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# MOAF TRADE NEWSLETTER

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MINISTRY OF AGRICULTURE AND FISHERIES



## LET'S TALK TRADE!

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**\*BONUS FEATURE\***

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## Animal Movements

### CARICOM-Approves Animal Policy

The CARICOM Trade Policy for Animals and Animal Products was developed as a direct response to the demand from Member States and a subsequent mandate of the 46<sup>th</sup> Council on Trade and Economic Development (COTED). The policy was prepared with support received from the Inter-American Institute for Cooperation on Agriculture (IICA). The objectives of the policy are as follows:

(i) provide an enabling and effectively regulated environment for the trade and importation of animals and animal products in the Community;

(ii) adopt harmonized measures for the trade and importation of animals and animal products into and within the region through unified sanitary and phytosanitary (SPS) protocols

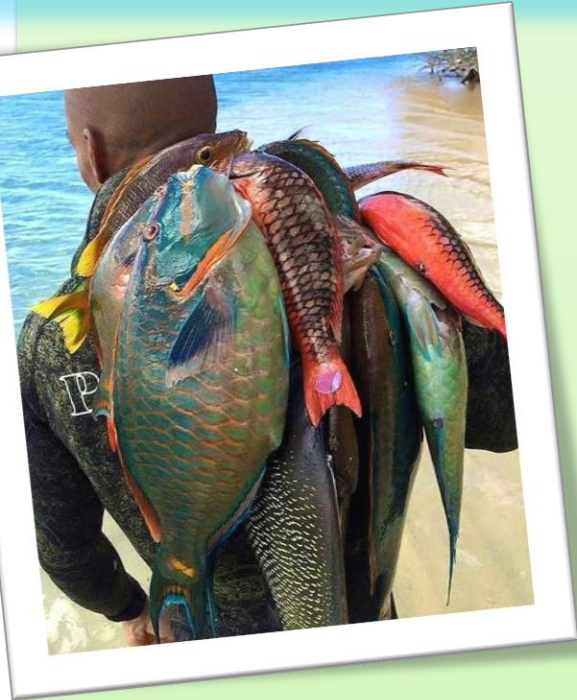
(iii) create transparency in the import arrangements through the use of established protocols; and

(iv) harmonize CARICOM policy with internationally accepted and established procedures for trade in animal.

The policy was approved at the 94<sup>th</sup> Ministerial Meeting of the COTED held in November 2021.

# LET'S TALK FISH!

## WTO NEGOTIATIONS ON FISHERIES SUBSIDIES



The World Trade Organization (WTO) negotiations on fisheries subsidies were launched in 2001 with a mandate to “clarify and improve” existing WTO disciplines on fisheries subsidies. Following the conclusion of the virtual meeting of Ministers on July 15, the publication of the draft text was circulated to WTO Members in advance of the 12<sup>th</sup> Ministerial Conference (MC12) that was scheduled for December 2021.

### **Jamaica's Position**

Jamaica would like to ensure that any rules adopted will not affect its ability to develop the fisheries sector. As such, Jamaica is seeking the provision of policy space to support artisanal fisheries. Additionally, the disciplines should not hinder Jamaica's ability to transform the sector.

### **Update on MC12**

The General Council postponed the Ministerial Conference after an outbreak of a particularly transmissible strain of the COVID-19 virus that led several governments to impose travel restrictions that prevented many ministers from reaching Geneva.

### **Domestic Support in Agriculture**

Under the Agriculture Agreement, all domestic support that benefits farmers is subjected to rules. Conceptually, there are two basic categories of domestic support based on whether trade is “distorted” (when prices and supply or production differ from their normal market levels or not).

#### **Types of Domestic Support**

##### **Green Box**

Support that does not distort trade or does so minimally. This is allowed without any limit. It includes measures such as government-funded agricultural research or training.

##### **Amber Box**

Trade-distorting support such as a government buying-in at a guaranteed price. It is constrained (amber or yellow, comes from the slowdown colour on traffic lights).

### **WTO Agreement on Agriculture**



# the power of brand



## BRANDING A BIG TINGZ



The Jamaican brand is one of the most recognisable brands in the world. 'Made in Jamaica', the Jamaican mark and the Jamaican geographical indicator (GI) are all aspects of branding that add tremendous value to the already excellent products that are generated in the sector. However, this area remains largely untapped as there is no consistency in branding Jamaican products across the board. Capitalizing on this is essential for integrating and developing a nation-branding strategy and cultural policy within its national development, including the current National Export Strategy. There is no protection implemented for illegal use of our intellectual properties such as our national symbols. In fact, the Trade Marks Act prohibits the registration of any representation which consists of or contains a representation of the Coat of Arms, National Flag and any other national symbol. Nonetheless, this restriction is ONLY in relation to the registration of the mark and does not prohibit the use of the symbols themselves.

Protection of the Jamaican brand will be of critical importance for the sector. The law protecting GIs mandates that only products or the raw materials originating from a particular area and/or meeting certain standards are allowed to benefit from this special designation. While there is an array of laws and regulations in this regard, enforcement will be crucial in order to truly take advantage of Jamaica's brand for effective competitiveness.

Jamaica's Vision 2030 places constructing a successful cultural and branding strategy at its forefront. As such, branding has a profound effect on the country's perceived quality and likability in the minds of consumers by lending credibility, respect and status to its products and services that are offered. Additionally, research has proven that branding has a very strong influence on customers' willingness to purchase products and the price level they are willing to consider. Brand Jamaica origin alone can be the reason for success or failure of a certain product sold at a certain price point due to the associations it conjure in consumers' minds.



## **The Agriculture Trade Enforcement Advisory Mechanism (ATEAM)**

On September 2, 2021, the Ministry of Agriculture and Fisheries (MOAF) launched the Agriculture Trade Enforcement Advisory Mechanism (ATEAM). The establishment of the ATEAM is a part of the MOAF's commitment to optimize opportunities for Jamaica's export earnings from agricultural products. The ATEAM is a government and business partnership to remove unjustifiable trade restrictions that affect the growth of Jamaica's exports. The ATEAM is designed as a clientele-based initiative which will assist small and medium enterprises (SMEs) to resolve discriminatory trade practices that stymie the growth of Jamaica's exports and market share on the premise of technical and non-technical trade-related issues.

### **Achievements To Date**

The ATEAM was instrumental in Carmo Trading obtaining a business license from the Jamaica Agricultural Commodities Regulatory Authority as well as documentation on declaration of conformity; registration of the supplying company's information and the manufacturing enterprise's information, to comply with the recent change in the People's Republic of China's policy regarding the importation of Blue Mountain coffee and other items. The new policy, which took effect on the 1st of January 2022, requires all green coffee beans entering China to be declared to its customs authorities in advance in order to clear customs.

### **Other Achievements**

- 1) Analysed and disseminated export opportunities under the CARICOM Grant of Suspensions of the Common External Tariff (CET).
- 2) Developed 10 export profiles of products with the greatest export potential to the world and
- 3) Established strategic partnerships with the Jamaica's Mission in Geneva and Jamaica's Embassy in China to obtain market access for Jamaican products. Specifically, Jamaica's Mission in Switzerland covers Italy, Austria, Turkey, Greece, Liechtenstein and Cyprus, and has honorary consuls in Rome, Athens, Istanbul, Ankara and Vienna.

The Agriculture Trade Enforcement Advisory Mechanism (ATEAM) and the International Trade Centre (ITC) are working closely to strengthen the capacity of exporters, officials and trade advisors by providing a series of customized webinars. The main objective is to equip the audience with practical knowledge and empower them to:



- i. use ITC tools to assess opportunities for supply and market diversification;
- ii. identify untapped export potential for specific products or markets;
- iii. better understand market access, regulatory requirements, barriers to trade to better prepare for export, and;
- iv. recognize the importance of preferential trade agreements (PTAs) and associated rules of origin.

# Bilateral Trade

## BILATERAL AGREEMENTS

### Jamaica-Trinidad and Tobago Trade Complaints Mechanism

On March 9, 2021, Minister of Foreign Affairs and Foreign Trade, Honourable Minister Kamina Johnson-Smith, participated in a virtual meeting with her Trinidadian counterpart, Minister Paula Gopee-Scoon. Both discussed new and outstanding trade matters, including market access for pork and poultry, the draft Jamaica-Trinidad and Tobago Bilateral Framework Agreement, and CSME issues. Both ministers agreed to sign off on the Jamaica-Trinidad and Tobago Trade Complaints Mechanism. This will, hopefully, prevent trade distortions between both countries and will be formally launched in 2022.

### CARIFORUM EU EPA

The CARIFORUM-EU EPA was signed on the 15<sup>th</sup> of October 2008 by twenty-seven (27) Member States of the EU and fourteen (14) CARIFORUM states, including Jamaica. The agreement has been provisionally applied by Jamaica since the 29<sup>th</sup> of December 2008. One main provision of the agreement is continuous monitoring and reviews. The first 5-year review was held in 2015 and the second 5-year review has been under way since 2019. The conclusion of the review was postponed due to the COVID-19 pandemic. However, technical work continues with the aim of concluding the review in early 2022.

Related to the 5-year review are: (i) The Review of Protocol 1(Rules of Origin) of the Agreement, to simplify the concepts and methods used to determine origin surrounding the development needs of the CARIFORUM states and (ii) The development of a Monitoring and Evaluation (M&E) Framework for the EPA to allow for data gathering from relevant national sources to facilitate monitoring procedures.