



Annual Report

2004-2005



Annual Report:

October 1, 2004 – September 30, 2005

JOAM may be reached by post at P.O. Box 5728, Kingston 6 and online at www.joam.org.jm and joam@mail.com. The JOAM office in Room 407 of the Ministry of Agriculture is currently not staffed.

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Introduction

The Jamaica Organic Agriculture Movement (JOAM) is a non-profit, non-government organisation which was created in May 2001. The mission of JOAM is to facilitate the development of a sustainable and economically viable organic agriculture sector in Jamaica while maintaining organic integrity, promoting health and environmental consciousness, and social responsibility. The major objectives of JOAM are to:

- Promote and facilitate the production, distribution and consumption of all types of organic agriculture products.
- Advance and promote better environmental and human health through the acceptance and practice of organic farming techniques.
- Work for higher standards in the methods of organic farming.
- Determine the extent of existing organic farming, identify the agricultural methods presently being used on these lands, and seek to have these farms certified.
- Assist in the conversion of willing producers to organic production and certification.
- Promote and encourage research and development of organic farming techniques and seek to establish demonstration farms practising organic farming methods.
- Collate and analyse relevant information and make same available to farmers and consumers.
- Seek affiliation to organic farming associations and other organisations in other parts of the world.

JOAM is a registered limited liability company that is managed by a seven-person Board of Directors. The organisational structure includes regional groups and special committees whose Chairs form a Management Steering Committee (MSC). The MSC is responsible for the overall administration of the Movement and reports directly to the Board of Directors. The ensuing report outlines the activities of the Movement for the 2004-2005 administrative year.

Acknowledgements

JOAM gratefully acknowledges the contributions of the following organisations and individuals, without whose support JOAM's activities would have been compromised over the past administrative year.

The Most Honourable Sir Howard Cooke

Bio GT Sanitation Solutions and Mr Robert Miller

Caribbean Agricultural and Research Development Institute (CARDI)

Charvic Accounting Enterprises Ltd.

Green Castle Estate

Jamaica Promotions Corporation

Jamaica Sustainable Development Network Programme

Jamaica Wellfest

Jacqui Sharpe

Ministry of Agriculture

The Rural Agriculture Development Authority

Chairman's Report

The 2004/05 administrative year saw a continuation of the growth started in the previous year. Approximately 80% of the goals set for the year were achieved and in many areas, we surpassed our projections. Since JOAM continues to operate as a totally voluntary organization, I wish to commend the members of the executive and several of our members who continue to give of their time, talent and treasure to further the development of a quality organic agriculture sector.

The election of several new officers at the 2004 AGM allowed us to fill several executive posts that had been vacant. The influx of these new members allowed us to achieve full separation of powers with the Board of Directors being totally separated from the Management Steering Committee (MSC). The expansion of the MSC further increased the dynamism of that committee which maintained its monthly meeting with the exception of July 2005, when pending visits by Hurricanes Dennis and Emily forced us to cancel the meeting for that month. The Board of Directors, which was expected to meet on a quarterly basis, surpassed this with 5 meetings during the year.

A major development during the year was the announcement of an organic agriculture initiative by the Ministry of Agriculture (MOA). This was welcomed news to JOAM as previous attempts to have the MOA formally recognize the organic agriculture sector was scoffed at. While we were happy about the MOA's interest in the organic sector we were concerned about the approach. This was discussed with the MOA and we were able to convince them to work with JOAM and other stakeholders in the sector to develop an organic agriculture enhancement project. JOAM continues to be a leading player in the implementation of this project.

JOAM remained in the public eye during the year by participating in a television interview (TVJ) and several radio interviews (Beyond the Headlines, Independent Talk, First Edition, Breakfast Club and the JIS). There were also articles on organic agriculture which quoted executive members of JOAM in both major newspapers. We are grateful to the various media houses for highlighting the organic sector and thus increasing the awareness of the population about this sector. A highlight of the year was JOAM's participation in Jamaica Wellfest. This was the most beneficial festival that we have participated in as it catered to a target audience more in tune with the benefits of organic agriculture.

The annual retreat of the JOAM Executive was held in June 2004 at the Ministry of Agriculture's Eltham Training Centre in St Ann. The retreat was again facilitated by Mrs Jacqui Sharpe and was the first retreat for six new members of the executive. Achievements


over the two days included a review of our performance against plan, the finalizing of our by-laws and the development of a work plan for the 2005-2006 administrative year.

Our membership drive continued during the year and we were pleased to welcome 16 new members into the JOAM family. Our effort to increase the membership of the organization will continue as we seek to strengthen the organizational base. The activation of three of the four regional groups has strengthened the outreach of JOAM and the bond between our members. Our inability to activate the South Central regional group is the major failure during the year and we need to redouble our effort in the new administrative year to achieve this goal.

There was a welcomed increase in the number of farmers applying for JOAM certification during the year. However, many of the applicants did not qualify to move to the inspection stage and several of those who qualified for that stage have not progressed to the inspection stage. The difficulty seems to be a lack of knowledge among applicants about the organic standards and how to achieve these in an organic production system. This has forced us to begin working on a programme to educate producers about the principles and standards of organic agriculture and provide them with the technical services they need to attain a certifiable organic production system.

JOAM continued to assist in the development of organic agriculture in the region as we provided information that facilitated the development of national organic movements in St. Lucia and St. Kitts. Similar support was offered for the development of the regional organic movement – Caribbean Regional Organic Agriculture Movement (CROAM). The development of CROAM has been slower than expected but, we remained committed to the establishment of such an organization and will continue to support the development process.

While there were several challenges during the year, all members of the movement should take pride in our achievements during the year and recommit ourselves to playing our part in ensuring the continued growth of JOAM and by extension the local and regional organic agriculture sector.



Dwight E. Robinson, Ph.D.
Chairman

Treasurer's Report

It continues to pose a challenge for a voluntary organization such as JOAM to maintain current financial records. However, our effort to improve the accounting records of the organization is ongoing and it is hoped that very soon, we will have the human and financial resources that will enable us to produce financial statements on a timely basis. We continue to be assisted in this effort by a member of our Standing Committee.

Financial resources available to JOAM continue to be limited, with the majority of funds obtained by the organization being donations from funding agencies for specific projects. This seriously limits our ability to properly finance our core activities. The draft accounts for the 2004-2005 administrative year are presented below.

Fixed Asset Schedule

	Computer Equipment	Office Equipment	Wood Chipper	Rototiller	Bush Mower	Total
At Cost October, 2002	137,927	42,895				
Addition – Sep. 18, 2003	7,200	0	130,000	105,000	150,000	392,200
	145,127	42,895	130,000	105,000	150,000	573,022
Depreciation:						
October 30, 2002	45,976	5,719	0	0	0	51,695
September 2004	33,258	3,932	11,917	9,625	13,750	72,482
Current Depreciation as @ Sep. 2005	29,025	3,932	11,917	9,625	13,750	68,249
Net Book Value	36,868	29,312	106,166	85,750	122,500	380,596

Income and Expenditures

	2005	2005	2004	2004
Income				
CIDA Grant		0		617,000
Membership Fees		16,000		12,000
Special Projects Funding		0		3,113,430
Donations		0		15,795
Sale of Literature		30,550		24,950
Certification Fees		17,843		0
ISBN Refund		5,900		0
Interest Earned		<u>200</u>		<u>1,296</u>
		70,493		3,784,471
Expenses				
Bad Debt			20,000	
Organic Workshop & Training			2,620,093	
Postage	2,300		2,600	
Repair & Maintenance	5,900		16,284	
Promotional Items			7,015	
Print Literature	13,348			
Miscellaneous Expense			20,010	
Salaries	18,500			
Depreciation	68,249		79,071	
Bank Charges	4,967		591	
ISBN	13,088			
Retreat	32,400			
EGM	2,700			
CIDA Special Funding Expenses			713,567	
Total Expenses		161,452		3,479,232
Deficit/Surplus for the Year		(90,959)		305,239
Surplus at Beginning of Period		<u>885,901</u>		<u>580,662</u>
		794,942		885,901

Reports from Regional Groups

Northeastern Regional Group

Chair: Rev. Dr. Frank Lawrence

Secretary: Mrs. Tendai Fudail

The Northeastern region consists of the parishes of Portland, St. Mary and St. Ann.

Goals and objectives (2004/ 2005)

- Launch Regional Group
- Strengthen membership
- Increase awareness of organic agriculture in region
- Implement at least one project

Achievements:

- The regional group was launched on Thursday February 17, 2005 at Glenleigh, Highgate, St. Mary.
- Strengthening of the declined Woodside Women's Organic Group was achieved by the staging of a meeting at Woodside with specific input from attendants about how the Woodside group could revamp. Regular contact with members was maintained through prompt distribution of minutes from the meetings as well as extraordinary mailings on matters of interest arising at the Management Steering Committee meetings.
- Although attendance at the four regional meetings ranged from 8 – 50 participants with an average of 26 participants per meeting, the response to the membership drive was not as successful as hoped. Nevertheless, they served to increase awareness about JOAM and organic agriculture as feedback obtained from participants in regional meetings indicated that for most, there was an increased knowledge of organic agriculture resulting from their attendance at the events.
- Media coverage of regional events was very good as members from the region were interviewed by Mr. Ronnie Thwaites on Farm Talk twice.

- Members indicated interest in starting schools' gardening projects and a composting project. Plans are being made to implement organic school gardens in Runaway Bay and Woodside. A composting project for the Northeast Region was submitted by the JOAM Projects Committee to the EFJ. Implementation began in Runaway Bay in September 2005, pending response from the donor agency.

2005-2006 Work Plan

For the new JOAM year we will be seeking to:

- Strengthen membership
- Increase awareness of organic agriculture in region
- Implement at least one project
- Increase organic production in the region by two certified organic producers
- Strengthen regional executive.

Budget (2005-2006)

Expenditure	(\$)
Hosting of regional meetings	\$20,000
Postage	\$2,400
Copying and stationary	\$1,000
Outreach activities	\$10,000
Miscellaneous (travel, communication, etc).	\$5,000
Total	\$37,400

Western Regional Group

Chair: Naftalye Morrison

The Western region consists of the parishes of St. Elizabeth, Westmoreland, Hanover, St. James and Trelawny.

Goals and objectives (2004/ 2005)

- To elect officers – Secretary, Treasurer
- Increase the membership of the region
- Meet quarterly
- Update membership list and maintain contact with members
- Continue to work with existing community grower group
- Establish new community grower groups
- Increase community awareness and educate stakeholders about organic agriculture
- Place greater emphasis on protecting the integrity of the organic agriculture at the grassroots level
- Assist farmers to set up organic farms
- Train organic agriculture field officers
- Form partnership with the most appropriate funding agencies where projects are clearly defined to prevent any compromise in organic agriculture principles
- Form partnership with community school groups such as St. James Prep, Muschett High School, Pepper All-age School and others
- Participate in festivals, road shows and agriculture shows

Achievements:

- Worked with community growers to identify their needs. Attempts are being made to address some of those needs, which include mobile water pumping and drying herbs by the use of solar energy
- The community and the general population was sensitized by the participation of the region in the Jamaica Wellness Festival and Denbigh Agriculture Show

- An organic agriculture school garden was started in partnership with Pepper All Age School and Pepper JAS Branch
- Plans are being made in partnership with RADA St. Elizabeth to train an organic agriculture field officer

Work Plan (2005-2006)

For the new JOAM year we will be seeking to:

- Continue working with existing community grower groups
- Establish two additional community grower groups in the southern area of the region
- Participate in festivals, road shows and agriculture shows to sensitize the community to organic agriculture (with a view to increase membership)
- Continue working with school in the region
- Train organic agriculture field officer
- Help farmers in the region to set up organic farms
- Train 30 farmers in the region in the principles of organic agriculture.

Budget (2005-2006)

Expenditure	(\$)
Assistance to grower group	\$180,000
Participation in festivals, shows, etc.	\$20,000
Hosting of training for 30 farmers	\$30,000
Train 1field officer	\$20,000
Miscellaneous (travel, communication, etc).	\$10,000
Total	\$260,000

South-Central Regional Group

Chair: Post Vacant

The South Central region consists of the parishes of St. Catherine, Clarendon and Manchester.

The group remains dormant and it is hoped that it will be activated in the next administrative year.

Southeastern Regional Group

Interim Chair: Nickeisha Reid

The Southeastern region consists of the parishes of St. Thomas, Kingston and St. Andrew. It has the largest membership in the association, as there are more than 60 members in this very diverse region. These include farmers, scientists, and students (mostly at the graduate level) as well as persons in various sections of the agriculture, processing, business and even information-related industries.

Goals and objectives

The function of this regional group is to promote and facilitate the interest of JOAM, according to the stipulated policies and guidelines, in our geographical area. Thus, the main focus of this regional group has been bringing together the members of the different interest groups within the region so that they can better assist each other through the sharing of their experience, knowledge and skills and in so doing promote the interest of organic agriculture in the Region.

With this in mind an interim committee for the region met in January of 2005 and decided on the following objectives for the rest of the 2004/05 administrative year.

1. At least one member of the region to obtain local certification.
2. Strengthen the membership in St. Thomas, keeping in mind the possibility of splitting into two parish groups by the next JOAM year.
3. Assist in informing and educating students and consumer interest groups within the region on the principles, practices and benefits of organic agriculture as well as the operations and accomplishments of the Jamaica Organic Agriculture Movement.
4. Establish more personal contact with and among the membership of the region, with specific attention being given to new members.

2004-2005 Activities and Accomplishments

- Initiated contact with two of the four members that were already in the parish of St. Thomas.
- There are four prospective new members in the parish of St. Thomas and plans are in place to form the St. Thomas Parish Group early in the next administrative year.
- Held three meetings in the parish of St. Thomas with, what has become a very vibrant and closely-knit group consisting of members, prospective members and interested persons in that side of the region.
- Made contact with various members of the region through email and telephone.
- A Regional Farm Day was held at the farm of one of our own St. Andrew member. The event received favourable reviews from the farmer and the other participants.
- One farmer in the region has gone through the pre-inspection process and has qualified to be inspected for certification.
- As part of an effort to set up a small library of organic literature, to make information on organic farming more accessible to members in that parish of the region, the first two books (The JOAM Standard and The JOAM Farming Handbook) have been donated to the parish group.

2005-2006 Work Plan

For the new JOAM year we will be seeking to:

- Increase the participation among the regions members by 15-25% (organic sensitization program)
- Initiate contact with, and have meetings and/or presentations on the principles of organic agriculture to at least two schools and one community group (organic agriculture sensitization)
- Launch a membership drive to increase the size of the membership in St. Thomas by 100%
- Encourage a minimum of four farmers from the region to submit pre-inspection application forms for organic certification
- Educate the membership, through literature and on-farm demonstrations, on the basic principles of organic agriculture and how to establish a functional and efficient organic production system.

The proposed activities to accomplish these objectives are as follows.

- Three Farm Days, each with a theme based on topics that are critical in setting up an organic farming system
- Inviting 3 speakers on selected topics that are critical to establishing organic systems at three St Thomas meetings.
- Improve the St. Thomas Group Library by implementing book loan from JOAM and two permanent additions to the library so that at least 18 pieces of literature would have been circulated through it.
- Inviting members to make oral reviews of literature three times during the year.
- Develop an Organic Quiz to encourage more reading and retaining of information.
- A visit to a functioning Organic Farm.
- Quarterly certification drive. Designing an organic evaluation sheet and encouraging farmers to fill it out quarterly free of cost. Use results to encourage participants to fill out the JOAM pre-inspection questionnaire and make recommendations to others.
- Organic sensitization program in which groups within the region make presentation to their schools and community group

Proposed Activity Schedule (2005-2006)

	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.
Farm Days												
Library												
Quiz												
Oral Reviews												
Farm Trip												
Certification drives												
Organic Sensitization.												
Invited Speakers												

Budget (2005-2006)

Expenditure	(\$)
Farm Days	\$12,000
Establishment of library	\$5,000
Quiz	\$11,000
Farm visits	\$15,000
Certification drive	\$3,000
Organic sensitization	\$20,000
Guest speakers	\$18,000
Miscellaneous (travel, communication, etc).	\$5,000
Total	\$89,000

Sub-Committee's Reports

Membership Sub-Committee

Chair: Charmaine Mendez

Committee Members:

Georgia Rudolph

Sanneil Wilson

Goal:

To strengthen the organization by increasing the number of members and maintain the currency of the membership database

Objectives

1. Review membership issues, including classes of membership, qualifications for membership, and membership application forms.
2. Encourage non-member organic producers, suppliers and academic professionals to join JOAM.
3. Provide information from the membership database on request
4. Update and improve database
5. Prepare and deliver welcome packages to new members.

Strategies:

- Develop and recommend strategies for improving the inflow and renewal of membership to the JOAM MSC.
- Periodically contact those who withdraw their membership to identify their reasons for doing so and recommend appropriate actions to the MSC.
- Respond to JOAM MSC requests to address specific membership issues.
- Meet with members of the committee as necessary.
- Recommend concepts for membership campaigns to be implemented by JOAM based on recommendations from members.

Achievements 2004 - 2005

At the beginning of the administrative year the membership of JOAM stood at 125 members. This was increased to 159 members at the end of August 2005; an increase of 20%. Although the fundamental objectives of the committee were met, there is still room for much improvement. The membership will have to be more aggressive in carrying out duties in the coming year.

Workplan 2005 - 2006

- Make the database more accessible and useful.
- Improve contacts between the committee and general membership
- Increase membership by at least 20% with the aid of a membership expansion drive.
- Contact persons who have not completed the membership application process.

Budget 2005 – 2006

Expenditure	(\$)
Printing of application forms (200 @ \$5 each)	\$1,000
Preparation of membership packages (50 @ \$300 each)	\$15,000
Postage (50 @ \$30 each)	\$1,500
Total	\$17,500

Events Sub-Committee

Chair: Marie Dixon-Seidel

Committee Members:

Joan Gaynor Miller

Lois Morgan

Nickeisha Reid

Goal:

To successfully plan and coordinate all JOAM events as well as JOAM's participation in events hosted by other organizations.

Objectives

- To coordinate and implement meetings, seminars, etc.
- To disseminate information on events in collaboration with other JOAM entities
- To cultivate a unique JOAM atmosphere reflecting organic principles, environmental awareness, respect, remaining consistent and congruent
- Practise quality control methods to analyse impact of events
- To benefit members: show and sell their produce, offer discounts, fundraise
- To develop a resource folder with list of contacts, experts for giving talks on topics relevant to organic agriculture, thereby promoting expertise of members.

Strategies

- Formulate a concept of ideal JOAM events and identify problem areas
- Facilitate discussions, brainstorming sessions and feedback from others regarding solutions to possible problem areas
- Develop an events calendar and an events checklist

Activities and Achievements 2004-2005

All our objectives were achieved at least in rudimentary form.

- An Events Calendar, Events Kit, and Events Checklist were developed but all need refinement and improvement.

- A draft Events Committee Profile was composed for the JOAM Handbook.

The EC helped to organise and implement the following events:

- Northeast regional launch in February 2005
- Extraordinary General Meeting in April 2005 - The target of about 50 participants was met. Aims and tasks at the EGM were more clearly defined with the help of the Events Checklist.
- JOAM's participation at Jamaica Wellfest in May 2005 - This unplanned event was fairly successful, relying on the good sense and dedication of a broad selection of JOAM volunteers. Coordination was imperfect, but JOAM's outreach work was possible. Certified organic producers marketed products and received free advertising courtesy of JOAM. Two EC coordinators mobilised about twenty volunteers and producers at short notice to fill and man the booth. Next time a prep session, informing volunteers of duties, filing down details and agreeing on procedures etc. would improve chances of a better outcome.

Increased input from the general membership and formalisation of the committee's relationship with regional groups remain areas which will need special attention for the next year. The committee's work should become less centralised and the EC will act more as a coordination and facilitation body, supporting the other JOAM entities rather than being prominent in event implementation itself. This is a more sustainable model than to have the onus of events fall on the same four or five dedicated members all the time.

According to the Events Calendar drafted at the beginning of the year, there should be a big fundraiser and one more regional launch this year. The fundraiser has been postponed several times due to lack of experience and manpower to plan and coordinate it successfully as so many other things took priority. However, the EC proposes to have the large Fundraiser as a pre-Christmas Fair and will seek regional/ membership input in order to define the scope and nature of the event. The MSC will be consulted on the question of the remaining regional launch/ orientation event.

Summary and Conclusions

The EC has been very productive and successful in its work for the 2004-05 fiscal year. We have a great team of members with different talents and interests, who are highly motivated, cooperative, flexible and mostly reliable. Three of four required minuted meetings were held, despite logistical challenges such as irregularity, and unusual venues like Devon House and Sovereign Centre. These difficulties were countered by use of (or attempts at) teleconferencing and email for planning & brainstorming (disadvantage: sometimes low/ slow response). The EC also addressed the question of fundraising in the absence of a functional JOAM fundraising committee. JOAM member Cordia Thompson gave valuable input there.

The achievements speak for themselves. Whereas the EC could benefit from a stronger membership support network, increased gender balance and more regional representation, the work continues in an encouraging vein and it is to be hoped that with membership input from the 2005 AGM the JOAM EC will achieve even greater things in the 2005-06 working year. Thanks to all those not mentioned by name who contributed to the success of our work.

Workplan 2005 -2006

Activities	1 st quarter			2 nd quarter			3 rd quarter			4 th quarter		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
AGM/EGM												
Participation in a national festival/show												
Fundraising event												
Launch of regional group												

Budget 2005 – 2006

Expenditure	(\$)
Preparation of events kits	\$45,000
Participation in festivals	\$20,000
Total	\$65,000

Standards and Certification Sub-Committee

Chair: Dr Kathy M Dalip

Members: Ms Nickeisha Reid
Dr Dwight E Robinson
Mr Nigel Young-Chin (overseas member)

Goal:

The overall aim of the SCC is to provide a framework within which local certification of organic farm production and processing can be standardised and carried out, with JOAM as the certifying agency.

Objectives:

- Continue process of promoting local certification
- Initiate process of local certification for those who apply

Activities and Achievements:

Activity 1: Continuation of process of promoting local certification

Achievements: Presentations JOAM's local certification process were made throughout the year at every available opportunity, including the launch of the North Eastern Regional group and a meeting of the National Organic Steering Committee.

Activity 2: Initiation of process of local certification for those who apply

Achievements: Four pre-inspection questionnaires were received during the reporting year. Of these, three were approved for certification inspections, of which one inspection has already been carried out. The report for this inspection is pending.

Work Plan for the Coming Year:

Activities

- Identification of five certifiable organic farms/operations
- Holding of two inspectors' training courses to train 30 organic inspectors

- Development of pre-inspection and organic inspection application forms for livestock
- Facilitation of the organic application process by holding workshops in each JOAM Region

Activities	1 st quarter			2 nd quarter			3 rd quarter			4 th quarter		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Identification of 5 certifiable organic farms/ operations												
Holding of inspectors' training courses												
Development of Livestock pre-inspection and organic inspection application forms												
Facilitation of organic application process												

Budget 2005 – 2006

Expenditure	(\$)
Printing of questionnaires (1000 pages @ \$5 each)	\$5,000
Inspection fees (12 @ \$14,000 each)	\$168,000
Preparation and postage of inspection packages (20 @ \$100 each)	\$200
Total	\$175,000

Public Relations Sub-Committee

Chair: Tracy Ann Logan

Members:

Kerry Ann Bennett
Stacy Ann Bennett
Jerome Wright
Lois Morgan
Ainsworth Smith

Objectives:

1. Improve professional image of JOAM
2. Increase the visibility of JOAM

Aims:

1. produce quarterly newsletters
2. create and maintain a professional website
3. continually produce and improve literature e.g. brochures
4. Seek collaboration with organizations with similar interests and initiate outreach programs that promote JOAM and organic agriculture techniques and way of life

L MAJOR ACTIVITIES FOR 2004 – 2005

Newsletter Publication

The JOAM management steering committee mandated the public relations sub-committee to work on three main areas for first year of office:

- Produce quarterly newsletters
- Update brochures
- Create and maintain website

The committee took some time to identify committee members and organize office, and so the first of the four newsletters was not completed. However, the remaining three newsletters were produced on time for the remainder of the administrative year.

Creation and Maintenance of Website

Website building is a costly expenditure, and so due to the financial constraints of JOAM non-commercial assistance with building the website. This proved to be a futile venture as no one followed up on there promises. The committee was successful however in having

the website rendered inactive, with a notification that it is being worked on. In the coming administrative year, the building and maintenance of the website will be made first priority. Funding will be sought to so that a very professional website can be obtained.

Update Brochure

The two most circulated brochures of JOAM are the JOAM brochure and the Standards and Certifications brochure. Both were updated and circulated.

Sub-committee Matters

While the public relations committee is one of the few that has a full quota of allowed members, it was not very active as a group. While members were quite willing to assist, they were unable to due to personal constraints such as inability to communicate, insufficient time due to work and other distractions. This and other factors led to the committee not accomplishing some of its goals most especially the creation of the website.

The sub-committee therefore, will be releasing those members who find they are unable to volunteer consistently while still welcoming any form of occasional assistance. New members will be sought, however, it will be emphasized that volunteers need to have the ability to give at least three hours per week to work within the committee and be able to communicate by email. They will be a drive for 2005 – 2006 for new committee members.

WORK PLAN FOR 2004 – 2005

The public relations sub-committee has been operational for a year for the first time in the history of JOAM. While not all activities have been successfully or even satisfactorily completed, lessons have been learnt that will make 2004 – 2005 a more successful year for the committee. The major activities that will be undertaken are outlined in table 1. The budget to finance this work plan will is outlined in table 2.

Work plan for the 2005 – 2006 JOAM administration year

Activities	1 st quarter			2 nd quarter			3 rd quarter			4 th quarter		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Produce quarterly newsletters												
Create website												
Update Website												
Update and distribute brochures												
Collaborate with 'like organizations'												
Obtain JOAM memorabilia												
JOAM regional promotion												

Budget for the 2005 – 2006

Expenditure	(\$)
Newsletter - Printing and postage (200 @ \$50 each)	\$10,000
Printing of brochures (1000 @ \$15 each)	\$15,000
Development and maintenance of website	\$150,000
Promotional activities - travel, venue costs, audiovisuals, stationary	\$60,000
Total	\$235,000

Projects Sub-Committee

Chair: Ava-Gail Gardiner

An official report was not received from this sub-committee as requested.

Activity Highlights

2004~2005

JOAM Participates in Jamaica Wellfest

JOAM participated in the Jamaica Wellness Festival (Jamaica Wellfest) held in May 2005. With the support of members we were able to mount displays on various aspects of organic agriculture and provide organic products for display and sale to patrons of the festival. The quick sale of the products and overwhelming request for additional products was a clear indication of the demand that exists locally for organic products. The patrons of the festival were open to the concept of organic agriculture and we were able to make some useful linkages and recruit a few new members.

JOAM Northeastern Region Launched

The JOAM northeastern region was launched at Glenleigh, in Highgate St. Mary on Thursday, February 17, 2005. The event, which was kindly hosted by Mr Alfred Whittaker, was very successful with over 50 JOAM members and guests in attendance. Several short presentations were made on the history and structure of JOAM, organic certification, the Ministry of Agriculture's interest in the sector and the REAP project. At the end of the presentations, participants were given a tour of the Glenleigh farm.

Southeastern Region's Farm Day

On May 28, 2005, the Southeastern region hosted a "Farm Day" at the residence and farm of Brian and Barbara Allen in Mt. Pleasant District in St. Andrew. The day's activities included a tour of the farm and a discussion session. The participants were able to socialize with each other over lunch and discuss various aspects of organic farming including contamination control, soil conservation, nutrient management techniques, crop selection and organic certification.

JOAM's involvement in the National Organic Agriculture Steering Committee

JOAM played a pivotal role in the decision by the Ministry of Agriculture to form a broad-based committee to develop and implement their national organic agriculture initiative. The National Organic Agriculture Committee was formed in March 2005 and is being chaired by the Chairman of JOAM (Dr. Dwight E. Robinson). The committee has completed the development of a project document with proposed activities in the following areas: A national policy, sensitization and training, preparation and dissemination of literature, development of an organic seed production programme, research & development, organic certification and the identification of land to be dedicated to organic agriculture. The project is now in the implementation stage.

JOAM's Annual Retreat

JOAM held its annual retreat on June 17 – 19, 2005 at the Eltham Training Centre in St. Ann. The event, which was facilitated by Jacqui Sharpe, was attended at some stage by all except two members of the executive. We were able to review our plans against performance for the current year, finalise our bylaws, review and adjust plans for the 2005/2006 administrative year and make plans for 2006/2007.

The interactions during the discussion along with those at the dining table, at the pool, on the jogging trail, on the steps or under the mango tree enabled increased unity among the team.

Proposed Activity Schedule

2005~2006

Activities	1 st Quarter			2 nd Quarter			3 rd Quarter			4 th Quarter		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Core												
Audit of accounts	■											
Annual General Meeting	■											
Board Meetings		■			■			■			■	
Ext. General Meeting							■					
Filing of Annual Returns		■										
Local Certification	■	■	■	■	■	■	■	■	■	■	■	■
MSC Meetings	■	■	■	■	■	■	■	■	■	■	■	■
MSC Retreat								■				
Regional Meetings			■			■			■			■
Sub Committee Meetings	■			■			■			■		
Special												
Fund Raising		■										
Inspection for Int. Certif.						■	■					
Holding of inspectors' training courses							■					■
Development of Livestock pre-inspection and organic inspection application forms	■	■	■	■	■	■	■	■	■	■	■	■
Facilitation of organic application process			■		■				■			■
Produce newsletters			■			■			■			■
Create and update Website		■		■	■							
Update Website						■			■			■
Update and distribute brochures		■	■					■			■	
Collaborate with 'like organizations'		■	■	■	■	■	■	■	■	■	■	■
Obtain JOAM memorabilia				■	■							
JOAM regional promotion				■	■	■	■	■	■			

Annual Budget 2005~2006

Category	Input/Purpose	(\$)
Income		
Membership fees	140 members @ \$500 each	\$70,000
Sale of publications	10 handbooks @ \$1000 each	\$8,000
	10 standards @ \$600 each	\$5,000
Inspection fees	12 @ \$17,000 each	\$204,000
Fund raising		\$100,000
Donations		\$653,900
Sub-Total		\$1,040,900
Core Expenditure		
Auditing of accounts		\$35,000
AGM	Notification, documents, refreshment, venue	\$16,000
BOD meetings	Documents, refreshment for four meetings	\$12,000
EGM	Notification, documents, refreshment, venue	\$16,000
Filing of returns		\$5,000
MSC meetings	Documents, refreshment for 12 meetings	\$36,000
MSC retreat	12 persons @ \$3500/person	\$42,000
Sub-committees		
Membership		\$17,500
Public Relations		\$235,000
Standards and Cert.		\$175,000
Projects		-
Events		\$65,000
Regional Groups		
Southeastern		\$89,000
Northeastern		\$37,400
Western		\$260,000
Sub-Total		\$1,040,900
TOTAL INCOME		\$1,040,900
TOTAL EXPENDITURE		\$1,040,900
VARIANCE		\$0,000

Member List of the Jamaica Organic Agriculture Movement, JOAM

Individual Members			
Allen	Mike (Mr.)	Lee	David
Allen	Toni (Mrs.)	Lee	Wendy
Allen	Claudette	Lewis	Thomas Cresswell
Allen	Bryan	Lindsay	Joseph
Anderson	Bryan	Llewellyn	Bernice Victoria
Aris	Jean	Logan	Tracy
Bailey	Anne Caroline	Mair	Karen
Bennett	Kerri - Ann	Manuge	Marianne
Bennett	Stacy - Marie	Martin	Raymond
Bonner	Velma	Massa	Alison
Boyd	Frederick Anthony	Mendez	Charmaine
Braun	Markus	Miller	Joan Gaynor
Brown	Idelle	Morgan	Lois
Brown	Ivor	Morris	Erna
Brown	Maxine	Morrison	Naftalyle A.
Brown	Clifton Alexander	Moyers	Peter
Burke	Jonathan	Pair	James
		Palmer	Kwesi Shachara
Carberry	John	Parkes	Collan
Cohen	Jane	Powel	Beriah
Coore	David	Preddie	Timothy
Crum Ewing	Robin and Susan	Quinn	John
Dalip	Kathy	Rattigan	Rhema
Dockery	Bunny Vaston	Redwood	Zahra Omalara
Dodman	Victoria	Reid	Nickeisha
Fender	Andrea	Ribbe	Sigrid
Forrestor	Lindell	Robinson	Dwight
Francis	Otis	Rodney	Omar
Fraser	Jethro	Rose-Dixon	Ivel, S
Fullerton	Eric	Rowan-Campbell	Dorienne
Gardiner	Ava-Gail	Rudolph	Georgia
Gilling	Mohan	Seeram	Harry
Gordon	Lloyd	Seidel-Dixon	Marie
Grant	Courtland	Sharpe	Jacqui
Gray	Hubert	Smith	Ainsworth
Gray	Rupert	Soltau	Marguerite Yvonne
Haye	Shirley	Stanley	Nadine
Housen	Wayne	Thompson	Cordia
Helberg	Ulrich	Vaidya	K.R
Henriques	Louise	Vassell	Cyril
Hickey	Patrick H	Weigl	Marianne

Isaacs-Greene	Patricia	Williams	Kaydene Thiana
Johnson	Errol	Williams-Smith	Marcia
Johnson	Hugh	Wilson	Sanniel
Johnston	Denise, Mariella	Wright	Jerome
Johnston-Miller	Carol		
Lawrence	Janet		
Lawrence Jr.	Frank E.		

Group Membership	
LouDun and Associates Ltd.	Woodside Women's Organic Farming Collective
Northern Jamaica Conservation Association	

Member of Standing Committee
Densie Robinson