



RADA
RURAL AGRICULTURAL
DEVELOPMENT AUTHORITY

The Rural Agricultural Development Authority

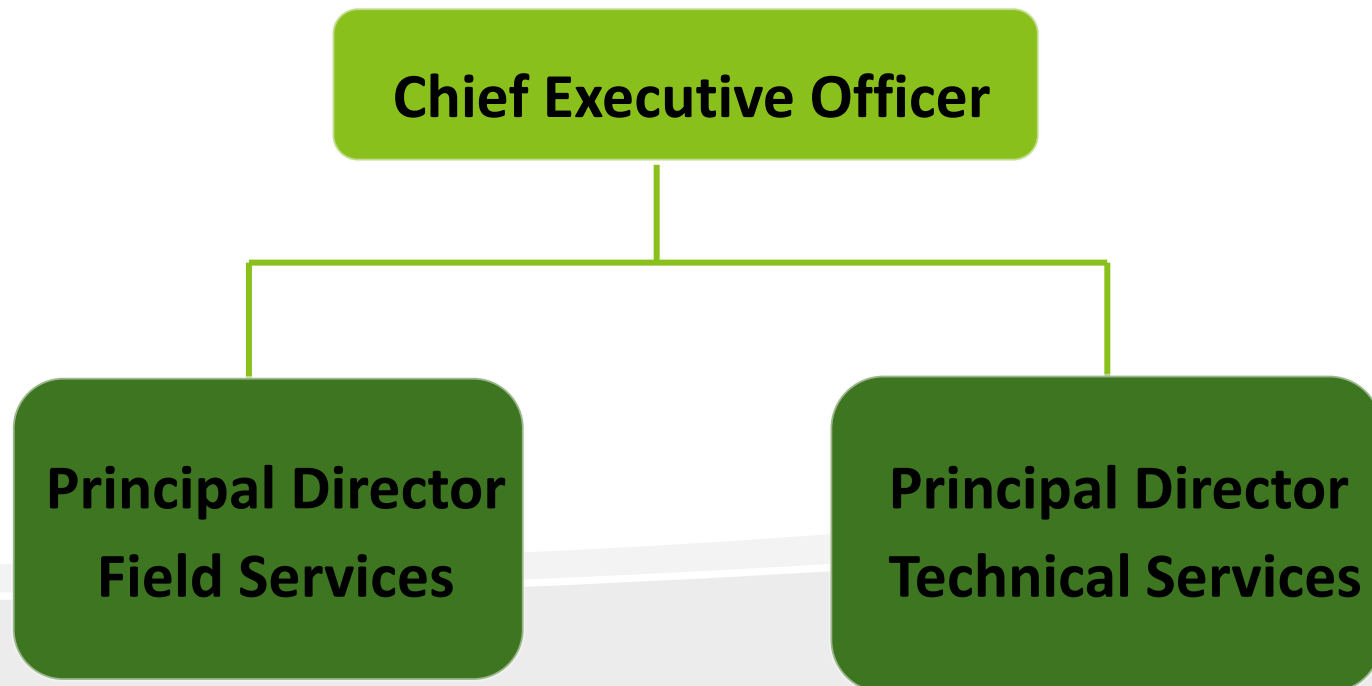
Extension and Advisory Services

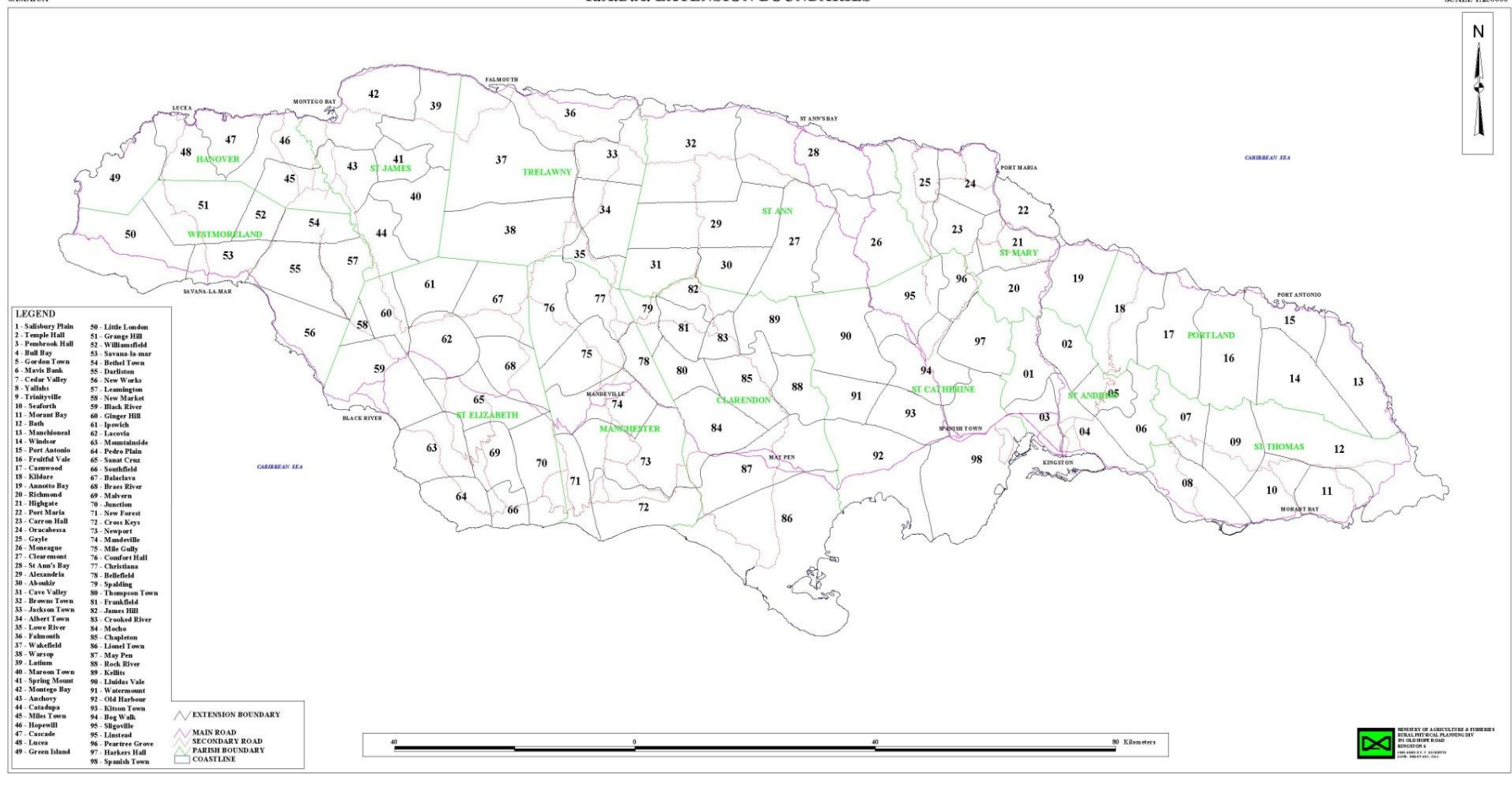




Introduction

- RADA – established as a statutory body in 1990
- 98 extension areas
- 160,000 registered farmers







Goals & Objectives of RADA

Vision:

To become the leader in the drive towards achieving national economic growth and stability through agricultural development.

Mission:

RADA is committed to promoting the development of agriculture in Jamaica, as the main engine of economic growth in rural communities, through an efficient and sustainable extension service which will enhance the environment and improve the quality of life of rural farm families



RADA's Mandate

RADA's mandate is primarily to serve small and medium-size farmers in the rural areas in an effort to enhance their productivity and income, while at the same time fostering the development of rural infrastructure and meeting farm family social needs. It will therefore function to:

- *sustainable extension service;*
- *supplement information to rural development agencies thereby assisting to advance improvements in rural infrastructure;*
- *assist social services, by providing information that will aid them in the development of programmes for farm families;*
- *Provide technical advice to farmers of all size*

RADA Strategic Direction 2013-2016



- Improvement in the attractiveness of agriculture to encourage new entrants including Women and Youth
- Promote agriculture and related activities to facilitate rural development
- Organization Re-Alignment –to reflect the technical nature of the Authority
- Develop alternative sources of income for the organization



RADA Service Delivery Strategy 2013-2016

- Greater Emphasis of Technology Transfer – *Demonstration Plots*
- Food Safety and Plant Health – *Traceability and Standards*
- Staff Training and Capacity Enhancement
- Promotion of Local Production, Consumption and Export
- Strategic Partnerships
- On-farm Mechanization and Infrastructure
- Market Driven Production
- Climate Change Adoption and Mitigation Promotion
- Agro-Processing Development (Value Chain Enhancement)
- Clustering and Group Formulation

Areas of RADA's Intervention



Extension Services

- Protective Agriculture
- New Production Systems
- Extensive Farmer Training
- Environmental Management
- Group Formulation
- Technology Transfer

Technological Information

- Publications
- Farmer Training
- Irrigation/On-Farm Water Management
- Livestock /Plant/Crop Care & Food Safety
- Agricultural Information System (ABIS)

Marketing

- Market Identification
- Market information
- Produce Information
- Farmer Strategic Positioning

Home Economics

- Income Generation for rural women
- Rural Women Training & Development
- New Agro-product Development



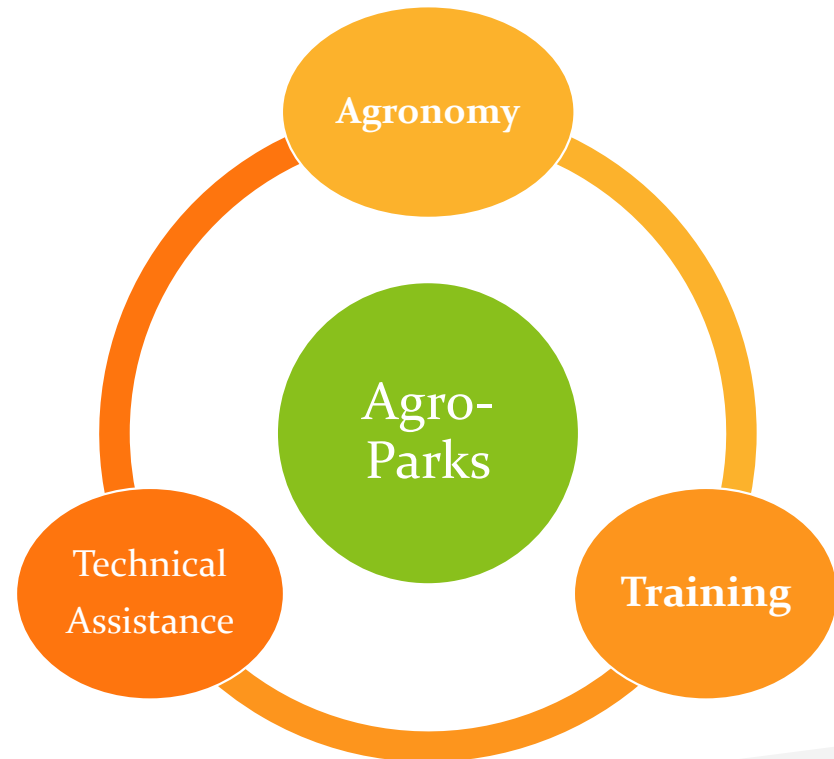
Crop and Livestock focus by RADA 2013-2016

- Irish Potato – *15,000,000kg in the short term*
- Onions – *2,032,320kg or 20% of local demand in the short term*
- Ginger – *261,550kg or 30% of local demand in the short term*
- Callaloo – *15,693,000kg for export*
- Pineapple – *17,607kg in the short term*
- Livestock Development – *2-9% growth in (pigs, goat & sheep)*
- Other Domestic Crops to increase production by at least 3%



RADA and the Agro-Parks

- Technical Assistance
- Farmer Training
- Land Husbandry
- Agronomy
- Strategic Partnerships





Expected Results of Agro-Parks

- 9 Parks to be established
- 3,237 Hectares of land into production
- Import substitution of 60,100 tons of produce
- Direct Marketing Arrangements
- Market Driven Production
- 5000 persons to benefit directly and indirectly
- Foreign exchange earning and saving \$4B
- Development of specially targeted crops and livestock

RADA SERVICES



Social Services/ Home Economics

- Food and Nutrition
- Agro-processing
- Family life
- Consumer education
- Income generation
- Entrepreneurship



Marketing

- Farmer training
- Market access/linkages
- Jamaica Agricultural Information System (JAMIS)
- Post-harvest management



Crop Care

- Farmer training
- Pest surveillance
- Field visits/Farm inspection
- Integrated Pest Management (IPM)
- Good Agricultural Practices (GAPs)
- Pest/Pesticide Management
- Demonstration/Validation plots
- Food Safety



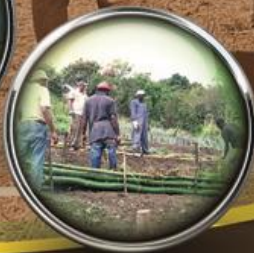
Livestock

- Farmer training
- Livestock projects/programmes
- Field visits
- Animal husbandry
- Animal welfare



Irrigation

- Farmer training
- Water harvesting
- Field visits
- Water utilization
- Irrigation installation



Land Husbandry

- Farmer training
- Agricultural Disaster Risk Management (ADRM)
- Climate change adaptation
- Soil fertility management



Farmer Field School

- "Learning by doing"
- Share ideas in small groups
- For improving best practice
- Fostering innovation



Expositions

- Denbigh
- Careers
- Health and Nutrition
- Parish expos
- Parish open days



Farmer Training

- Nursery production
- Marketing
- Livestock production
- Land husbandry
- Farm planning
- Post-harvest management
- Agronomic best practices
- Greenhouse production
- Orchard management
- Backyard garden

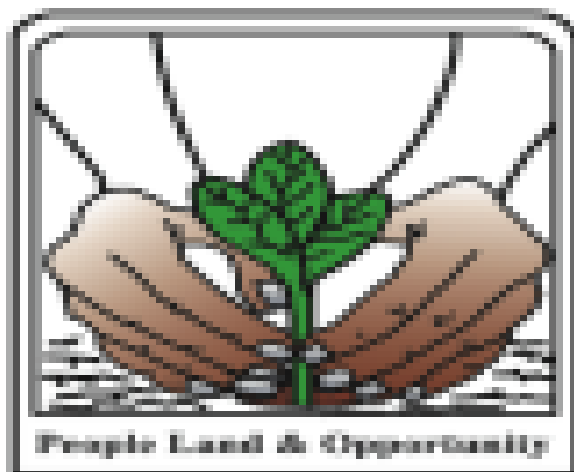


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For further information contact:
RADA, Hope Gardens, Kingston 6, Jamaica.
Tel: (876) 977-1158-62; FAX: (876) 970-4077
E-mail: dtiti@rada.gov.jm / www.rada.gov.jm

Toll Free: 1-888-ASK-RADA
1-888-275-7232





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THEEND