

**REMARKS FOR  
HONOURABLE NORMAN DUNN, MP  
FOR LAUNCH CEREMONY  
CARIBBEAN EXPORT'S SUPPORT  
TO THE JAMAICAN COFFEE SECTOR'S INTEREST  
IN THE EU MARKET  
ON THURSDAY, JANUARY 27, AT 10:00 AM**

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DELIVERY MODE – IN PERSON

**SALUATIONS**

- Chairman
- Senator the Honourable Kamina Johnson Smith, Minister of Foreign Affairs and Foreign Trade
- Ambassador Sheila Sealy Monteith, Permanent Secretary, MFAFT
- Ambassador Symone Betton- Nayo, Embassy of Jamaica, Brussels, and Mission to the European Union
- Mr Deodat Maharaj, Executive Director, Caribbean Export
- Mr Norman Grant, President, Jamaica Coffee Exporters Association
- Mr Chris Docherty, Windward Commodities
- Members of the Media
- Distinguished ladies and gentlemen

Good morning.

It is my pleasure to participate today as we launch this initiative aimed at expanding Jamaican coffee exports to the EU, and improving its competitiveness within that market.

Jamaican coffee is one of our most recognizable commodities in the international market, and stands tall among other Jamaican favourites such as our jerked sauces, rums and patties. The Jamaican Blue Mountain coffee brand, in particular, has come to be associated with fine taste and sophistication, due to its superior flavor, quality and appearance. It commands top prices in many markets.

Our Ministry of Agriculture and Fisheries reports that coffee cultivation and production of coffee generated up to US\$17 million per year for the last three years.

Despite various challenges, production of the crop remains viable, both as a strong foreign exchange earner and as an income generator for the over 7,000 growers and an estimated 102,000 farm families which are involved in the sector.<sup>1</sup>

The potential for the sale of Jamaican coffee in the international market is not fully realized, particularly in the European Market, which currently accounts for about only 10% of Jamaica's coffee exports.

Data from the Centre for Promotion of Imports from Developing countries (CBI) indicates that Europe is the largest coffee market, and is responsible for a third of global consumption. Additionally, there is a growing specialty coffee segment which offers exporters the opportunity to compete on quality and on establishing long-term relationships rather than price. The long-term demand in the European market is expected to remain stable.

We are therefore extremely pleased with this support from Caribbean Export which will help us to more efficiently coordinate our response to the European Market.

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<sup>1</sup> Jamaica Coffee Exporters Association : <https://jamaicacoffee.org/what-we-do/>

Under this partnership, we expect to:

- examine the challenges of coffee exporters seeking to tap into EU markets;
- develop a market penetration strategy for Jamaican coffee exporters to the EU market;
- identify unique market opportunities for single origin and organically grown coffee; and
- identify value added products, all with a view to creating increased opportunities for Jamaican entrepreneurs and maximising our earnings from this beverage, which is in such high demand globally.

I therefore express my appreciation to Mr Maharaj of Caribbean Exports. Their support to us extends beyond this initiative, and I underscore my Ministry's appreciation for the benefits flowing to the MSME sector through Caribbean Export Development Programmes, which have assisted many of our companies to access new export markets and receive much-needed mentorship and capacity building.

No small amount of gratitude is also due to Ambassador Symone Betton-Nayo, Jamaica's representative in Brussels, who has used her good offices to bring this initiative to fruition.

The Ministry of Industry, Investment and Commerce, through our investment arm JAMPRO, as well other relevant agencies of the Ministry, will use all available resources to ensure that this initiative advances our agenda of seeing a noticeable, sustained increase in Jamaican coffee exports to the European Union in coming years.

Ladies and gentlemen, thank you.