plant – Dave Lyn, CEO, Caribbean Broilers

PM Cottage Processors – Dr Linette Peters, Chief Veterinary Health Officer, Ministry of Health/ Dr Desmond Ali, Millennium Consulting

PM Drive to CASE by Bus

## **Thursday 1<sup>st</sup> July – Working Group Sessions**

### **Chairman - Robert Best, Director, Caribbean Poultry Association**

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- Frame Work for CARICOM Meat & Poultry Legislation – Dr Michael Deshield, Director- Food Safety, Belize Agricultural Health Authority ( 40 min)
  - CARICOM Food Safety & Animal Health Legislative Reform Program in the OECS and Barbados: Implications for Poultry Processors – Dr Lloyd Webb, PAHO, Barbados (30 min)
  - Model CARICOM Broiler Processing Regulations – Dr Linette Peters, CVPHO, Jamaica ( 20 min)
  - Model CARICOM Broiler Processing HACCP Protocol – Dr Saed Rahaman, CVPHO, T&T ( 20 min )
  - CARICOM Cottage Processors Food Safety Protocol – Dr Desmond Ali, Food Technologist, T&T (20 min)
  - Canadian Chicken Farmers On Farm Food Safety Program for Broilers – Keith Mc Millan, Food Safety Specialist, Canada ( 20 min)
  - Discussion & Conclusion - Strategy for Improving Regulatory Framework for the Caribbean Broiler Processing Industry.
1. Processing Technology & Competitiveness – Chairman – Shiam Ali, Operations Director, Arawak, T&T
    - Further Processing
    - Primary Processing - Menno Barsenden/ Jacob Obdum
    - Conclusion – Programs for Improving Broiler Processing Competitiveness
  2. Broiler Marketing - Chairman - David Mair
    - Generic Broiler Consumption Promotion
    - New Product Development – David Radlein/ Juan Carlos Alvarado/ Mike Jones
    - Conclusion – Generic Programs to Improve Consumption of Poultry

## **Thursday 1<sup>st</sup> July 6.30 PM Opening Ceremony**

### **Chairman – Dr Keith Amiel, Caribbean Broilers Group**

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1. CARICOM Agro Food Industry Programs – Margaret Kalloo, Senior Project Officer, CARICOM Secretariat, Guyana ( 10 min )
2. Supporting the Small/ Backyard Jamaican/ Caribbean Poultry Producer – Chris Levy, President, Jamaica Broilers Group(10 min)
3. Need for Stronger Regulatory Framework for the Caribbean Poultry Processing Industry – Bernhard Bergen, Chairman, Caribbean Poultry Association, Belize ( 15 min)
4. Opportunities and Challenges of a CSME & FTAA for Caribbean Poultry Processors – Honorable Roger Clarke, Minister of Agriculture, Jamaica ( 20 min)
5. Vote of Thanks – Representative From CASE
6. Cocktails

### **Friday 2<sup>nd</sup> July AM – Food Safety Session**

**Chairman – Orlando Habet, Manager, Belize Poultry Association, Belize**

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1. Frame Work for CARICOM Meat & Poultry Legislation – Dr Michael Deshield, Director- Food Safety, Belize Agricultural Health Authority ( 45 min)
2. CARICOM Model Food Safety Laws: Provisions for Affecting the Poultry Industry – Dr Lloyd Webb PAHO ( 45 min)
3. Model CARICOM Broiler Processing Regulations – Dr Linette Peters, Chief Veterinary Public Health Officer, Jamaica ( 45 min )
4. Model CARICOM Broiler Processing HACCP Protocol – Dr Saed Rahaman, Chief Veterinary Public Health Officer, Trinidad and Tobago ( 45 min)
5. Barbados Foodborne Disease Monitoring Program – David Elcock, Laboratory Manager, Veterinary Lab, Ministry of Agriculture, Barbados ( 30 min)

### **Friday 2<sup>nd</sup> July PM – School – Food Safety Regulations Session**

**Chairman – Dr Subhas Ganpat, Manager, Suriname Poultry Association**

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1. Global Broiler Processing Productivity Trends & Strategies - Menno Barendsen, Poultry Processing Specialist, The Netherlands ( 60 min)
2. Managing Food Safety & Avian Health in Canadian Poultry Integrations in an Era of Globalisation – Keith Mc Millan, Food Safety Specialist, Canada ( 60 min)
3. EU Poultry Industry Food Safety/ Residue Testing Programs – Jacob Obdam, Food Safety Specialist, Spelderholt Poultry Research Institute, The Netherlands (60 min)

### **Saturday 3<sup>rd</sup> AM – School – Marketing Session**

**Chairman – Godfrey Eneas, Bahamas Agro Industry Association, Bahamas**

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1. Caribbean Markets For Poultry Meats and Further Processed Meats –Robert Best, Caribbean Poultry Association/ Warren Thompson, Warren Thompson Associates (30 min)
2. Value Added Product Strategies for Caribbean Producers - Juan Carlos Alvarado, Marketing Director – Central America and the Caribbean, Griffith Laboratories, Costa Rica ( 45 min)
3. Financial Impact of Value Added Strategies for Large, Medium and Small Scale Caribbean Producers - Mike Jones, Sales & Marketing Development Manager – Caribbean, Trinidad and Tobago (45 Min)

4. Further Processing Value Added Products: Strategies for Small to Medium Sized Caribbean Producers – Menno Barendsen, Poultry Processing Specialist, The Netherlands ( 60 min)
5. An EU Experience in New Poultry Product Development – Jacob Obdam, Poultry Industry Specialist, Spelderholt Poultry Research Institute, The Netherlands (60 min)

**Saturday 3<sup>rd</sup> PM – School – Processing Session**

**Chairman – Ariston Lyte, Manager, Guyana Poultry Producers Association, Guyana**

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1. CARICOM Cottage Processors Profiles – Opportunities & Challenges( 60 min)
  - a. Jamaica – Dr Lynette Peters, CVPHO, Jamaica
  - b. Trinidad and Tobago – Dr Saed Rhaman CVPHO/ Dr Desmond Ali, T & T
  - c. Guyana – Dr Ariston Lyte, Coordinator, GPPA
  - d. Suriname – Dr Subhas Ganpat, Veterinary Officer, Suriname
2. CARICOM Cottage Processors Food Safety Protocol – Dr Desmond Ali, Food Technologist, Millennium Consulting, Trinidad and Tobago ( 60 min)
3. Canadian Chicken Farmers On Farm Food Safety Program for Broilers – Keith Mc Millan, Food Safety Specialist, Canada ( 45 min)
4. Recommendations From Working Group Chairmen ( 30 min)
  - Regulatory Framework - Dr Michael Deshield, Director – Food Safety, BAHA, Belize
  - Processing Competitiveness - Shiam Ali, Operations Director, Supermix Group, T&T
  - Market Development - David Mair, Best Dressed Foods, Jamaica Broilers, Jamaica
5. Closing Remarks – Robert Best, CPA ( 15 min )

