



# Media Release

## TRADE MINISTRY TO COLLABORATE WITH POULTRY ASSOCIATION & TTBS TO BUILD AWARENESS OF INDUSTRY STANDARDS

**February 24, 2016:-** On Tuesday 23rd February, 2016, Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry was presented with a document titled 'Trinidad and Tobago Poultry Industry – 2016 Calidena Operational Plan to Implement the Key Calidena Initiatives' by members of the Poultry Association of Trinidad and Tobago (PATT). The Trinidad and Tobago Calidena project is one of a handful of similar initiatives being undertaken by various National Standards Bodies (NSB) in the CARICOM region, to pilot test the Calidena methodology. In the case of Trinidad and Tobago, the project is being piloted by the Trinidad and Tobago Bureau of Standards (TTBS).

The Calidena methodology seeks to strengthen the competitiveness and productivity of an entire industry's value chain via consultation, cooperation, action planning and implementation by stakeholders. The TTBS has selected the Poultry Industry as its first Calidena project, given its current economic importance as it contributes 60% to Agricultural Gross Domestic Product and employs directly and indirectly 30,000 to 40,000 persons. Additionally, the Poultry Industry has significant health value as it provides 65% of the nation's protein needs as most persons get their major supply of protein from chicken. Conversely, due to the weak and poorly monitored current legislative framework for poultry products, large numbers of the population could be significantly affected by unsafe chicken. Recently, the potential value of the Poultry Industry has increased given the potential foreign exchange that can be earned through the exportation of poultry products, once adequate laws specific to poultry products are established.

Four key initiatives have been identified as part of the operational plan, namely:

1. The Adoption of CARICOM Standards for Poultry
2. Address consumer Food Fraud and Food Safety Issues
3. Undertake a Consumer Education Programme
4. Catalyze Intra-Ministry and agency coordination.

Discussions at the meeting were centred on the implementation of a national consumer awareness campaign on the Calidena project and the relevant standards for the Poultry Industry. The PATT underscored the importance of the Ministry role as it relates to the launch of an awareness campaign, stating that 'if consumers are aware of the standards for the industry, they can assist with enforcement by ensuring that poultry farms abide by the standards'. It was noted that the role of the Consumer Affairs Division is crucial to this endeavour.

Minister Gopee-Scoon commended the Association for the work being done in the industry and gave her commitment to continue the collaboration in an effort to build awareness of the standards for the Poultry Industry in the interest of the consumers.

In attendance were Mr. Norris Herbert, Permanent Secretary (Ag.), Ministry of Trade and Industry, Mr. Theodore Reddock, Executive Director (Ag.), Trinidad and Tobago Bureau of Standards (TTBS) and other senior Ministry officials.