

“BUY FRESH, BUY BAHAMIAN”

The subsistence farming culture that once embodied our great nation has been under attack for years. We have abandoned our family farms in search of greener pasture in an urbanized society. For many years the question of, “who would feed us if we stopped growing what we eat?” was a non-issue because we had ample access to a wide variety of imports.

However, with the raising costs of global food prices and a greater demand for food security among major producing countries, we can longer rest on our laurels. The reality is, that as a country that produces very little of what we or our visitors consume, the future doesn't look too bright. What's more is, we have come to believe that we either cannot produce what we need to sustain us or what we produce is inferior to what we import, both of which are untrue.

The Bahamas Government has begun the process of educating farmers about good agricultural practices that will allow them to produce top quality products. Bahamian farmers are realizing that what worked in the past will not work today. They are learning sustainable production practices that lend to better quality produce, greater yields and environmental stewardship. So the question then becomes, “are we there yet? Yes, the quality of Bahamian produce can compete and in most cases is much better than what we import.

Buying Fresh, Buying Bahamian provides a wealth of benefits to the consumer, the producer and the country as whole. 1) Buying Bahamian produce puts revenue in the hands of local farmers, your brother, your sister, your uncle, your aunt, your grandmother, your grandfather etc. 2) It increases the amount of foreign reserves that remain in the country by decreasing the national import bill. 3) It provides traceability and accountability to you the consumer because now you know exactly where the food you eat is produced. 4) It increases food safety because production practices are monitored by the Ministry of Agriculture. 5) It provides turnover income and jobs in other sectors as local producers spend money on inputs and services. 6) It puts you in directly in charge of your future by increasing Bahamian food security.

The old has become new again. Growing what you eat and eating what you grow is the wave of the future. Support Bahamian producers, support your family members, support your country...Buy Fresh, Buy Bahamian!