**Main Components**

**Component 1: Support for the Preparation of Business Plans**

The **component’s objective** is to:
(i) promote project scope and outreach to potential stakeholders and beneficiaries;
(ii) identify potential business opportunities for prioritized value chains and their translation into viable and profitable business proposals;
(iii) fully prepare selected proposals into business plans.

The **main activities** are:
Communication; Business Idea/proposal; Business Plan Development; and Networking Events.

**Component 2: Implementation of Business Plans**

The **component's objective** is to:
(i) provide matching grants to co-finance the implementation of technically feasible, financially viable, economically profitable, socially responsible, and environmentally sustainable business plans;
(ii) provision of extension services on CSA practices and on improving marketing links to farmers.

The **main activities are**:
Co-financing: matching grant & voucher program; Training: sub project beneficiaries and project staff.

**Component 3: General Agricultural Service and Enabling Environment**

The **component's objective** is to:
(i) strengthen general agricultural public services directly linked to the subprojects in Component 2 and needed to enhance the probability of success.

The **main activities are**:
Study tours & trade fairs; Strengthening Extension; Technical & Market studies, Feasibility Analysis.

**Component 4: Project Management, Monitoring & Evaluation**

The **component's objective** is to:
(i) ensure effective project implementation, monitoring of activities and final project evaluation through financing of goods, consulting and non-consulting services, training

The **main activities are**:
* Project coordination and management: (Staffing, Work Plan & Budget, Supervision Missions), Steering Committees).
* Monitoring and Evaluation (M&E System, tools), Assessment (Baseline, Mid-term), Impact, Reports.
* Fiduciary, accounting, financial/technical audits.
* Safeguards management.

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**For More Information**

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**Ministerial Complex**
**Botanical Gardens**
**ST. GEORGE**

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**Development Objective**

To enhance access to markets and sales for competitively selected Farmers and Fishers (FFs), as well as their Allied Aggregators and Agro-processors (AAs) in Grenada.
The Grenada OECS Regional Agricultural Competitiveness Project (AGRICOM), is a six (6) years (2017-2023) project, financed through loan / credit agreements by the International Development Association (IDA) and the International Bank for Reconstruction and Development (IBRD) of the World Bank at an estimated cost of US $4 million.

**WHAT IS AGRICOM?**

**PROJECT BENEFICIARIES**

Overall Direct beneficiaries/individuals 800

... Of which:

- Minimum 25% Female 200
- Minimum 25% Youth 200

**TARGET POPULATION**

Agricultural businesses:

**Existing (full & part-time) and Start-ups (youth)**

**DIRECT BENEFICIARIES**

A. Farmers & Fishers: (small scale individuals).
B. Aggregators & Agro-processors:
   - Producer Organisations (with legal standing):
     1. Fisher/Farmer group;
     2. Associations;
     3. Agro-processors;
     4. Cooperatives.
   - Private Sector MSMEs (50 employees or less):
     1. Wholesalers;
     2. Traders;
     3. Lead farmers;
     4. Agro-industrialists / Processors;
     5. Buyers.
C. Extension Officers: (MOAL staff).

**INDIRECT BENEFICIARIES**

A. Buyers (private): (i) Hotels; (ii) Restaurants;
   (iii) Caterers; (iv) Supermarkets; (v) Exporters;
   (vi) Specialised distributors.
B. Financial Institutions: Credit Unions, Banks.
C. Consumers / Users
D. Project Implementing Unit: Project Staff.

**POTENTIAL VALUE CHAINS**

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th>VALUE CHAIN: COMMODITY / PRODUCT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMANENT CROPS</td>
<td>Cocoa and Chocolate, Coconut and Coconut Water, Fresh Fruits, Fresh Fruit Juices &amp; Pulps, Nutmeg Products, Sugarcane Juice, Soursop dried leaves, Soursop fruit &amp; pulp</td>
</tr>
<tr>
<td>TEMPORARY CROPS</td>
<td>Herbs &amp; Spices, Ornamental Horticulture Plants / Cut-Flowers (orchids), Organic Fruits &amp; Vegetables, Salad fruits &amp; Vegetables (broccoli, cauliflower, kale), Roots &amp; Tubers (cassava, dasheen, sweet potatoes, tannias, yams)</td>
</tr>
<tr>
<td>FISH</td>
<td>Fresh &amp; Sea Water, Marine Crustaceans (lobster, crabs, crayfish)</td>
</tr>
<tr>
<td>LIVESTOCK</td>
<td>Apiculture (bees), Cattle (cows), Poultry (chicken, duck, quail), Small Ruminants (sheep, goats) Swine (pigs)</td>
</tr>
<tr>
<td>AGRO-PRODUCTS</td>
<td>Agro-Products</td>
</tr>
</tbody>
</table>

**VALUE CHAIN APPROACH**

Through the formation of Productive Alliances

This is, a market based commercial arrangement between small-scale individual Farmers and Fishers (FFs), as product supplying partners, and Allied-Aggregators and Agro-processors (AAs), as buying partners and buyers.

**STEPS FOR SUPPORT:**

1) Submission of Business Idea Profile (BIP) proposals in close interaction with buyers & FFs using the Productive Alliance Model in response to the Call for Proposals.
2) Approved BIP, translated into Business Plans (BP) for eligible Matching Grant (AAs) and voucher program (FFs).
3) Approval and implementation of the Business Plans with support from Extension Services.

**ELIGIBILITY CRITERIA**

**Farmers & Fishers:**

- Be registered with Ministry of Agriculture and possess a valid farmer’s ID.
- Own agricultural land or fishing boats and related assets, or be in possession of a long-term lease (5 years or more).
- Can demonstrate to have cultivated or fished for the last three years.
- Keep proper records of whole enterprise.

**Producer Organisations:**

- Legally Registered business with taxes paid up to date or legally exempted from taxes.
- Supply information on usage, storage, protection, disposal, and so on of pesticides and other agro-chemicals.
- Commit to work with a group of at least 10 FFs in the alliance.

**Micro, Small & Medium Size Enterprises (MSMEs) Private:**

- Micro: 1-5 fulltime employees;
- Small: 6-15 fulltime employees;
- Medium: 16-50 fulltime employees.