GROWING TOGETHER FOR JAMAICA: An Agricultural Collaboration

**PURPOSE**
Develop an ownership strategy and implementation plan for an agricultural social intermediary in Jamaica

**ACTIVITIES**
Research

**RESULTS**
Stakeholder Needs

- **Farmers**
  - Market Access
  - Quick Payment
  - Opportunity for growth

- **Investors**
  - Ability to run business as they wish
  - Quality control
  - Trust-based, constructive relationships

**INSIGHTS & LESSONS**
“Shifting the Burden”

- **Crop Advancement**
- **Market Access**

- **System Analysis**
  - Negative farmer engagement feedback loop
  - Incentive alignment
  - Coordinated communication & efforts
  - Ownership
  - Long term, not short term thinking
  - Implementation versus continual brainstorming