

CRFM ADMINISTRATIVE REPORT



Terminal Report

CRFM SPS Legislation and Environmental Monitoring Media Coverage

CRFM Administrative Report

Terminal Report – CRFM SPS Legislation and Environmental Monitoring
Media Coverage

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under contract to the Caribbean Regional Fisheries Mechanism (CRFM)
Secretariat, through the 10th EDF funded Sanitary and Phytosanitary
(SPS) Measures Project

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CRFM Secretariat,
Belize

CRFM ADMINISTRATIVE REPORT

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1. EXECUTIVE SUMMARY

This consultancy was a single intervention within a broader project which sought to provide credible information on the timing, significance, purpose and costs and benefits of a Sanitary and Phytosanitary (SPS) measures regime for the regional fisheries industry through media coverage and public communications products.

It was intended to compliment and report on the overall legal and environmental monitoring consultancies in the EU-sponsored SPS programme to strengthen the capacity of CARIFORUM States for international market access and improve capacity for developing regionally harmonized SPS measures.

The scope of work involved providing the following services: a general campaign to identify audiences, messages, products and distribution channels; media monitoring; a low-cost/no-cost strategy to access a network of public national and international media; coverage and copywriting; access to a network of region-wide reporters and producers for product dissemination; news event management and coverage; social media services/updating; website updates; and infographics and brochure.

The media coverage project was a qualified success in that it points the way to future engagement and involvement of mainstream media in CRFM activities generally and, specifically, sanitary and phytosanitary measures as it relates to fisheries.

The exercise was useful in identifying an initial cadre of journalists in the national and regional consultation territories covered and outside of these countries. A viable distribution network involving the Caribbean Broadcasting Union/Caribbean Media Corporation has been made available for this and future CRFM content.

SPS involves far more than the public health imperatives of consuming wholesome fish and seafood but it is believed that the **Safe Seafood** label for the media products was a useful entry point to understanding the full range of SPS issues.

With adequate time for forward planning for media that coincides with the main consultancies, an even wider national and regional media net of coverage could be cast on the SPS process.

The extent of the coverage was hamstrung by a limited travel budget that made only one country available for filming and the conducting of interviews; happily, this single external location (Grenada) proved to be useful 'case study' country for the reporting.

Nonetheless, timely and effective **news coverage** will depend on **singular, same-day editorial control** of the content with the CRFM Secretariat.

Additionally, the scope of work and budgetary allocations should be broadened to facilitate the development of materials in Dutch, Spanish and French/ Kwéyòl.

2. OBJECTIVES

This consultancy was a single intervention within a broader project which seeks to provide credible information on the timing, significance, purpose and costs and benefits of the SPS regime for the regional fisheries industry as an important milestone in the development of the industry and regional integration in respect of policy coordination, and the potential contribution to the development of CARIFORUM member states.

Following a competitive bid process to select a qualified consultant to produce media coverage in that regard, an Inception Meeting was held in the form of a Skype teleconference on Friday May 29, 2015 to discuss the method of approach, key events, messaging and content delivery. Participating in this meeting were:

- Mr Peter A. Murray, Programme Manager, Fisheries Management & Development, CRFM
- The consultant Julius Gittens

An additional meeting was held in Grenada from June 8 to 10, 2015, shortly after the commencement of the consultancy, to further fine-tune approach, particularly in view of the fact that the consultancy had commenced after the consultation phase of the project had advanced considerably and was nearing completion.

Participating in this additional meeting were:

- Dr Susan Singh-Renton, Deputy Executive Director, CRFM
- The consultant Julius Gittens

Additional insights were sought from the project consultants during the course of this visit:

- Christopher Hedley, SPS Legal Consultant; Global Law Group
- Dr George Grant, SPS Expert; Jamaica
- Dr Helga Gunnlaugsdóttir, Environmental Monitoring Consultant; Matís
- Margeir Gissurarson, Environmental Monitoring Consultant; Matís

This document constitutes the Terminal and Inception Reports for this consultancy.

2.1 Purpose and Objective

The project, under which this Consultancy is a singular communications intervention, aims to provide media coverage to raise public awareness and preparedness by the general public and private sector for improved success of the Fisheries Component of the EU-ACP SPS Measures Project.

This was to be facilitated in part, through the dissemination of media products and the provision of media services for the legislation and environmental monitoring programme activities including the preparation of press releases and disseminating information to stakeholders on relevant issues.

The outputs of this consultancy will target the general public as well as the private sector including fishers, fish farmers, processors, exporters, retailers and traders particularly those associated with the fishing and aquaculture industry.

The communications strategy underpinning the objectives relies on the *Four Ps* approach to developing a social marketing mix:

FOUR PS	OBJECTIVES
Product (what the audience will receive)	Increased access to information on the capacity strengthening efforts for international market access for CARIFORUM states - leading to increased awareness
Price (what the audience gives up to get product)	Its time and access to print, broadcast, web and social media content; inclination to learn more about opportunities and threats to trade for Caribbean fisheries industries
Place (where the audience may be found)	Newspaper readership, broadcast audience, audiences for news and specialist websites, social media outlets
Promotion (how the audience will be reached)	<p>A rich mix of:</p> <ul style="list-style-type: none"> • Simple, direct messaging for target audiences • Short-form 'straight' news and long-form feature articles for news agency/print distribution • A series of short films for television broadcast Public Service Announcement • Spots for radio broadcast • Repurposing of video clips for social media • Infographics for print and social media

2.2 Scope of Work

This scope of work to be undertaken includes:

- Research and content gathering to include interviews with subject experts and CRFM officials,
- Scripting, editing and media production
- Revision of produced materials

The scope of work involved providing the following services:

- **General campaign:** an audience-message matrix will be developed following on inception meetings and research to determine and refine key audiences, messages, products and distribution channels
- **Media monitoring:** Reporting on uptake of distributed content and web/social media metrics (number of hits/page/video views)
- **Choice of media:** a low-cost/no-cost strategy to access a network of public national and international media (national government information services, terrestrial broadcasters, regional news services, newspapers and specialist print publications, including a CRFM information brochure)
- **Coverage and Copywriting:** print news reports and features; scripts for audiovisual products
- **Media contacts:** Access to network of region-wide reporters and producers for product dissemination
- **News event management:** (webcast media conferences where appropriate)
- **Event coverage:** Coverage of SPS national consultations, Barbados and Grenada; regional validation workshop (August 24-25, 2015)
- **Social media services/updating:** Using the existing social media outlets (CRFM Facebook/YouTube channels) or creating new outlets as appropriate
- **Website updates:** regular content distribution to CRFM and news websites
- **Infographics and Brochure:** Development of visually rich, user-friendly graphic storytelling of complex issues for placement in print/social media/web channels.

2.3 Project Deliverables

The project deliverables of the consultancy consisted of the following:

ITEM	DELIVERABLE	DESCRIPTION
1	An inception report	Outlining methods, likely information sources, formats and main contributors
2	Research and interviews	With relevant resource persons as identified by CRFM and/or production

		consultants
3	Development and submission of content by the CRFM Secretariat	in two batches of scripts, according to the approved work plan;
4	Production of features/infographics/brochure in a print/broadcast-ready formats	Review by the CRFM Secretariat and relevant stakeholders
5	Regional broadcast and dissemination	Facilitated through collaboration with the Caribbean Media Corporation, in addition to the CRFM network of media end-users
6	A final report	Treating with activities pursued and completed and any lessons learnt

2.4 List of Products

1. Media Kit



Safe Seafood in the Caribbean: Facts, Stats and Stories for Media



About this Media Kit

The Caribbean fisheries industry is moving to adopt some of the world's toughest food safety and environmental protection standards in a bid to break into international markets for its seafood and fish exports, including European markets available under the EU's Economic Partnership Agreement with CARIFORUM nations.

Business editors, writers, broadcast journalists and reporters on food, industry, business and development are invited to reproduce the material below freely and report on a regional validation workshop from August 24-25 that will begin the process of drafting model legislation and regulations for the region.

This Kit contains:

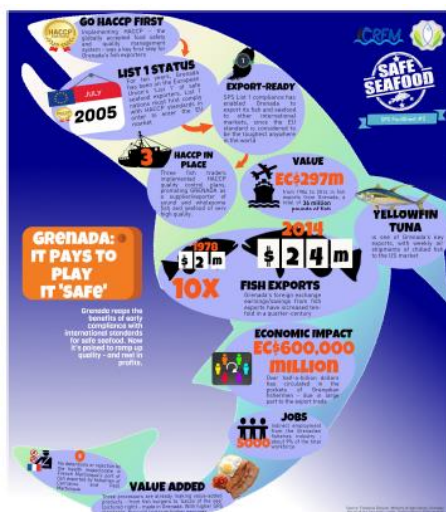
- **Media Release (941-word feature article)**
- **Infographic: How to handle... safe seafood standards**
- **Infographic: It pays to play it 'safe' - Case Study**
- **Media Advisory: (Further details on this event may be found below or downloaded [here](#))**



2. Infographic #1 - How to handle... safe seafood standards

International guidelines for food safety and environmental protection – Sanitary and Phytosanitary Measures (SPS) are coming to the Caribbean fisheries and seafood industry.

A coming regional SPS regime will help producers and processors trade confidently, using today's international standards to gain market access abroad and public trust at home.



3. Infographic #2 – It pays to play it 'safe' – Case Study

Grenada is reaping the benefits of early adoption of international standards for safe seafood. Now it's poised to ramp up food quality – and reel in higher profits from a lucrative trade.

A coming regional SPS regime will help producers and processors trade confidently, using today's international standards to gain market access abroad and public trust at home.

4. Media Release – CRFMFEATURE: Caribbean fishing industry moves to close food safety gaps, expand markets

BRIDGETOWN, Barbados, Jul 30, (CRFM) – The Caribbean region's ability to cash in on a potentially lucrative, international export trade in fish and seafood is being held back by huge gaps in measures to protect food safety and animal health, experts say.

(941 words)

5. MEDIA ADVISORY

WHAT: *Regional Validation Workshop for Model Legislation, Protocols, Guidelines and Institutional Framework; Environmental Monitoring Programmes; and, Mechanisms for Coordination of Issues at National and Regional Levels for Sanitary and Phytosanitary (SPS) Measures relevant to the Fisheries Sector*

WHERE: *Accra Beach Hotel, Christ Church, Barbados*

WHEN: *August 24-25 from 0900*

EDITORS: *You are invited to send a representative to cover the opening ceremony and interview participants on the sidelines of the event.*

BROADCAST NEWS: *A live video stream of the opening ceremony and key findings of the consultants will be available at the CRFM's YouTube channel: www.youtube.com/TheCRFM.*

The Caribbean Regional Fisheries Mechanism (CRFM) Secretariat, as part of the fisheries component of the implementation of the sanitary and phytosanitary measures of the 10th European Development Fund programme: "Support of the Forum of Caribbean States in the implementation of the commitments undertaken under the Economic Partnership Agreement", will convene a Regional Validation Workshop in Bridgetown, Barbados from 24-25 August 2015, for model Legislation, protocols, guidelines and institutional framework and mechanism for coordination of issues at national and regional levels for Sanitary and Phytosanitary (SPS) measures relevant to the fisheries sector.

Download: [PDF version](#)

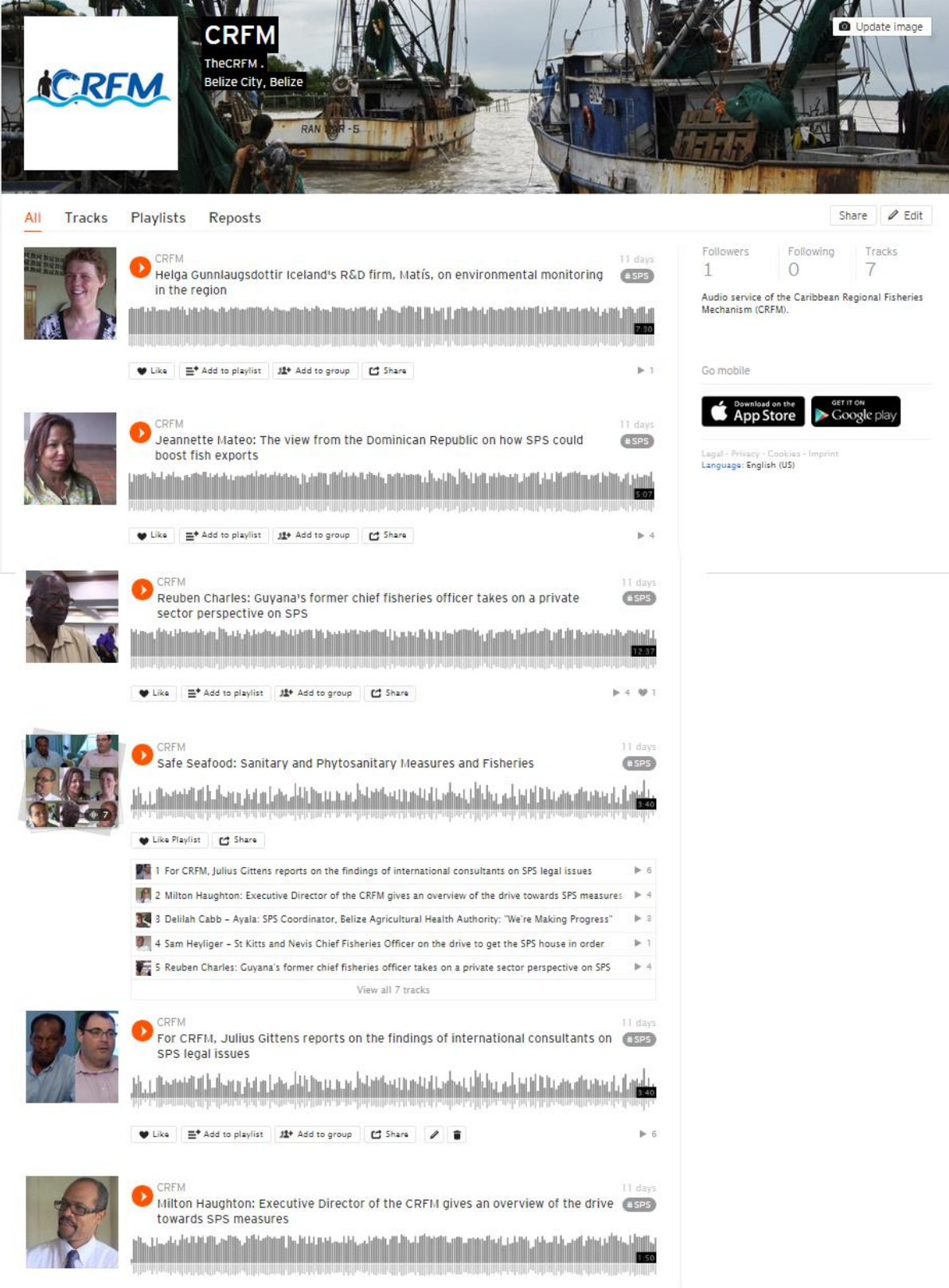
[Read more →](#)

6. Media Release – CRFMNews: Caribbean fishing industry ends meeting on upgrading food safety systems

BRIDGETOWN, Barbados, Aug 25, (CRFM) – Industry figures and government officials from across the Caribbean fishing industry Tuesday wrapped up two days of talks here acknowledging they were at the very early stages of introducing a new regime for safe seafood for local and international consumption.
(858 words)

7. Interview and report audio clips on CRFM Soundcloud Channel

<https://soundcloud.com/thecrfm>



CRFM
TheCRFM
Belize City, Belize

[Update image](#)

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Followers 1 **Following** 0 **Tracks** 7

Audio service of the Caribbean Regional Fisheries Mechanism (CRFM).

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[Language](#): English (US)

CRFM
Helga Gunnlaugsdottir Iceland's R&D firm, Matís, on environmental monitoring in the region 11 days [#SPS](#) 7:30

CRFM
Jeannette Mateo: The view from the Dominican Republic on how SPS could boost fish exports 11 days [#SPS](#) 5:07

CRFM
Reuben Charles: Guyana's former chief fisheries officer takes on a private sector perspective on SPS 11 days [#SPS](#) 12:37

CRFM
Safe Seafood: Sanitary and Phytosanitary Measures and Fisheries 11 days [#SPS](#) 1:40

- 1 For CRFM, Julius Gittens reports on the findings of international consultants on SPS legal issues 6
- 2 Milton Haughton: Executive Director of the CRFM gives an overview of the drive towards SPS measures 4
- 3 Delilah Cabb - Ayala: SPS Coordinator, Belize Agricultural Health Authority: "We're Making Progress" 3
- 4 Sam Heyliger - St Kitts and Nevis Chief Fisheries Officer on the drive to get the SPS house in order 1
- 5 Reuben Charles: Guyana's former chief fisheries officer takes on a private sector perspective on SPS 4

[View all 7 tracks](#)

CRFM
For CRFM, Julius Gittens reports on the findings of international consultants on SPS legal issues 11 days [#SPS](#) 3:40

CRFM
Milton Haughton: Executive Director of the CRFM gives an overview of the drive towards SPS measures 11 days [#SPS](#) 1:50

8. VIDEO: Safe Seafood from the Caribbean

<http://www.youtube.com/TheCRFM>



A short film on the work of the Caribbean Regional Fisheries Mechanism (CRFM) to upgrade food safety standards for fish and seafood from CARIFORUM nations [Caribbean Community (CARICOM) and Dominican Republic] in a bid to access export markets and guarantee safer seafood to Caribbean consumers; from national consultations and a regional validation workshop in mid-2015.

TAKING PART:

- Milton Haughton - Executive Director, CRFM
- James Nicholas - Southern Fishermen Association, Grenada
- Dr. George Grant - Veterinary Expert, Jamaica
- Jeannette Mateo - Head of Fisheries, Dominican Republic
- Chris Hedley - Legal Expert, UK

DURATION: 6'30"

FORMAT: MP4 1280 x 720 NTSC

- The video is freely available for re-broadcast/online distribution/embedding via the CRFM's YouTube channel: <https://youtu.be/uEZ2cfHfeL8> OR
- Download MP4 video here: https://www.dropbox.com/s/fjyl92nufl9rz6y/Safe_Seafood-TV-CMC1.mp4?dl=0
- BROADCASTERS: Please notify re-broadcast with suggested transmission date and time by email to peter.a.murray@crfm.int

9. LIVE STREAMING: SAFE SEAFOOD IN THE CARIBBEAN: Day Two- Regional Validation Workshop on SPS Measures

WHAT: Regional Validation Workshop for Model Legislation, Protocols, Guidelines and Institutional Framework; Environmental Monitoring Programmes; and, Mechanisms for Coordination of Issues at National and Regional Levels for Sanitary and Phytosanitary (SPS) Measures relevant to the Fisheries Sector - Day Two

WHERE: Accra Beach Hotel, Christ Church, Barbados

WHEN: August 25 from 0900

BROADCAST/ONLINE NEWS: A live video stream of the findings of the consultants is now on the CRFM's YouTube channel: www.youtube.com/TheCRFM. Clips of speakers will also be available shortly after presentations.

The Caribbean Regional Fisheries Mechanism (CRFM) Secretariat, as part of the fisheries component of the implementation of the sanitary and phytosanitary measures of the 10th European Development Fund programme: "Support of the Forum of Caribbean States in the implementation of the commitments undertaken under the Economic Partnership Agreement", will convene a Regional Validation Workshop in Bridgetown, Barbados from 24-25 August 2015, for model Legislation, protocols, guidelines and institutional framework and mechanism for coordination of issues at national and regional levels for Sanitary and Phytosanitary (SPS) measures relevant to the fisheries sector.

10. DISSEMINATION THROUGH REGIONAL MEDIA NETWORKS, CBU/CMC

New Programming in the CBU Media Share Portal - Safe Seafood from the Caribbean

From: Admin Caribbean Broadcasting Union <admin@caribroadcastunion.org>

17 September 2015 at 09:30

Cc: Sonia Gill <cbusg@caribsurf.com>, peter.a.murray@crfm.int, gittensj@gmail.com

Dear CBU Member,

I am pleased to advise new programming has been added to the CBU **Media Share** portal.

This time the regional body, the Caribbean Regional Fisheries Mechanism (CRFM) has provided the video, **Safe Seafood From The Caribbean**. The short video (6'30") explains the efforts of the CRFM to upgrade food safety standards for fish and seafood from CARIFORUM nations [Caribbean Community (CARICOM) and Dominican Republic] in a bid to access export markets and guarantee safer seafood to Caribbean consumers; from national consultations and a regional validation workshop in mid-2015.

The video can be downloaded from the CaribVision (Barbados) folder using the general login.

Feel free to contact the Secretariat with any questions.

Warm regards,

Sonia



Sonia Gill
Secretary General
Caribbean Broadcasting Union
Suite 1B, Building #6A
Harbour Industrial Estate
St. Michael
Office: [1-246-430-1007](tel:1-246-430-1007)
Mobile: [1-246-243-2351](tel:1-246-243-2351)
Fax: [1-246-228-9524](tel:1-246-228-9524)
Skype: sonia.d.gill
Email: cbusg@caribsurf.com
Web: www.caribroadcastunion.org

3. WORK PLAN & METHODOLOGY

3.1. Work Plan

The approach was linked to the attainment of the milestones of the consultancy as follows:

EVENT	WORK SCHEDULE
Inception meeting	Day one
Research/Message and strategy design	5 work-days
Location Interviews (audiovisual/print)	5 work-days
Content production	10 work-days
Content revision and finalisation	3 work-days
Content distribution/final reporting	2 work-days
Total number of work days	25 (inception meeting included)

The above timeline proved largely adequate to the task of completing the assignment. Any delays were due to the rescheduling of the second coverage event, the regional validation workshop to August 24 and 25.

3.2 Methodology

Following desktop research, consultation with the **CRFM Deputy Executive Director and Programme Manager, Fisheries Management and Development**, a review of relevant documentation and an assessment of the most effective forms and formats for content, the Consultant's design of the media coverage took the following steps:

ACTIVITIES	PURPOSE	CONCLUSIONS OF INCEPTION MEETING
Participate in a inception meetings/briefings by the CRFM Secretariat	Clarify expectations, roles, responsibilities and review and establish consensus on the technical and thematic	Submission of inception report

approach		
Milestone		Inception Report
Review existing literature.	Secure the facts, chronology of events, milestones etc of the Integration process.	CRFM to forward relevant documentary material to the consultant, including but not limited to: <ul style="list-style-type: none"> • Rethinking fish trade - instituting SPS standards • Mission Report: Participation in SPS project legal and coordination consultants' first leg of country visits – 15 May 2015 • SPS Environmental Programme Field Mission Schedule • SPS Legal Field Mission Schedule
Milestone		Conducting of Interviews
Schedule interviews and conduct pre-engagement talks with Resource people.	Manage the expectations of Resource people and the professional handling of the consultancy on behalf of the CRFM Secretariat.	Research and interviews, with a view to incorporating: <ul style="list-style-type: none"> • Main Voice soundbites • Limited linking script to economize on time
Put systems in place to solicit 'people' involvement and participation		
Conduct and edit interviews:	Capture the views of experts and stakeholders to give authoritative and credible information audiences.	
August 24 and 25		
Draft scripts/copy	In accordance with the TORs, secure the input and perspectives of the Client	Submit Scripts for review
Milestone		Produce and package content
Dissemination of content		Collaborate with Caribbean Media Corporation
Milestone		Conclusion of consultancy

Reporting	Ensure the Client is updated on the progress and lessons learnt	Final report submission according to the approved delivery timeline.
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4. LESSONS LEARNED

4.1 Summary

It is the opinion of the consultant that the media coverage project was a **qualified success** in that it points the way to future engagement and involvement of mainstream media in CRFM activities generally and, specifically, sanitary and phytosanitary measures as it relates to fisheries.

They **are** seasoned media professionals who may be counted upon across the region to contribute to public awareness and discourse on this and other fisheries issues, as they form a subset of health and safety, agriculture, social and sustainable development issues, business and political concerns in the region.

CRFM should consider this a future means of communicating with both primary stakeholders in the fisheries sector and the general public.

Nonetheless, future interventions of this kind require a more closely coordinated action in which a media producer is introduced at or very near project outset so that such communications activities are integrated seamlessly in the broader programmes and initiatives of the CRFM Secretariat.

What follows is an analysis of the main issues and challenges of the communications project - administratively and editorially - the attempts to overcome them and recommendations for minimising risk and optimising output in future.

4.2 Administrative

It was originally envisaged that the consultant would accompany the teams on trips to the Dominican Republic and Haiti, and that coverage would focus on these nations considering their status as CARIFORUM and CARICOM nations respectively.

However, given the late order of this intervention relative to the consultation process and budget constraints, the consultant was invited to participate in the national consultations in Barbados (the consultant's home territory) and Grenada. These missions were conducted on June 3 in Barbados and June 8-10 in Grenada.

In summary, the extent of the breadth of the coverage was constrained by the travel budget and the initiation of this coverage during the closing phases of the legal and environmental monitoring consultancies.

The consultant was generally pleased with the level of interaction and cooperation with, and interest and enthusiasm of, CRFM personnel. Special mention should be made of Programme Manager, Fisheries Development and Management, Peter A. Murray, for his clear, unambiguous direction and generous support.

4.3 Editorial

The exercise was useful in identifying an initial cadre of journalists in the national and regional consultation territories covered (Barbados, Grenada) and outside of these countries. A viable distribution network involving the Caribbean Broadcasting Union/Caribbean Media Corporation has been made available for this and future CRFM content. There may be even greater value in developing a distribution network using the government information service channels in the region; the Barbados GIS proved quite adequate to the task insofar as it was engaged for the media coverage in Barbados. It would be necessary, then, for the CRFM to follow up and formalise, possibly through a memorandum of understanding with the CBU and the CMC in the first instance, and with government information services using the good offices of the CARICOM Secretariat, in the second.

With adequate time for forward planning for media that coincides with the main consultancies, it is the opinion of the consultant that an even wider national and regional media net of coverage could be cast on the process towards the creation of an SPS measures in fisheries.

The extent of the coverage was hamstrung by a limited travel budget that made only one country available for filming and the conducting of interviews; happily, this single external location (Grenada) proved to be useful 'case study' country for the reporting.

Future media coverage efforts may need to be even more closely integrated between the media consultant's activities and the CRFM's existing New Media and social media outlets (YouTube, Facebook).

Fears expressed about the sensitive nature of the content available for live streaming during the regional validation workshop were not realised. With appropriate prior marketing among stakeholders, CRFM should consider live streaming of regional events as a viable, low-cost means of connecting fisheries stakeholders to CRFM activities.

One particular benefit of this media coverage is the acquisition of media material (interviews, footage) that can be used to propel content creation as the SPS project continues.

A particular challenge the consultant faced was in making a relatively esoteric term – *sanitary and phytosanitary measures* – more accessible to media gatekeepers and audiences alike. This necessitated a modest, informal 'rebranding' of SPS to "Safe Seafood". Doubtless, SPS involves far more than the public health imperatives of consuming wholesome fish and seafood but it is believed that the "Safe Seafood" label could be a useful entry point to understanding the wider issues of sustainable fisheries, environmental protection and the removal of non-tariff and technical barriers to trade.

With available advance planning, a message matrix could be developed to determine appropriate messages for key and secondary audiences.

The timeliness and effectiveness of news coverage depends on *singular, same-day editorial control* of the content; neither the round-robin approach to editing and comment on content submissions or the absence of editorial controls helps the process of getting the word out with complete accuracy and in time to meet editorial deadlines of national and regional media houses.

Regrettably, one factual error was made in the closing press release (see pages 81-91). While the error was corrected, and some media houses made the correction, some material was published with the error. The author regrets the error, made in an attempt to get the item published in a timely manner, as speed is a necessary aspect of media coverage. A solution to this problem is contained in the recommendations for follow-up action below.

4.4 Recommendations for follow-up action

1. The creation of an elaborate, up-to-date database/ mailing list for media practitioners and media networks interested in fisheries issues generally and delineated according to subject areas, such as SPS.
2. More close integration between the CRFM communications unit and the media consultant to enable timely and seamless dissemination of content across all CRFM channels, from mailing lists to web and social media.
3. The empowering of a single individual within CRFM – preferably the relevant project/programme manager who is able to act as ‘executive editor’ to enable timely release of content. The Executive Director retains the ultimate position as ‘editor-in-chief’ to direct the general thrust and deal with broader policy issues that the coverage/production might throw up.
4. Budget appropriation must match the scale of coverage, particularly consider the CARIFORUM territorial scope, as compared to a narrower OECS or CARICOM focus.
5. The scope of work should be paid to the development of materials in Dutch, Spanish and French/ Kwéyòl. This would require the necessary budgetary allocations to enable the consultant to engage the services of translators and colleague media practitioners in Suriname, the Dominican Republic and Haiti to create multilingual print and audiovisual content.
6. An effort should be made to consider the media coverage/public communications consultancy should run concurrently with the general consultancies of the project. This would greatly improve forward planning, enable the integration of content into distribution networks

with appropriate marketing, and extend the breadth and depth of coverage and dissemination of information.

7. Future media coverage efforts need to go beyond standard press release reporting and include webinars and media teleconferences linking experts and CRFM personnel with media practitioners across the region. This should be particularly important considering the CARIFORUM territorial breadth of the EU SPS project, even if this content is initially in English.
8. The retention of the *Safe Seafood* brand for all future SPS communication efforts by CRFM.
9. The utilisation of media content gathered, especially audiovisual archival material, in future, long-form media content
10. The creation of a formal CRFM audiovisual distribution network involving CBU and national GISs, through memoranda of understanding or other arrangement/ means of agreement with the respective agencies.

5. APPENDIX I – Media Coverage Specimens

The following sections contain: 6.1 press clippings from websites and newspapers for the period of the consultancy. This is a comprehensive but not necessarily exhaustive collection and; 6.2 content generated by the consultant specifically.

In addition, television news reports of the regional consultation workshop and a report on the SPS process produced by the consultant were broadcast on the Caribbean Media Corporation's "Caribbean Newslines" nightly regional news roundup on Monday August 25th, Monday August 28th and Tuesday August 29th.

5.1

PRINT/ONLINE COVERAGE

<http://www.bajanreporter.com/2015/08/caribbean-fishing-industry-moves-to-close-food-safety-gaps-expand-markets/>



CARIBBEAN FISHING INDUSTRY MOVES TO CLOSE FOOD SAFETY GAPS, EXPAND MARKETS

by Bajan Reporter / August 18th, 2015

The Caribbean region's ability to cash in on a potentially lucrative, international export trade in fish and seafood is being held back by huge gaps in measures to protect food safety and animal health, experts say.

But the experts, who are investigating food handling policies in ten Caribbean countries for the Caribbean Regional Fisheries Mechanism (CRFM), are set to propose a new regime for sanitary and phytosanitary – SPS – measures in CARIFORUM states.

Since starting their work in April, Jamaican SPS expert Dr. George Grant and international legal consultant Chris Hedley of the United Kingdom have discovered that in most instances compliance with globally established standards are voluntary – a worrisome development they say that stops member states from tapping into niche markets overseas and boosting foreign exchange earnings.

There are also either no legally binding protocols managing food safety throughout the region or where they are practised they are disorganised and informal, say the experts.

“It's the prerogative of the government, or the official, competent authority to develop a system whereby the food safety measures can be validated, inspected and can be regulated,” Dr Grant says.

In two months of national consultations on SPS measures sponsored by the European Union in a number of CARIFORUM nations, Dr. Grant said there are no documented and transparent protocols for ensuring safe food handling and monitoring food processes.



(CLICK FOR BIGGER) Grenada is reaping the benefits of early adoption of international standards for safe seafood. Now it's poised to ramp up food quality – and reel in higher profits from a lucrative trade.

A coming regional SPS regime will help producers and processors trade confidently, using today's international standards to gain market access abroad and public trust at home.

Several Caribbean nations are yet to include these standards in their national regulatory system, something that has long been mandatory in many of the developed nations to which regional fisheries and food industries might seek to export.

But the two-man team of veterinary expert and lawyer as developing a region-wide set of food safety and environmental safeguards which they hope to unveil for adoption in late August.

"The set of protocols we are developing is to have them formally presented and documented so that countries can use them as guides to developing their own particular protocols and practices," Dr. Grant says.

As they travelled through Caribbean Community (CARICOM) member states and the Dominican Republic which make up the CARIFORUM group of nations, the team assessed benchmarks for food safety in individual countries.

The news of the progress towards SPS compliance is encouraging. The experts note that most fish processors have implemented the Hazard Analysis and Critical Control Points (HACCP) standard for fish and fish product exports.

But as the Caribbean fishing industry and food makers seek to take advantage of the Economic Partnership Agreement (EPA) to gain access to markets in European Union, there is an extra layer of requirements based on official controls.



(CLICK FOR BIGGER) International guidelines for food safety and environmental protection – Sanitary and Phytosanitary Measures (SPS) are coming to the Caribbean fisheries and seafood industry.

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The EU is requiring exporting nation put enforceable legislation in place in each country to govern the SPS standards.

Through an EU-funded CRFM project, supported by the Inter-American Institute for Cooperation in Agriculture (IICA), the team is hoping to establish a uniformed set of procedures across the industry.

“The question of where to draw the level in terms of how strictly you regulate food safety is really very much a national policy decision,” Hedley says.

He cautioned that the process can be complicated, costly and potentially counter-productive: *“We don’t want to over-regulate and sort of crack a nut with a sledgehammer, if there are not substantial food safety problems.*

“The more you regulate food safety and the stricter and more you demand in terms of that side of regulation, the more expensive products become, the less people are able to meet those requirements and they may be forced out of the business.”

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Yet, compliance is critical to the effectiveness of the new standards.

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SPS legislation will need to be backed up by a system of government checks, controls and monitoring systems, says the SPS legal expert.

As the two-man legal team sifted through the paperwork – or lack of it – among Caribbean fisheries processors and exporters, another team of environmental monitors has been travelling the region, inspecting processing plants, cold storage facilities and testing laboratories.

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August 21, 2015, 11:58 am

TOP STORIES

Feature: Caribbean Fishing Industry Moves To Close Food Gaps

Published on August 20, 2015 by CRFM



(FP)

Fisheries managers, officials, and scientists will meet in Barbados next Monday, August 24, and Tuesday, August 25, to pore over technical documents and produce recommendations for a new regime for Sanitary and Phytosanitary measures (SPS) in CARICOM member states and the Dominican Republic (CARIFORUM).

The two-day meeting is part of ongoing investigation by the Caribbean Regional Fisheries Mechanism (CRFM) into food handling policies in 10 Caribbean countries. Experts have opined that the Caribbean region's ability to cash in on a potentially lucrative, international export trade in fish and seafood is being held back by huge gaps in measures to protect food safety and animal health.

Since starting their work in April, Jamaican SPS expert, Dr. George Grant, and international legal consultant Chris Hedley of the United Kingdom, have discovered that in most instances, compliance with globally established standards are voluntary – a worrisome development that stops member states from tapping into niche markets overseas and boosting foreign exchange earnings.

There are also either no legally binding protocols managing food safety throughout the region, or, where they are practised, they are disorganised and informal, the experts disclosed.

"It's the prerogative of the government, or the official, competent authority to develop a system whereby the food safety measures can be validated, inspected and can be regulated," Dr Grant observed.

In two months of national consultations on SPS measures sponsored by the European Union (EU) in a number of CARIFORUM nations, Dr. Grant revealed that there are no documented and transparent protocols for ensuring safe food handling and monitoring food processes.

Several Caribbean nations are yet to include these standards in their national regulatory system, something that has long been mandatory in many of the developed nations to which regional fisheries and food industries might seek to export.

However, the veterinary expert and lawyer are developing a region-wide set of food safety and environmental safeguards which they hope to unveil for adoption in late August.

“The set of protocols we are developing is to have them formally presented and documented so that countries can use them as guides to developing their own particular protocols and practices,” Dr. Grant stated.

As they travelled through the region, the team assessed benchmarks for food safety in individual countries and are encouraged by the progress towards SPS compliance. The experts note that most fish processors have implemented the Hazard Analysis and Critical Control Points (HACCP) standard for fish and fish product exports.

However, as the Caribbean fishing industry and food makers seek to take advantage of the Economic Partnership Agreement to gain access to markets in the EU, there is an extra layer of requirements based on official controls.

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“The question of where to draw the level in terms of how strictly you regulate food safety is really very much a national policy decision,” Mr. Hedley remarked.

He cautioned that the process can be complicated, costly and potentially counter-productive: “We don’t want to over-regulate and sort of crack a nut with a sledgehammer, if there are not substantial food safety problems.

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<http://antiguaobserver.com/barbados-host-regional-conference-on-sanitary-and-phytosanitary-sps-measures/>

Barbados host regional conference on sanitary and phytosanitary (SPS) measures

August 21, 2015 CMC Regional 0 Comments



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<http://www.caribnewsdesk.com/news/10598-caribbean-fishing-industry-moves-to-close-food-safety-gaps-expand-markets?tmpl=component&print=1>

Caribbean fishing industry moves to close food safety gaps, expand markets

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- Written by [Demerara Waves](#)
- [0 Comments](#)



Demerara Waves

demwaves@gmail.com

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But the experts, who are investigating food handling policies in ten Caribbean countries for the CRFM, are set to propose a new regime for sanitary and phytosanitary – SPS – measures in CARIFORUM states.

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<http://cananewsonline.com/news/full-news/110811-caribbean-fisheries-barbados-host-regional-conference-on-for-sanitary-and-phytosanitary-sps-measures.html>

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CARIBBEAN-FISHERIES-Barbados host regional conference on for sanitary and phytosanitary (SPS) measures

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TOP STORIES

Fishing Industry Needs Formal Approach

Published on August 24, 2015 by Sharon Austin



(FP)

The informal nature of the fishing industry in the Caribbean is placing restrictions on its growth.

This view was expressed today by Permanent Secretary in the Ministry of Agriculture, Food, Fisheries and Water Resource Management, Esworth Reid.

He was addressing the two-day Regional Validation Workshop of the Fisheries Component of the EU Funded Sanitary and Phyto-Sanitary Measures Project, at the Accra Beach Resort and Spa.

Mr. Reid said there was a need for a more formal business and corporate approach to the fishing industry, especially at the primary level, for it to grow and develop. He expressed the view that the percentage contribution fish harvesting makes to the GDP of countries such as Barbados was highly underestimated or not estimated at all.

He continued: "Records on the landing of fish, the amounts distributed for retail or processing are badly kept in many countries or not kept at all and thus the true contribution that the industry makes to the GDP of our nations cannot be accurately determined or reflected in statements on the estimation of the GDP.

"If the region is to fully realise the potential benefits of vibrant and viable fishing industries, and this includes benefits as major foreign exchange earners, we must first move to ensure that the informal economic activities associated with this potential growth industry be transformed and integrated into the economy as a formal economic sub-sector."

According to him, this move would not only set the stage for the creation of a better recording system to monitor and evaluate all economic activities in the industry and contributions to the GDP of member states, but it would also give governments a better view of the amount of revenue they should be collecting in the form of taxes and fees.

"Furthermore, the formalisation of all activities in this industry, especially at the level of harvesting, may very well work to reduce the chances of vessels at the individual level being registered as fishing

boats and then being used for something other than fishing, for example, movement of illegal drugs or firearms.”

Mr. Reid also expressed the view that the region should allow legitimate fishermen to operate their legitimately registered vessels without hindrance anywhere in the Caribbean, but subject to set rules and a set fee or levy paid either to the member state in whose water the vessel is operating or to a central regional body agency established by CARICOM.

“The proceeds from the fees and levies collected by this agency can then be divided and distributed among the member states based on an agreed formula by the member states involved,” he stated. He added that such an agency might also serve as a monitoring and evaluating mechanism to manage fishing activities in the region.

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<http://www.nationnews.com/nationnews/news/71475/fishing-industry-formal-approach>

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Fishing industry needs formal approach

BGIS,
Added 24 August 2015



Permanent secretary in the Ministry of Agriculture Esworth Reid. (FP)

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<http://www.loopnewsbarbados.com/content/caribbean-can-benefit-exporting-fish-based-products>

The Caribbean can benefit from exporting fish-based products



This is the belief of Acting Permanent Secretary in the Ministry of Agriculture, Food, Fisheries and Water Resource Management, Esworth Reid.

He explained that “the abundance of fish that live in our waters offer great investment and foreign exchange earning potential”.

“There is a wide variety of fish-based products along the value added chain that can be derived from fish harvested in Caribbean waters and that hold great potential for export – frozen fish fillets, fish burgers, sausages, canned fish, canned soups, fish oils, to name a few,” he continued.

The Acting Permanent Secretary highlighted the slowness of the region to take up this opportunity. “Despite the abundance of sea water that surrounds us and the high population of fish that may be in our waters, I have not yet seen or heard of a can of tuna or any other fish labelled ‘Produced in Barbados’, ‘Produced in Trinidad’ or produced any other country of the region. I believe that I would be correct to say that all of the canned fish consumed in the region is imported,” he lamented.

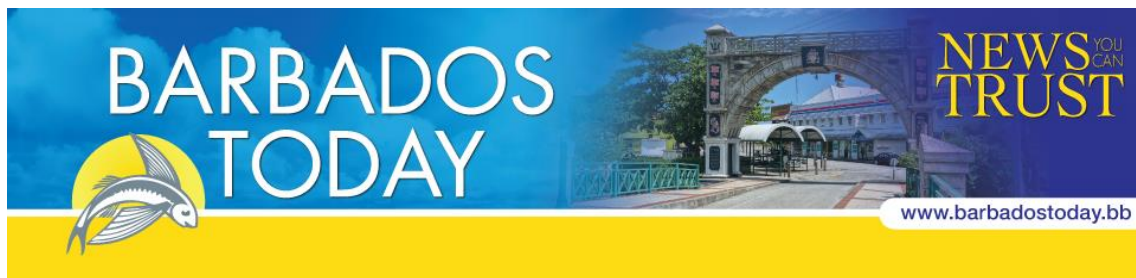
He was speaking at the two-day Regional Validation Workshop of the Fisheries Component of the EU Funded Sanitary and Phyto-Sanitary Measures Project, at the Accra Beach Resort and Spa.

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Follow the fish

fisheries official calls for policy to be implemented

Added by Emmanuel Joseph on August 25, 2015.

Saved under CARICOM, Regional

A leading official in the Ministry of Agriculture, Food, Fisheries and Water Resource Management has called for an integrated economic space and a policy of open sea resources in the Caribbean Community (CARICOM) that will allow regional fisherfolk to “follow the fish wherever they go” in Caribbean waters without the threat of arrest and confiscation of their catch hanging over them. Several Barbadian fishermen have been arrested in Trinidad and Tobago over the past several years after they allegedly chased fish into Trinidad’s territorial waters.



Permanent Secretary in the Ministry of Agriculture, Eswordth Reid and Executive Director with the Caribbean Regional Fisheries Mechanism, Milton Haughton.

Speaking today at the opening of a two-day regional fisheries workshop at Accra Beach Resort, outspoken Permanent Secretary Esworth Reid said CARICOM governments ought to agree on protocols that would allow fishermen from one member country to fish in the waters of another state.

“I believe that the time has come where the countries in the region can come together as an integrated economic space and agree to institute a policy of open sea resources to all members of the region,” the top public officer said.

“Our regional fishermen should therefore be allowed to follow the fish wherever they go in the Caribbean once the correct fee or levy is paid” to a central regional agency.

He said the regional agency would set the rules under which “legitimate fishermen” would operate in order to ensure that the sovereign rights of the individual member states, especially their rights to the resources in the sea that immediately surround them, were not compromised.

Reid added that the agency would also collect the necessary fees, which could be distributed among the member countries based on an agreed formula.

“It is my opinion and it is just my opinion and does not reflect the opinion of the Ministry and that of the Minister, that as a region we should allow legitimate fishermen to operate their legitimately registered vessels, without hindrance, anywhere in the Caribbean, but subject to set rules and a set fee or levy paid either to the member state in which waters the vessel is operating or to a central regional body or agency established by CARICOM.

“Such an agency may also serve to be a monitoring and evaluating mechanism to manage fishing activities in the region. I believe such can help to develop fishing and I am referring here to fish harvesting as a regional industry where all member states benefit rather than a national industry where fishermen are restricted to any defined small space to fish,” said the Permanent Secretary, who suggested that a regional approach to fishing would allow for free movement within Caribbean waters.

The workshop is designed to validate the recommendations of consultants who analyzed the fisheries component of a \$27 million European Union (EU)-funded project to better equip the forum of the Caribbean Group of African, Caribbean and Pacific (ACP) States (CARIFORUM) to comply with strict sanitary and phytosanitary rules when exporting food products to the EU. (EJ)

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BARBADOS-FISHING-Caribbean urged to take a more formal approach to fishing industry

20 hours 17 minutes ago



Esworth Reid

BRIDGETOWN, Barbados, Aug. 24, CMC - Permanent Secretary in the Ministry of Agriculture, Esworth Reid, has called for a more formal business and corporate approach to the region's fishing industry in order to enable growth.

Reid made the statement on Monday, in an address at a two day Regional Validation Workshop of the Fisheries Component of the EU Funded Sanitary and PhytoSanitary Measures Project, being held here .

He said the percentage contribution fish harvesting makes to the GDP of countries such as Barbados, was highly underestimated or not estimated at all.

“Records on the landing of fish, the amounts distributed for retail or processing are badly kept in many countries or not kept at all and thus the true contribution that the industry makes to the GDP (Gross Domestic Product) of our nations cannot be accurately determined or reflected in statements on the estimation of the GDP.”

He said in order for the region to realise the potential benefits of vibrant and viable fishing industries... “we must first move to ensure that the informal economic activities associated with this potential growth industry be transformed and integrated into the economy as a formal economic sub-sector.”

He added that the move would not only set the stage for the creation of a better recording system to monitor and evaluate all economic activities in the industry and contributions to the GDP of member states, but it would also give governments a better view of the amount of revenue they should be collecting in the form of taxes and fees.

Reid also said the region should allow legitimate fishermen to operate their legitimately registered vessels without hindrance anywhere in the Caribbean, but subject to set rules and a set fee or levy

paid either to the member state in whose water the vessel is operating or to a central regional body agency established by the Caribbean Community (CARICOM).

“The proceeds from the fees and levies collected by this agency can then be divided and distributed among the member states based on an agreed formula by the member states involved,” he stated.

CMC/kb/2015

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CARIBBEAN-FISHING-Caribbean fishing industry ends meeting on upgrading food safety systems

10 hours 1 minute ago



Delegates at meeting to upgrade food safety systems

BRIDGETOWN, Barbados, Aug 26, CMC – A two-day meeting aimed at introducing a new regime for safe seafood for local and international consumption has ended here with delegates acknowledging that they were at the very early stages of introducing this new policy.

The meeting is part of an European Union-funded project to help Caribbean Forum (CARIFORUM) countries introduce laws, regulations and a governance system to guarantee safe seafood for export to EU markets and beyond.

The project, which is being carried out by the Caribbean Regional Fisheries Mechanism (CRFM) and supported by the Inter-American Institute for Cooperation in Agriculture (IICA), aims to improve food safety standards to enable CARIFORUM fish exporters to take up trading opportunities under the EU Economic Partnership Agreement (EPA).

“Developed countries – the EU, United States, Canada ... all have standards that you must meet in order to export to their market,” said Milton Haughton, CRFM executive director.

“In our countries we may not meet all those standards currently and so we want to put in place the systems which are quite complicated to be able to enter those markets to satisfy their requirements so that our products can be exported.”

The EU is requiring exporting nations put enforceable legislation in place in each country to govern SPS standards.

“The experts here (were) discussing the regulations, the human resources (and) the institutional arrangements that are required to monitor, evaluate (and) test for various pathogens, and to ensure that we do have a good system in place that meets with international best practice.” Haughton said.

So far, compliance with globally established standards in the region is voluntary, a worrisome development that experts say is stopping member states from tapping into niche markets overseas and boosting foreign exchange earnings.

A two-month long assessment by international consultants has exposed large gaps in legally binding protocols managing food safety throughout the region.

The meeting discussed how to introduce a region-wide set of food safety and environmental safeguards which were presented for review by a team of legal and scientific consultants who moved through the region assessing the state of industry over the last two months.

As they travelled through CARIFORUM group of nations – the 15-member Caribbean Community (CARICOM) and the Dominican Republic - a team of consultants from Jamaica, Britain and Iceland inspected processing plants, cold storage facilities and testing laboratories.

Haughton expressed the hope that adopting SPS measures region-wide could also have spinoff benefits for local consumers.

“It’s not only about exporting and earning exchange; it’s also ensuring that our people have healthy and safe fish and seafood to eat,” he added.

“Given the challenges that we have in this region for economic development, employment and earning foreign exchange, we have to make use of all the resources that we have including ensuring that we can get good prices for our fish and also have safe fish and seafood for our own people.”

Belize, one of the region’s leading fish and seafood exporters, is hoping to learn from other CARIFORUM countries represented at the meeting while offering to sharing information with smaller exporting nations that would help improve food safety standards.

“For the first time, we’re having a forum where we could start discussing (SPS) issues as a region,” said Delilah Cabb Ayala, SPS Coordinator for the Belize Agricultural Health Authority (BAHA).

“Each country has been looking at their own legislation, trying to ensure that they make the necessary amendments, just to be able to have access to the EU and the other trading partners with which we are currently trading.”

Last year, Belize exported an estimated US\$44 million in shrimp alone from total exports worth US\$64 million.

Cabb Ayala said the regional effort to harmonise SPS rules across CARIFORUM will be a “lengthy process” but with nations such as Belize ahead of others, she is hoping that proposals will emerge that “take into account all the different levels that we are dealing with within the region.

“(This) meeting to ensure that we have harmonised procedures is a good thing. Additionally, it allows for technical experts to bring to the fore their current situations, and at that level try to come up with proposals that can actually be implemented at the national levels.

“We could learn from other countries. In the discussions, I said I will be sharing some information that we are implementing in Belize. So countries could look at our proposal and if it is for them adaptable, they could readily move with that.”

The meeting considered strategic priorities at the national and regional level and began discussions on a governance structure for food safety and fisheries.

The officials also considered how to integrate their work into the development of the fledgling Caribbean Agricultural Health and Food Safety Agency (CAHFSA) based in Guyana and the progress towards the setting up of national health and food safety authorities.

CMC/jg/ir/2015

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CARIBBEAN FISHING INDUSTRY ENDS MEETING ON UPGRADING FOOD SAFETY SYSTEMS

CREATED ON WEDNESDAY, 26 AUGUST 2015 18:57

BRIDGETOWN, Barbados, August 25, (CRFM) – Industry figures and government officials from across the Caribbean fishing industry Tuesday wrapped up two days of talks here acknowledging they were at the very early stages of introducing a new regime for safe seafood for local and international consumption.

The two-day meeting is part of a European Union-funded project to help CARIFORUM countries introduce laws, regulations and a governance system to guarantee safe seafood for export to EU markets and beyond.

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The two-day meeting posed questions regarding primary and secondary legislation, including coming food safety laws and protocols, processes for appeals, and procedures for licensing, export and controls.

The meeting considered strategic priorities at the national and regional level and began discussions on a governance structure for food safety and fisheries. The officials also considered how to integrate their work into the development of the fledgling Caribbean Agricultural Health and Food Safety Agency (CAHFSA) based in Suriname and the progress towards the setting up of national health and food safety authorities.

- Caribbean Regional Fisheries Mechanism (CRFM)

Written by C News

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Aug 27, 2015

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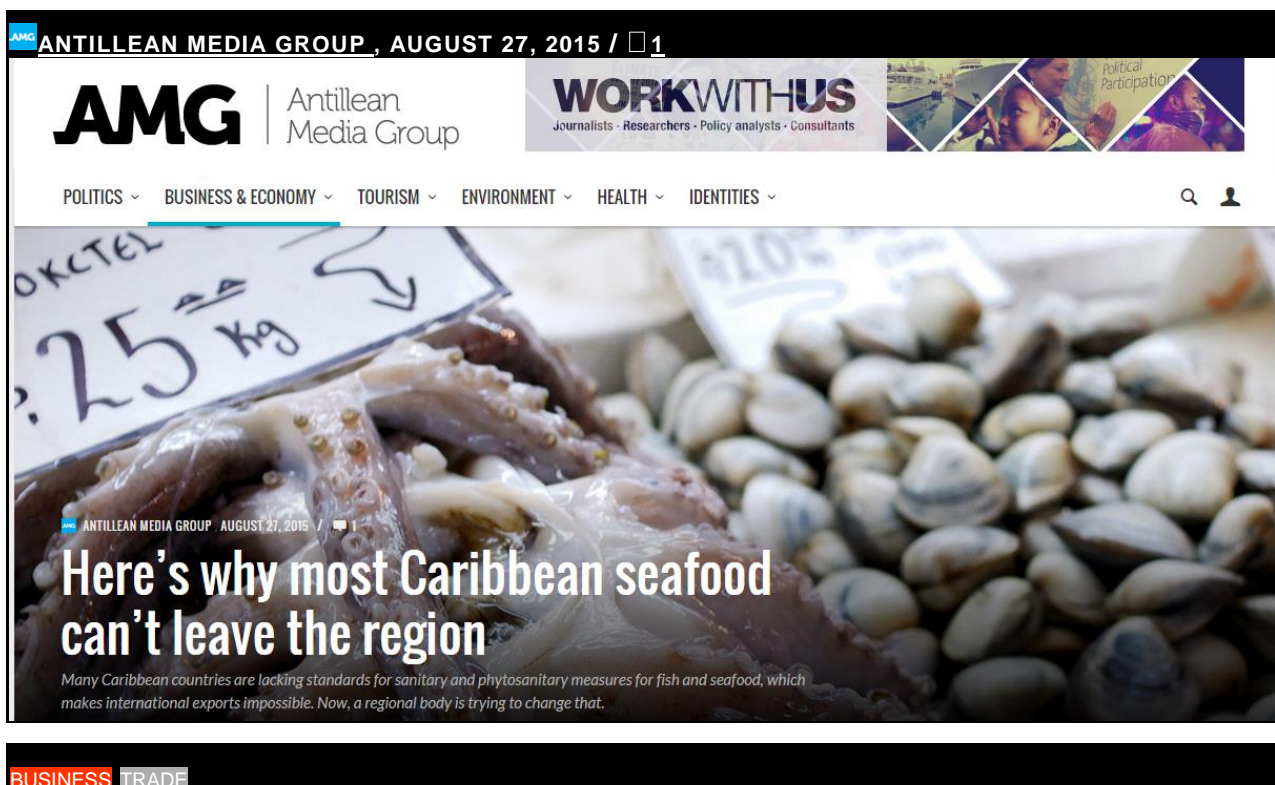
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BRIDGETOWN, Barbados, August 27, 2015 — The Caribbean region's ability to cash in on a potentially lucrative, international export trade in fish and seafood is being held back by huge gaps in measures to protect food safety and animal health, experts say.

But the experts, who are investigating food handling policies in ten Caribbean countries for the Caribbean Regional Fisheries Mechanism (CRFM), are set to propose a new regime for sanitary and phytosanitary (SPS) measures in CARIFORUM states.

Since starting their work in April, Jamaican SPS expert Dr. George Grant and international legal consultant Chris Hedley of the United Kingdom have discovered that in most instances, compliance with globally established standards are voluntary – a worrisome development, they say, that stops member states from tapping into niche markets overseas and boosting foreign exchange earnings.

There are also either no legally binding protocols managing food safety throughout the region, and where they are practised they are disorganised and informal, say the experts.

“It’s the prerogative of the government, or the competent authorities to develop a system whereby the food safety measures can be validated, inspected and regulated,” said Dr Grant. He further added that in two months of national consultations on SPS measures in a number of CARIFORUM nations, there were no documented and transparent protocols for ensuring safe food handling and monitoring food processes.

Caribbean regional gaps: Several Caribbean nations are yet to include SPS standards in their national regulatory system, something that has long been mandatory in many of the developed nations to which regional fisheries and food industries might seek to export.

But the two-man team of veterinary expert and lawyer are developing a region-wide set of food safety and environmental safeguards which they hope to unveil for adoption in late August.

“The set of protocols we are developing is to have them formally presented and documented so that countries can use them as guides to developing their own particular protocols and practices,” Dr. Grant said.

As they travelled through Caribbean Community (CARICOM) member states and the Dominican Republic which make up the CARIFORUM group of nations, the team assessed benchmarks for food safety in individual countries.

The news of the progress towards SPS compliance is encouraging. The experts note that most fish processors have implemented the Hazard Analysis and Critical Control Points (HACCP) standard for fish and fish product exports.

EU requirements: As the Caribbean fishing industry and food makers seek to take advantage of the EU Economic Partnership Agreement (EPA) to gain access to markets in European Union, there is an extra layer of requirements based on official controls.

The EU is requiring exporting nation put enforceable legislation in place in each country to govern the SPS standards.

Through an EU-funded CRFM project, supported by the Inter-American Institute for Cooperation in Agriculture (IICA), the team is hoping to establish a uniformed set of procedures across the industry.

“The question of where to draw the level in terms of how strictly you regulate food safety is really very much a national policy decision,” Hedley says.

He cautioned that the process can be complicated, costly and potentially counter-productive: “We don’t want to over-regulate and sort of crack a nut with a sledgehammer, if there are not substantial food safety problems.

“The more you regulate food safety and the stricter and more you demand in terms of that side of regulation, the more expensive products become, the less people are able to meet those requirements and they may be forced out of the business.”

— Chris Hedley, International Legal Consultant, SPS Project

The aim, the legal expert says, is to step up protection measures, level the playing field, manage the risks involved in food protection and facilitate trade across the Caribbean.

“There is no end point to that, it’s not like there is a single target we’re going to aim for and then that’s it – we can rest on our laurels. New challenges [are] arising all the time. It is a continual process of improvement,” Hedley adds.

Yet, compliance is critical to the effectiveness of the new standards.

“[The EU] want to make sure that the legislation is properly in place in the country, that with all these requirements are not just voluntary but with specific legal requirements to implement these food safety procedures and that they are sort of penalties in terms of not complying with them. So the businesses that don’t comply with them can be taken out of the licensing process.”

SPS legislation will need to be backed up by a system of government checks, controls and monitoring systems, the SPS legal expert cautioned.

As the two-man legal team sifted through the paperwork – or lack of it – among Caribbean fisheries processors and exporters, another team of environmental monitors has been travelling the region, inspecting processing plants, cold storage facilities and testing laboratories.

But the experts are anxious that the drive towards SPS compliance is not seen solely as jumping necessary hoops in the export trade. Hedley suggests that even if the region becomes compliant there is still no guarantee there would be an appetite for their goods in the EU. For Grant, another often-overlooked beneficiary is the Caribbean consumer who can rely more safely on wholesome food from the sea.

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Caribbean fishing industry ends meeting on food safety systems

Friday, August 28, 2015



An international action plan to end illegal, unreported and unregulated fishing remains voluntary and has not put a stop to the \$23-billion per year industry, experts say.

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“We could learn from other countries. In the discussions, I said I will be sharing some information that we are implementing in Belize. So countries could look at our proposal and if it is for them adaptable, they could readily move with that.”

The meeting considered strategic priorities at the national and regional levels, and began discussions on a governance structure for food safety and fisheries.

The officials also considered how to integrate their work into the development of the fledgling Suriname-based Caribbean Agricultural Health and Food Safety Agency (CAHFSA), and the progress towards the setting up of national health and food safety authorities.

<http://www.iwnsvg.com/2015/08/26/caribbean-fishing-industry-discusses-new-regime-for-safe-seafood/>

Caribbean fishing industry discusses new regime for safe seafood

AUGUST 26, 2015 · [LEAVE A COMMENT](#)



Fishers process fish during Fisherman's Day celebrations in St. Vincent in 2014. (IWN photo)

BRIDGETOWN, Barbados — Industry figures and government officials from across the Caribbean fishing industry Tuesday wrapped up two days of talks here acknowledging they were at the very early stages of introducing a new regime for safe seafood for local and international consumption.

The meeting is part of a European Union-funded project to help CARIFORUM countries introduce laws, regulations and a governance system to guarantee safe seafood for export to EU markets and beyond.

The project, which is being carried out by the Caribbean Regional Fisheries Mechanism (CRFM) and supported by the Inter-American Institute for Cooperation in Agriculture (IICA), aims to ramp up food safety standards to enable CARIFORUM fish exporters to take up trading opportunities under the EU Economic Partnership Agreement (EPA).

"Developed countries — the EU, United States, Canada — ... all have standards that you must meet in order to export to their market," said Milton Haughton, CRFM executive director.

"In our countries we may not meet all those standards currently and so we want to put in place the systems which are quite complicated to be able to enter those markets to satisfy their requirements so that our products can be exported."

The EU is requiring that exporting nations put enforceable legislation in place in each country to govern SPS standards.

"The experts here [were] discussing the regulations, the human resources [and] the institutional arrangements that are required to monitor, evaluate [and] test for various pathogens, and to ensure that we do have a good system in place that meets with international best practice," Haughton said.

So far, compliance with globally established standards in the region is voluntary — a worrisome development that experts say is stopping member states from tapping into niche markets overseas and boosting foreign exchange earnings.

A two-month long assessment by international consultants has exposed large gaps in legally binding protocols managing food safety throughout the region.

The meeting discussed how to introduce a region-wide set of food safety and environmental safeguards which were presented for review by a team of legal and scientific consultants who moved through the region assessing the state of industry over the last two months.

As they travelled through CARIFORUM group of nations — the 15-member Caribbean Community (CARICOM) and the Dominican Republic — a team of consultants from Jamaica, Britain and Iceland inspected processing plants, cold storage facilities and testing laboratories.

The CRFM head expressed the hope that adopting SPS measures region-wide could also have spinoff benefits for local consumers.



Milton Haughton, executive director of the Caribbean Regional Fisheries Mechanism.

"It's not only about exporting and earning exchange; it's also ensuring that our people have healthy and safe fish and seafood to eat," he added. "Given the challenges that we have in this region for economic development, employment and earning foreign exchange, we have to make use of all the resources that we have including ensuring that we can get good prices for our fish and also have safe fish and seafood for our own people."

Belize, one of the region's leading fish and seafood exporters, is hoping to learn from other CARIFORUM countries represented at the meeting while offering to sharing information with smaller exporting nations that would help improve food safety standards.

"For the first time, we're having a forum where we could start discussing (SPS) issues as a region," said Delilah Cabb Ayala, SPS Coordinator for the Belize Agricultural Health Authority (BAHA). "Each country has been looking at their own legislation, trying to ensure that they make the necessary amendments, just to be able to have access to the EU and the other trading partners with which we are currently trading."

Last year, Belize exported an estimated US\$44 million in shrimp alone from total exports worth US\$64 million.



Delilah Cabb Ayala, SPS Coordinator for the Belize Agricultural Health Authority.

Cabb Ayala said the regional effort to harmonise SPS rules across CARIFORUM will be a “lengthy process” but with nations such as Belize ahead of others, she is hoping that proposals will emerge that “take into account all the different levels that we are dealing with within the region.

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<http://www.guardian.co.tt/business/2015-08-28/food-safety-game-changer-regional-fisheries>

A22

business

Guardian www.guardian.co.tt Friday, August 28, 2015

Food safety game-changer for regional fisheries

WESLEY GIBBINGS

Meeting the stringent requirements of international food safety standards can make the difference between success and failure in the regional fisheries sector both as a generator of foreign exchange and as a provider of safe food for domestic consumption.

According to leading regional experts and industry players meeting in Barbados earlier this week, such issues are fast becoming matters related to the very survival of a food sub-sector already besieged by a variety of environmental and regulatory factors.

According to figures from the Seafood Industry Development Company (SIDC), made available to the meeting organised by the Caribbean Regional Fisheries Mechanism (CRFM), in T&T the industry represents ten per cent of total output in the agriculture sector amounting to .09 per cent of national GDP and rising.

However, though exports continue to rise, peaking at \$80 million over the last recorded period, the country remains saddled with imports that exceed \$60 million annually.

Regional experts, however, say that while there was a level of primary processing and packaging in the local industry, further processing to meet Sanitary and Phytosanitary Standards (SPS) would be required to "help close the gap."

Similar situations arise throughout the Caribbean. CRFM executive director, Milton Haughton told the meeting: "A very important challenge for us in the region at this time is how to optimise economic and social value of our fish and aquaculture production."

"A key impediment is meeting international standards for SPS and seafood safety," he said.

Experts say potentially lucrative European markets can go relatively untapped until regional processors take action to take advantage of markets now subject to free trade under the European Union's Economic Partnership Agreement (EPA).

Haughton pointed to the fact that several Caribbean countries "have still not been able to fully surmount the challenges posed by the complex SPS requirements of the EU regulations and are thus effectively barred from exporting fish and seafood to the EU market."

More than that, according to Ena Harvey, who heads the Barbados office of the Inter-American Institute for Cooperation on Agriculture (IICA), "we need to provide wholesome products for our populations as well as for the millions of long stay and cruise visitors and for whom the tourism experience includes a cuisine featuring seafood."

She noted that "a high percentage of the seafood products we consume, is imported as frozen and salted fish."

It was a point also made by Esworth Reid, permanent secretary in the Ministry of Agriculture, Food, Fisheries and Water Resource Management of Barbados.

"Despite the abundance of sea water that surrounds us and the high population of fish that may be in our waters, I have not yet seen or heard of a can of tuna or any other fish labelled 'produced in Barbados', 'produced in Trinidad' or produced by any other country of the region," he noted.

"I believe that I would be correct to say that all of the canned fish consumed in the region is imported," he added.

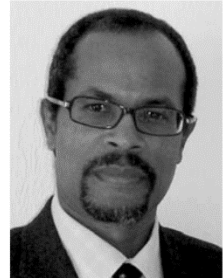
The assessment of the meeting which ended Tues-

day was that the Caribbean was "at the very early stages of introducing a new regime for safe seafood for local and international consumption."

The "SPS Measures" project discussed at the meeting, in Haughton's view, was important to "help to create a solid foundation for our countries

to improve trade capacity."

This, he said, made it possible for the Caribbean "to take advantage of opportunities to expand export of fish and seafood, not just to Europe, but also to other markets, while at the same time ensure that imported and locally harvested fish are safe for our people to eat."



Milton Haughton, CRFM executive director



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Food safety – Caribbean.

28/08/2015

The Jamaica Observer reports that delegates attending a food safety meeting held as part of the European Union-funded project to help Caribbean Forum (CARIFORUM), which is aimed at introducing a new regime for safe seafood for local and international consumption, acknowledged that they were in the early stages of introducing the new policy. The meeting discussed measures about how to introduce the food safety and environmental measures regionwide as the state of the local seafood industry had been assessed recently. Copyright Leatherhead Food Research

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TRINIDAD GUARDIAN, Tuesday September 1, 2015, A18

A18

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Guardian www.guardian.co.tt Tuesday, September 1, 2015

Lukewarm T&T response to 'open seas' proposal

WESLEY GIBBINGS

Food Production Minister, Devant Maharaj, says he is all in favour of pooled regional resources to meet the food needs of the Caribbean, but is concerned about "who is eventually going to foot the bill."

The minister was asked by T&T Guardian to respond to a recent appeal by the Permanent Secretary in the Ministry of Agriculture, Food, Fisheries and Water Resource Management of Barbados, Esworth Reid, for the region to pull together financial and other resources to secure the future of the fisheries

industry while also pursuing an "open seas" arrangement.

Reid said at the opening of a regional food security meeting for the fisheries sector that "sustainable growth in this important sector and the ability for governments in the region to fully and effectively tap into the significant potential benefits associated with it... requires that there be a regional approach to the sector by way of joint efforts among stakeholder member states to drive the sector forward."

He also proposed a scenario within which there was not only harmonised legislation but "going

after the benefits associated with economies of scale through large-scale production when fishing and fish processing become a regional joint venture rather than a national venture characterised by fragmented micro-business."

"I believe that the time has come where the countries in the region can come together as an integrated economic space and agree to institute a policy of open sea resources to all members of the region," Reid said.

"This can be done without compromising the sovereign rights of the individual member states, especially their rights to the

resources in the sea that immediately surrounds them."

Maharaj however warned that such a proposal would need to be discussed at the level of the Caribbean Community (Caricom) heads since, "It cannot be a case where everybody will just jump on board" following a suggestion by one of the region's 15 member states.

Reid had however been clear that, "It is my opinion and it is just my opinion and does not reflect the opinion of the ministry and that of the minister that as a region, we should allow legitimate fishermen to operate their legitimately registered vessels, without hin-

drance, anywhere in the Caribbean."

This, he said would be "subject to (a) set of rules and a set fee or levy paid either to the member state in which waters the vessel is operating or to a central regional body agency established by Caricom.

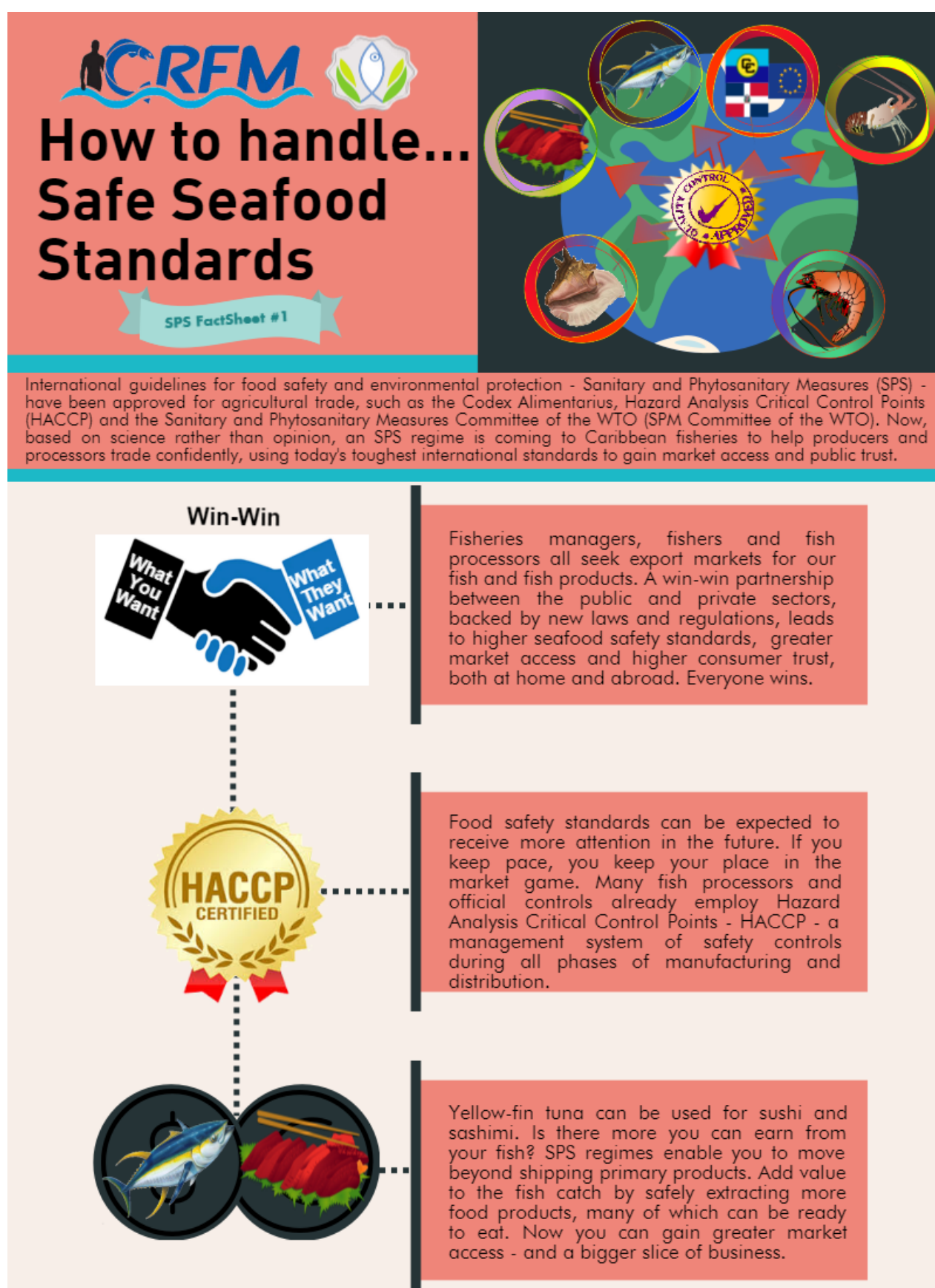
"The proceeds from the fees and levies collected by this agency can then be divided and distributed among the member states based on an agreed formula by the member states involved," Reid said.

Maharaj said this was "a great idea" but that he was "looking forward to Barbados taking the lead with it."

5.2

CRFM ORIGINAL CONTENT – PRINT/ONLINE

INFOGRAPHIC #1



SPS: MAKING THE GRADE

Several things need to be in place to make Caribbean fish products and exports compliant with Sanitary and Phytosanitary measures (SPS). By August 2015, experts and stakeholders will have met to begin the process of drafting a range of laws, protocols and systems to strengthen SPS measures in CARIFORUM states:



- Standard Protocols: International benchmarks
- Product protocols: e.g. Lobster, Conch - EU/US
- Guidelines: HACCP and vessel plans, manuals
- National Regulations are coming
- Licencing and certification based on standards
- Monitoring & control
- An Export Act will contain SPS measures
- A Regional Governance Mechanism



Already in some countries, a partnership between the public and private sector is working as processors seek out export markets. But in the long term, this partnership has to be formalised through uniform legislation that unites the region, helps the industry get the help it needs to make the grade and, ultimately, protects the interests of all concerned, including those of the consumer.



We want a system that's competitive - by being tuned to meet market requirements. This will mean effective official controls for fulfilling market requirements. If your strictest market has confidence in your official controls, exporters can then target the toughest markets - with confidence.



Strong SPS systems depend on good documentation. Make sure that you develop stronger systems for documentation and data collection - from temperature records to batch numbers.

It can only boost your export market's confidence in your controls if you can provide evidence in your monitoring system.



THE SANITARY AND PHYTOSANITARY MEASURES (SPS) PROGRAMME

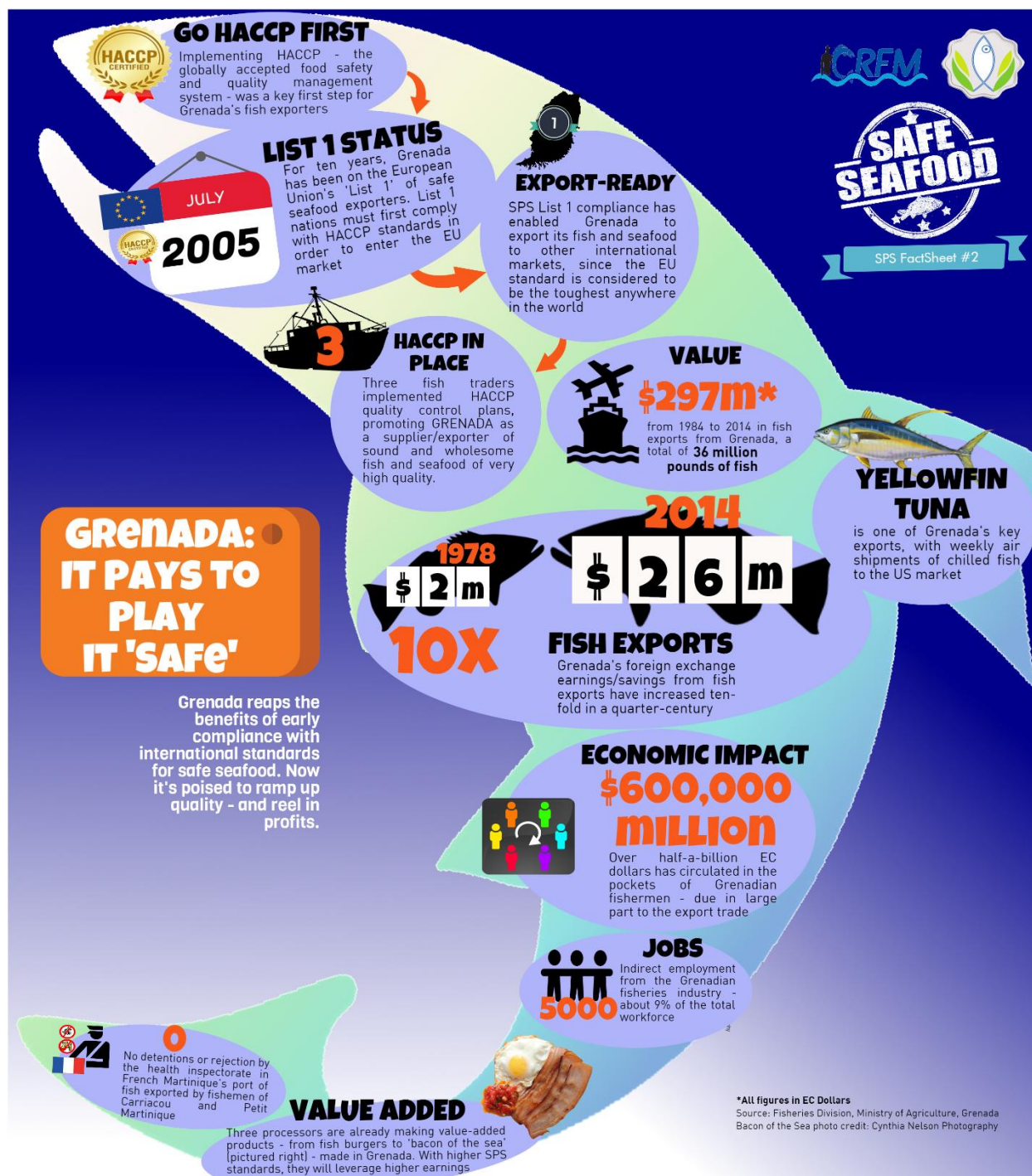
POSITIONING CARIFORUM TO FISH WHERE THE BIG FISH ARE



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Funded by European Union 10th EDF Support to the Forum of Caribbean States in the implementation of the commitments undertaken under the Economic Partnership Agreement (EPA)

INFOGRAPHIC #2



Together with help from the Caribbean Regional Fisheries Mechanism (CRFM) and the Inter-American Institute for Co-operation on Agriculture (IICA), with funding from the European Union, Grenada has joined 14 other CARIFORUM nations on a new process of introducing legally-binding measures for ensuring safe seafood, known as Sanitary and Phytosanitary Measures (SPS) - in a bid to ramp up an already lucrative fish export trade for the Windward Island nation of Grenada, Carriacou and Petit Martinique.

THE SANITARY AND PHYTOSANITARY MEASURES (SPS) PROGRAMME
POSITIONING CARIFORUM TO FISH WHERE THE BIG FISH ARE

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MEDIA RELEASE



CRFMFEATURE: Caribbean fishing industry moves to close food safety gaps, expand markets

BRIDGETOWN, Barbados, Jul 30, (CRFM) – The Caribbean region’s ability to cash in on a potentially lucrative, international export trade in fish and seafood is being held back by huge gaps in measures to protect food safety and animal health, experts say.

But the experts, who are investigating food handling policies in ten Caribbean countries for the Caribbean Regional Fisheries Mechanism (CRFM), are set to propose a new regime for sanitary and phytosanitary – SPS – measures in CARIFORUM states.

Since starting their work in April, Jamaican SPS expert Dr. George Grant and international legal consultant Chris Hedley of the United Kingdom have discovered that in most instances compliance with globally established standards are voluntary – a worrisome development they say that stops member states from tapping into niche markets overseas and boosting foreign exchange earnings.

There are also either no legally binding protocols managing food safety throughout the region or where they are practised they are disorganised and informal, say the experts.

“It’s the prerogative of the government, or the official, competent authority to develop a system whereby the food safety measures can be validated, inspected and can be regulated,” Dr Grant says.

In two months of national consultations on SPS measures sponsored by the European Union in a number of CARIFORUM nations, Dr. Grant said there are no documented and transparent protocols for ensuring safe food handling and monitoring food processes.

Several Caribbean nations are yet to include these standards in their national regulatory system, something that has long been mandatory in many of the developed nations to which regional fisheries and food industries might seek to export.

But the two-man team of veterinary expert and lawyer as developing a region-wide set of food safety and environmental safeguards which they hope to unveil for adoption in late August.

“The set of protocols we are developing is to have them formally presented and documented so that countries can use them as guides to developing their own particular protocols and practices,” Dr. Grant says.

As they travelled through Caribbean Community (CARICOM) member states and the Dominican Republic which make up the CARIFORUM group of nations, the team assessed benchmarks for food safety in individual countries.

The news of the progress towards SPS compliance is encouraging. The experts note that most fish processors have implemented the Hazard Analysis and Critical Control Points (HACCP) standard for fish and fish product exports.

But as the Caribbean fishing industry and food makers seek to take advantage of the Economic Partnership Agreement (EPA) to gain access to markets in

European Union, there is an extra layer of requirements based on official controls.

The EU is requiring exporting nation put enforceable legislation in place in each country to govern the SPS standards.

Through an EU-funded CRFM project, supported by the Inter-American Institute for Cooperation in Agriculture (IICA), the team is hoping to establish a uniformed set of procedures across the industry.

“The question of where to draw the level in terms of how strictly you regulate food safety is really very much a national policy decision,” Hedley says.

He cautioned that the process can be complicated, costly and potentially counter-productive: “We don’t want to over-regulate and sort of crack a nut with a sledgehammer, if there are not substantial food safety problems.

“The more you regulate food safety and the stricter and more you demand in terms of that side of regulation, the more expensive products become, the less people are able to meet those requirements and they may be forced out of the business.”

The aim, the legal expert says, is to step up protection measures, level the playing field, manage the risks involved in food protection and facilitate trade across the Caribbean.

“There is no end point to that, it’s not like there is a single target we’re going to aim for and then that’s it - we can rest on our laurels. New challenges [are] arising all the time. It is a continual process of improvement,” Hedley adds.

Yet, compliance is critical to the effectiveness of the new standards.

“[The EU] want to make sure that the legislation is properly in place in the country, that with all these requirements are not just voluntary but with specific legal requirements to implement these food safety procedures and that they are sort of penalties in terms of not complying with them. So the businesses that don’t comply with them can be taken out of the licensing process.”

SPS legislation will need to be backed up by a system of government checks, controls and monitoring systems, says the SPS legal expert.

As the two-man legal team sifted through the paperwork – or lack of it – among Caribbean fisheries processors and exporters, another team of environmental monitors has been travelling the region, inspecting processing plants, cold storage facilities and testing laboratories.

But the experts are anxious that the drive towards SPS compliance is not seen solely as jumping necessary hoops in the export trade. Hedley suggests that even if the region becomes compliant there is still no guarantee there would be an appetite for their goods in the EU. For Grant, another, often overlooked beneficiary is the Caribbean consumer who can rely more safely on wholesome food from the sea.

Fisheries managers, officials, scientists are expected to meet in Barbados on August 24 and 25 to pore over technical documents the SPS experts will produce, and their recommendations.

Hedley describes it as tool kit or resource paper which can be taken forward.

“This is a technical assistance project providing technical documents; actually they have to be developed in the real world politics and law and national sovereignty and go through the proper processes at the national levels and at the regional levels.”

(ENDS)

(941 words)

MEDIA RELEASE



CRFMNews: Caribbean fishing industry ends meeting on upgrading food safety systems

BRIDGETOWN, Barbados, Aug 25, (CRFM) – Industry figures and government officials from across the Caribbean fishing industry Tuesday wrapped up two days of talks here acknowledging they were at the very early stages of introducing a new regime for safe seafood for local and international consumption.

The two-day meeting is part of a European Union-funded project to help CARIFORUM countries introduce laws, regulations and a governance system to guarantee safe seafood for export to EU markets and beyond.

The project, which is being carried out by the Caribbean Regional Fisheries Mechanism (CRFM) and supported by the Inter-American Institute for Cooperation in Agriculture (IICA), aims to ramp up food safety standards to enable CARIFORUM fish exporters to take up trading opportunities under the EU Economic Partnership Agreement (EPA).

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The EU is requiring exporting nations put enforceable legislation in place in each country to govern SPS standards.

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So far, compliance with globally established standards in the region is voluntary – a worrisome development that experts say is stopping member states from tapping into niche markets overseas and boosting foreign exchange earnings.

A two-month long assessment by international consultants has exposed large gaps in legally binding protocols managing food safety throughout the region.

The meeting discussed how to introduce a region-wide set of food safety and environmental safeguards which were presented for review by a team of legal and scientific consultants who moved through the region assessing the state of industry over the last two months.

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PHOTOS:

(ENDS)



- Milton Haughton, Executive Director, Caribbean Regional Fisheries Mechanism



- Delilah Cabb Ayala, SPS Coordinator, Belize Agricultural Health Authority



- Participants in Regional Validation Workshop on Fisheries SPS Measures, Accra Beach Hotel, August 25, 2015

MEDIA RELEASE



www.crfm.int

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EDs: Reissuing to replace “based in Guyana” with “based in Suriname” in 20th (final para)

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(ENDS)

PHOTOS:

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- Delilah Cabb Ayala, SPS Coordinator, Belize Agricultural Health Authority
- Participants in Regional Validation Workshop on Fisheries SPS Measures, Accra Beach Hotel, August 25, 2015



CARICOM TODAY

The latest from the Caribbean Community

CARICOM Institution's work to upgrade food safety standards for fish and seafood featured – VIDEO

September 10, 2015 @ 12:05 pm !September 9, 2015 @ 6:13 pm

Short film on the CRFM's work to upgrade food safety standards for fish and seafood from CARIFORUM nations (Caribbean Community – CARICOM – and Dominican Republic) in a bid to access export markets; from national consultations and a regional validation workshop in mid-2015.

<https://youtu.be/uEZ2cfHfeL8>



CRFM SPS (for broadcast in two parts on CMC/Caribbean Newslane – AUG 29&29 2025

CUE: Not enough players in the chain of food production in the region are aware of the basic approach to product handling - especially in the fish and seafood industry.

And experts say it's slowing down both quantity and quality of seafood destined for Caribbean tables and for export.

And they say a lack of food safety systems is also holding back the region's ability to compete in the global trade of seafood and fish.

The findings are by a team of experts investigating the Caribbean's readiness for what's known as Sanitary and Phytosanitary Measures. SPS is set of science-based guidelines for global trade in food which came into force with the establishment of the World Trade Organisation in 1995.

They meet in Barbados on Monday to begin the process of putting down on paper regional guidelines for safe seafood.

IN: The Caribbean...

OUT:...as they're known."

DUR.:

GRAPHICS:

Dr. George Grant

SPS Consultant, CARIFORUM Sanitary and Phytosanitary Project

Chris Hedley

SPS Consultant, CARIFORUM Sanitary and Phytosanitary Project

PACKAGE:

The Caribbean is making a bid to establish a bigger footprint in the global fish trade. From tuna.... To conch.... From shrimp to smoked fish.... It's a tiny footprint, estimated at less than one percent of global trade. But in meeting EU food safety standards, acknowledged as the most stringent worldwide, the region is hoping for increased market access beyond European tables and across the globe.

Dr. George Grant, a Jamaican veterinary expert, and Chris Hedley, a British legal consultant, have been moving through the region holding national consultations in select Caribbean countries for the Caribbean Regional Fisheries Mechanism. The European Union programme for providing technical assistance in Sanitary and Phytosanitary Measures – or SPS – is hoping to give the CARIFORUM region the technical assistance they need to get more Caribbean fish and fish products on European tables.

Dr. Grant says in most countries these standards are voluntary rather than mandatory - making it difficult for the region to trade in the European Union under its Economic Partnership Agreement.

Dr. George Grant

SPS Consultant, CARIFORUM Sanitary and Phytosanitary Project

IN: If you have not met the stringent regulations you cannot export your product

OUT: ...missing a market that is lucrative.

13:26-13:47

Dr. Grant says reversing the situation has to be led by the government with support from the private sector.

IN: Firstly the government what they are looking at ...

OUT: ...having gotten country approval.

15:43-16:23

So for CARIFORUM countries to improve food handling and safety practices, international law expert Chris Hedley is suggesting the region set up effective structures for managing the food processing that are also legally binding.

Hedley says compliance with international standards may call for funding to help Cariforum nations put those new regulatory standards in effect.

And he says the region as moves to put food safety policies and governance mechanisms in place it can identify ways in which funding requests can be coordinated to help governments, fish processors and monitoring facilities.

Chris Hedley

Legal Consultant, CARIFORUM Sanitary and Phytosanitary Project

IN: We can also look at how it can be more efficiently organised...

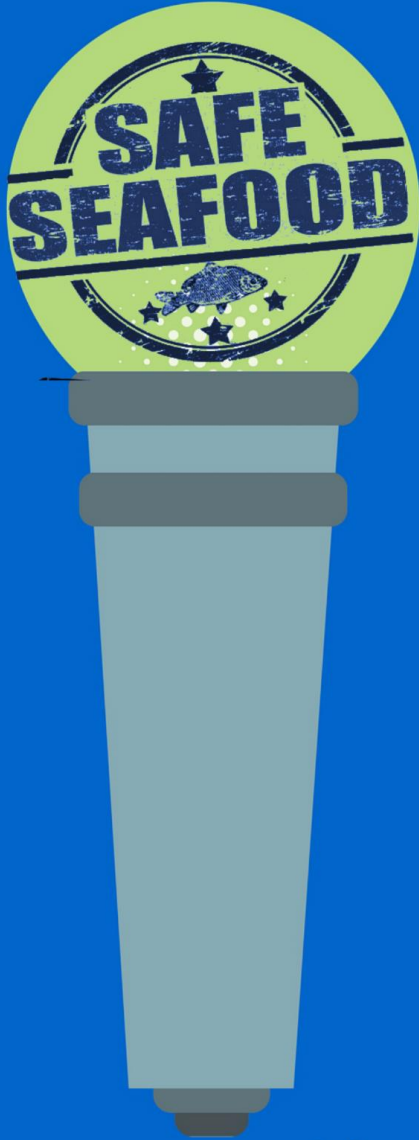
OUT: ...ultimately have to address that challenge.

18:25-18:55

Experts are meeting in Barbados in late August on a series of recommendations for putting new food safety guidelines in place across Caricom and the Dominican Republic – the Cariforum group as they're known.

6.1

APPENDIX II – INCEPTION REPORT



Inception Report

CRFM SPS Legislation and Environmental Monitoring

Media Coverage

July-August 2015

Julius P.A. Gittens, MA
Media & Communications Specialist/Journalist
"Seabreeze Cottage"
#17 Coverley Crescent,
Christ Church
Barbados, West Indies
BB17091

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1. BACKGROUND

No country has the automatic right to export its products; neither is there any obligation to import. All sovereign nations retain the right - indeed the duty - to safeguard the health of their citizens, protect their plant and animal health and ensure the safety of the food produced and consumed.

Over time, an elaborate mechanism for food health and safety, prevention and elimination of pests and diseases afflicting livestock and crops has developed into a complex web of trade restrictions and regulations. This mechanism, now enshrined in the global trade system that is the World Trade Organisation (WTO), seeks to use science and evidence-based conclusions to balance the requirements of Sanitary and Phytosanitary Standards (SPS) with the imperatives of trade and commerce.

In Caribbean fisheries, as elsewhere in agriculture and food production, there is a dearth of comprehensive reporting and public communication on the navigation of this complex web that has become known more by the initials SPS than its implications. Enforcing rules while avoiding or eliminating what have evolved into non-tariff barriers to trade is especially fraught with peril for small producers and large industries alike. SPS regulations often require significant resources for laboratory testing, quarantine, certification and enforcement that small, open economies in the Caribbean region can hardly afford; yet, they can ill afford to avoid a system that can either pry open or firmly shut the door to international trade in fish and fish products.

Yet, many audiences remain unaware of the complexity and necessity of SPS measures; news stories on barriers to trade for favourite delicacies and the obvious emotional and cultural undertones grab headlines, obscuring both science and evidence-based policy.

This package of media coverage and public communications products is intended to give audiences in the region a realistic overview of the state of play in SPS while introducing them to the efforts to upgrade the legal and business frameworks necessary to ensure the region remains a viable player in international trade as it relates to fisheries.

The overall objective of the SPS programme is to strengthen the capacity of CARIFORUM States for international market access through compliance with Europe's Sanitary and Phytosanitary (SPS) measures, as well as improve capacity for developing regionally harmonized SPS measures.

The CRFM Secretariat has sought the services of a qualified and experienced media and communications consultant to produce media coverage of the project for regional dissemination.

2. INTRODUCTION

This consultancy is a single intervention within a broader project which seeks to provide credible information on the timing, significance, purpose and costs and benefits of the SPS regime for the regional fisheries industry as an important milestone in the development of the industry and regional integration in respect of policy coordination, and the potential contribution to the development of CARIFORUM member states.

Following a competitive bid process to select a qualified consultant to produce media coverage in that regard, an Inception Meeting was held in the form of a Skype teleconference on Friday May 29, 2015 to discuss the method of approach, key events, messaging and content delivery. Participating in this meeting were:

- Mr Peter A. Murray, Programme Manager, Fisheries Management & Development, CRFM
- The consultant Julius Gittens

An additional meeting was held in Grenada from June 8 to 10, 2015, shortly after the commencement of the consultancy, to further fine-tune approach, particularly in view of the fact that the consultancy had commenced after the consultation phase of the project had advanced considerably and was nearing completion.

Participating in this meeting were:

- Dr Susan Singh-Renton, Deputy Executive Director, CRFM
- The consultant Julius Gittens

Additional insights were sought from the project consultants during the course of this visit:

- Christopher Hedley, SPS Legal Consultant; Global Law Group
- Dr George Grant, SPS Expert; Jamaica
- Dr Helga Gunnlaugsdóttir, Environmental Monitoring Consultant; Matís
- Margeir Gissurarson, Environmental Monitoring Consultant; Matís

This document constitutes the Inception Report for this consultancy and bases its assumptions and conclusions from these meetings.

2.1 Purpose and Objective

The project, under which this Consultancy is a singular communications intervention, aims to provide media coverage to raise public awareness and preparedness by the general public and private sector for improved success of the Fisheries Component of the EU-ACP SPS Measures Project.

This is to be facilitated in part, through the dissemination of media products and the

provision of media services for the legislation and environmental monitoring programme activities including the preparation of press releases and disseminating information to stakeholders on relevant issues.

The outputs of this consultancy will target the general public as well as the private sector including fishers, fish farmers, processors, exporters, retailers and traders particularly those associated with the fishing and aquaculture industry.

The communications strategy underpinning the objectives relies on the *Four Ps* approach to developing a social marketing mix:

FOUR PS	OBJECTIVES
Product (what the audience will receive)	Increased access to information on the capacity strengthening efforts for international market access for CARIFORUM states - leading to increased awareness
Price (what the audience gives up to get product)	Its time and access to print, broadcast, web and social media content; inclination to learn more about opportunities and threats to trade for Caribbean fisheries industries
Place (where the audience may be found)	Newspaper readership, broadcast audience, audiences for news and specialist websites, social media outlets
Promotion (how the audience will be reached)	<p>A rich mix of:</p> <ul style="list-style-type: none"> • Simple, direct messaging for target audiences • Short-form 'straight' news and long-form feature articles for news agency/print distribution • A series of short films for television broadcast Public Service Announcement • Spots for radio broadcast • Repurposing of video clips for social media • Infographics for print and social media

2.2 Scope of Work

This scope of work to be undertaken includes:

- Research and content gathering to include interviews with subject experts and CRFM officials,
- Scripting, editing and media production
- Revision of produced materials

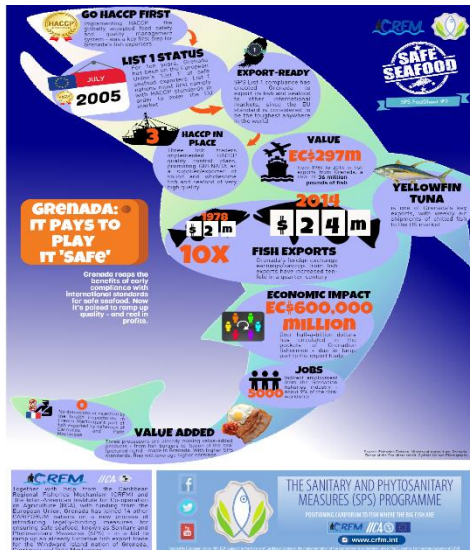
The scope of work involves providing the following services:

- **General campaign:** an audience-message matrix will be developed following on inception meetings and research to determine and refine key audiences, messages, products and distribution channels
- **Media monitoring:** Reporting on uptake of distributed content and web/social media metrics (number of hits/page/video views)
- **Choice of media:** a low-cost/no-cost strategy to access a network of public national and international media (national government information services, terrestrial broadcasters, regional news services, newspapers and specialist print publications, including a CRFM information brochure)
- **Coverage and Copywriting:** print news reports and features; scripts for audiovisual products
- **Media contacts:** Access to network of region-wide reporters and producers for product dissemination
- **News event management:** (webcast media conferences where appropriate)
- **Event coverage:** Coverage of SPS national consultations, Barbados and Grenada; regional validation workshop (August 24-25, 2015)
- **Social media services/updating:** Using the existing social media outlets (CRFM Facebook/YouTube channels) or creating new outlets as appropriate
- **Website updates:** regular content distribution to CRFM and news websites
- **Infographics and Brochure:** Development of visually rich, user-friendly graphic storytelling of complex issues for placement in print/social media/web channels:



Given the assumed diversity of the audience, content that appeals to the audience while explaining complexity will be key to increasing awareness and promoting understanding of SPS measures and the need for the Caribbean to increase its capacity to trade under SPS regimes. Infographics can be re-purposed for print and online distribution to websites, social media outlets and a print brochure.

(Infographic above produced for CRFM SPS Project)



Infographics can be re-used in posters and a print brochure for CRFM workshops and public events.

(Infographic/poster at left produced for CRFM SPS Project)

2.3 Project Deliverables

The project deliverables of the consultancy consist of the following:

ITEM	DELIVERABLE	DESCRIPTION
1	An inception report	Outlining methods, likely information sources, formats and main contributors
2	Research and interviews	With relevant resource persons as identified by CRFM and/or production consultants
3	Development and submission of content by the CRFM Secretariat	in two batches of scripts, according to the approved work plan;
4	Production of features/infographics/brochure in a print/broadcast-ready formats	Review by the CRFM Secretariat and relevant stakeholders
5	Regional broadcast and dissemination	Facilitated through collaboration with the Caribbean Media Corporation, in addition to the CRFM network of media end-users
6	A final report	Treating with activities pursued and completed and any lessons learnt

3. METHOD OF APPROACH

The approach proposed is linked to the attainment of the milestones of the consultancy as captured in Section 2.3

ACTIVITIES	PURPOSE	CONCLUSIONS OF INCEPTION MEETING
Participate in a inception meetings/briefings by the CRFM Secretariat	Clarify expectations, roles, responsibilities and review and establish consensus on the technical and thematic approach	Submission of inception report
Milestone		Inception Report
Review existing literature.	Secure the facts, chronology of events, milestones etc of the Integration process.	<p>CRFM to forward relevant documentary material to the consultant, including but not limited to:</p> <ul style="list-style-type: none"> • Rethinking fish trade - instituting SPS standards • Mission Report: Participation in SPS project legal and coordination consultants' first leg of country visits – 15 May 2015 • SPS Environmental Programme Field Mission Schedule • SPS Legal Field Mission Schedule
Milestone		Conducting of Interviews
<p>Schedule interviews and conduct pre-engagement talks with Resource people.</p> <p>Put systems in place to solicit 'people' involvement and participation</p> <p>Conduct and edit interviews</p>	<p>Manage the expectations of Resource people and the professional handling of the consultancy on behalf of the CRFM Secretariat.</p> <p>Capture the views of experts and</p>	<p>Research and interviews, with a view to incorporating:</p> <ul style="list-style-type: none"> • Main Voice soundbites • Limited linking script to economize on time

	stakeholders to give authoritative and credible information audiences.	
Draft scripts/copy	In accordance with the TORs, secure the input and perspectives of the Client	Submit Scripts for review
Milestone		Produce and package content
Dissemination of content		Collaborate with Caribbean Media Corporation
Milestone		Conclusion of consultancy
Reporting	Ensure the Client is updated on the progress and lessons learnt	Final report submission according to the approved delivery timeline.

2.3 Note on travel

It was originally envisaged that the consultant would accompany the teams on trips to the Dominican Republic and Haiti, and that coverage would focus on these nations considering their status as CARIFORUM and CARICOM nations respectively.

However, given the late order of this intervention relative to the consultation process and budget constraints, the consultant was invited to participate in the national consultations in Barbados (the consultant's home territory) and Grenada. These missions were conducted on June 3 in Barbados and June 8-10 in Grenada.

4. WORK PLAN

EVENT	WORK SCHEDULE
Inception meeting	Day one
Research/Message and strategy design	5 work-days
Location Interviews (audiovisual/print)	5 work-days
Content production	10 work-days
Content revision and finalisation	3 work-days
Content distribution/final reporting	2 work-days
Total number of work days	25 (inception meeting included)

5. ROLES AND RESPONSIBILITIES

TASKS	EXECUTION
Identify, source and share research documents	CRFM Secretariat
Arrange Interviews with international experts and stakeholders	CRFM Secretariat
Content compilation, Scripting and technical production	JPAG
Packaging	JPAG

6. CONSULTANT PROFILE

Julius Gittens

A Barbadian citizen, Julius Gittens is a media and communications specialist with 30 years' experience as an award-winning broadcaster, journalist, producer and trainer.

As a specialist in media training, he trained the news and production staff and developed programmes for Antigua and Barbuda's first news/talk station, Observer Radio, from April 2001. He has taught online courses in Online Journalism and Community Media at the University of West Indies Open Campus. He has also taught screenwriting, radio production and mass communication for the Barbados Community College Associate Degree in Mass Communication.

He has undertaken training, media consultancies and produced media content for a variety of regional and international organisations, including the Caribbean Regional Fisheries Mechanism, the CARICOM Secretariat, the Caribbean Regional Negotiating Machinery (now Office of Trade Negotiation), the Caribbean Environmental Health Institute, the United Nations Development Programme, the United Nations Development Fund for Women, the United Nations Children's Fund, the Food and Agriculture Organisation, the International Maritime Organisation, the Organisation of American States, Radio St. Lucia, the Barbados Ministry of Foreign Affairs and Government Information Service, the Belize Ministry of Education, Bahamas Ministry of Health and the Government of Montserrat.

He has presented general election programmes and election night coverage and the current affairs programme, The Press Club, a weekly examination of the news with fellow journalists, for the Caribbean Broadcasting Corporation (CBC) Television. In 2007, he produced the General

Election coverage and trained staff reporters for CNMG Television/Trinidad and Tobago. From January 2005 to July 2007, he fronted the regional morning news programme, Caribbean Today, on the Caribbean Media Corporation (CMC).

He has also independently produced television programmes for the CMC's global television channel, CaribVision, and presents Caribbean Newslines, the CMC's nightly regional news roundup.

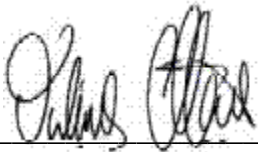
At age 21, he won the award for Outstanding Television Journalism in the 1988 Caribbean Broadcasting Union/Caribbean Publishers and Broadcasters Association Awards.

He studied Radio, Television and Film at Howard University, Washington DC, where his photography, directing and production work was broadcast regularly on PBS affiliate WHMM-TV (now WHUT) and holds an MA in International Journalism from City University, London.

As a senior writer on the features desk of the Nation newspapers, he broke new

ground in the area of environmental reporting, winning multiple PAHO awards for radio and print reporting on environmental issues, including stories on marine and land-based pollution and pesticide contamination of groundwater. He was the first programme director of the Caribbean Environmental Reporters Network (CERN), a non-profit environmental communications organisation run by journalists for journalists, which he co-founded in 1993.

From 1994 to 2001, he was a senior journalist and producer for the Caribbean News Agency (CANA) radio and wire services. He developed numerous programmes for the network, including the breakfast newsbreak, Caribbean In Five; and Caribbean Tempo – the first regional radio magazine which began CANARadio's entry into international broadcasting, for which he was honoured by the Society of Journalists and Media Professionals (SJM) with an Alfred Pragnell Award for Radio Production. He also devised and produced CricketPlus, the international cricket commentary broadcasts.



07/30/2015

Julius Gittens, MA

17 Coverley Crescent, Christ Church, BARBADOS, W.I. BB17091