

# Importance of Genetics

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# Who Are We?

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- ▶ CB Group
  - ▶ CB Foods (Consumer Foods)
  - ▶ Newport Mills (Livestock and Animal Feeds)
  - ▶ Imagination Farms (Harvest Crops)

# Our Brands:

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- ▶ CB Foods
  - ▶ CB Chicken
  - ▶ Copperwood Pork
  - ▶ Caribbean Passion
  - ▶ Chippenham Eggs
  - ▶ Smart Eggs
  - ▶ Bad Dawg Sausages
  - ▶ Bonafide Burgers
  - ▶ Happy Foods
- ▶ Newport Mills
  - ▶ Nutramix Feeds
  - ▶ Front Runner Horse Feeds
- ▶ Imagination Farms
  - ▶ Homegrown
  - ▶ WISIC

# CB Foods:

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# Newport Mills:

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# Imagination Farms:

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*Homegrown*  
BY IMAGINATION FARMS

The logo for Homegrown by Imagination Farms features the word "Homegrown" in a green, cursive script font. Below it, the words "BY IMAGINATION FARMS" are written in a smaller, black, sans-serif font.

What's Behind the Madness?

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Build Jamaica through  
Sustainable Agriculture

# How We Do This:

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- ▶ Change the way Jamaicans eat
  - ▶ Healthy
  - ▶ Locally produced
  - ▶ Environmentally and economically sustainable



# The BHAG:

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Create 5,000 jobs by 2025

\* by developing sustainable industries

# Our Sustainability Campaigns:

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- ▶ Live Better With CB Foods
- ▶ Know Your Pork
- ▶ Drink Real Milk



# #KNOWYOURPORK



# Local Production

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- Chicken 80 – 90%
- Pork 75 - 85%
- Egg 90 - 100%
- Dairy 20 – 25%
- Beef 30 - 40%\* (what grade?)
- Sheep 20 - 30% (mutton vs lamb)
- Goat 20 - 30%
- Rabbit 100% (low consumption)
- Fish 5 – 10% (which fish?)

# Stages of Development

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- Chicken      Mature
- Pork          Growth (Late)
- Egg            Growth (Early)
- Dairy          Growth (Very Early)
- Beef           Introduction
- Sheep         Introduction
- Goat           Introduction
- Rabbit         Introduction
- Fish            Introduction

# Importance of Genetics:

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# Is there a relationship?

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- ▶ More mature industries are:
  - ▶ Heavily invested in by large private sector players
  - ▶ Have very active industry boards / organizations
  - ▶ Government tracks closely
  
- ▶ Genetics are:
  - ▶ First world
  - ▶ Easily accessible
  - ▶ Readily available

# Livestock vs Plants:

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- ▶ Same methodology:
  - ▶ Quality Genetics
  - ▶ Quality Inputs
  - ▶ Quality Management

# The New Frontier: Imagination Farms

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- ▶ Import Substitution
- ▶ Export Potential





# Imagination Farms:

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- ▶ Scotch Bonnet Peppers
- ▶ Sweet Corn
- ▶ Onions
- ▶ Sorrel



# Our IF Experience:

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- ▶ Inconsistent quality
- ▶ Unreliable supply
- ▶ Unhappy customers
- ▶ Unprofitable operations
- ▶ Stifled growth

# The Opportunities:

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- ▶ Structured industries
- ▶ Private sector participation and collaboration
- ▶ Government policy support
- ▶ Specialized nurseries

Rising tide lifts all boats

- President John F Kennedy

