WORKING WITH BUYERS

PROPEL is a sustainable economic growth project funded by private donors and the Canadian Government through Global Affairs Canada (GAC), and implemented by World University Service of Canada (WUSC). The project is working with private sector buyers, producers, business service providers and other market system actors to facilitate the safe, effective and efficient movement of fresh produce from the farm level to HVMs.

PROPEL identifies the needs of HVM buyers at the local, intra-regional and extra-regional levels and then identifies producers that have the potential to meet that market demand in terms of quality and quantity of produce.

PROPEL uses a market systems approach to facilitate the development of commercially based linkages between producers and HVMs that will be sustainable and reach scale in terms of sales and the potential to continue to grow sales over time.

WHERE WE'RE WORKING

The five focus countries targeted by PROPEL for the implementation of project interventions are: Barbados; Dominica; Guyana; Jamaica; and St. Lucia. PROPEL has offices in Barbados, Guyana and Jamaica with additional staff and consultants based in other target countries.

CONTACT US

caribbean@wusc.ca
www.wusc.ca/en/propel

www.facebook.com/wusccaribbean
WorldUniService

Barbados & OECS Office
WUSC Caribbean Inc.
Lewis Tower, 3rd Floor, Rockley,
Christ Church, Barbados
246-427-9796

Guyana Office
WUSC Guyana
26 Lamaha & Irving Streets
Queenstown Georgetown
592-227-7839

Jamaica Office
WUSC Jamaica
4A New Green Road
Mandeville, Manchester
876-632-6889

WUSC Canada
World University Service of Canada (WUSC)
1404 Scott St., Ottawa,
Ontario K1Y 4M8
613-798-7477 or

WUSC CARIBBEAN

The Promotion of Regional Opportunities for Produce through Enterprises and Linkages (PROPEL) project is implemented by World University Service of Canada (WUSC) with funding support of donors and from the Government of Canada through Global Affairs Canada (GAC)

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WUSC CARIBBEAN

THE PROMOTION OF REGIONAL OPPORTUNITIES FOR PRODUCE THROUGH ENTERPRISES AND LINKAGES

PROPEL

"This project is exactly the kind of initiative we need to strengthen ties between our farmers and processors and major buyers in the region, like hotels and supermarkets. "

Roger Clarke, *Former Jamaican Minister of Agriculture and Fisheries*

ABOUT PROPEL

The Promotion of Regional Opportunities for Produce through Enterprises and Linkages (PROPEL) is a CAD $20 million project connecting fresh produce buyers in the region and beyond with Caribbean farmers, processors and related businesses. By 2018, PROPEL will have increased the absorption of fresh Caribbean produce into high-value national, regional, and international markets by CAD $l00 million.

To do this, WUSC Caribbean will work with a range of market actors including: buyers; producers; input suppliers; research institutes; extension service providers; and governments. Support will be provided to 11,500 small- to medium-scale producers as well as to processors and related businesses, to increase the supply of fresh produce agricultural products to high value markets (HVMs) such as: supermarkets; hotels; and traders (including exporters and importers) in the Caribbean.

PROPEL encourages gender equality, environmental sustainability, good governance and youth participation throughout the project.

PROPEL'S OBJECTIVES

1. Enhanced market collaborations among private sector buyers, male, female and youth producers and appropriate government and private sector institutions.

2. Increased access of male, female and youth producers to national, regional and international HVMs.

3. Increased capacity of male, female and youth producers and other market players to meet quality, quantity & safety needs of HVMs in an environmentally sustainable manner.

4. Increased knowledge and capacity of male, female and youth agri-preneurs to establish and operate businesses serving HVMs.

CROSS CUTTING THEMES

PROPEL has four cross-cutting themes that are addressed across programming. These are:

- **Gender Equality** - supporting women's and men's equitable access to HVMs; supporting women's leadership and decision-making in PROPEL-supported HVMs; and increasing institutional capacity of partners to equitably respond to the needs of women and men to address gender inequality issues.
- **Youth -** ensuring the engagement of youth producers and responding to their needs to involve youth in HVMs; supporting youth agri-preneurs in agri-business; and raising awareness of the potential for youth in the agriculture sector.
- **Environment -** promoting good agricultural practice (GAP) and adopting climate change mitigation measures while supporting awareness and capacity development on environmental issues.
- **Governance -** emphasis on enabling environment issues including: phyto-sanitary concerns; transportation; access to finance; and non-tariff barriers. PROPEL promotes a participatory process, broad-based engagement and inclusiveness.