



## “If we can produce it here, don’t import it.”

That call has come from Senator Carmeta Fraser, director of the Food Promotion Unit of the Barbados Marketing Corporation. (BMC). - Barbados Advocate, March 14, 1991



Carmeta’s passion was felt the length and breadth of Barbados from the mid-1970s to the early 1990s, there was no one in Barbados who had not brandished Carmeta’s infamous war-cry: “Food comes first!”

Carmeta’s pathway was focused, her mandate simple: encourage Barbadian’s to growing more local food.

For her, whether in its natural state or preserved, Carmeta considered local food to be of better quality than what was imported.

From the small farmer to the restaurateur, this former Government Senator and President of the National Organisation of Women (NOW) held numerous courses on Food Preservation as the Food Promotion Specialist at the Barbados Agricultural Development Corporation. With her partners at the Barbados Marketing Corporation and the Food and Agricultural Organisation, Carmeta held numerous courses teaching food preservation technique that ensured longer shelf life of local fruits and vegetables.

Plantain and bananas, dried cassava, sweet potato, okra, breadfruit and carrots transformed into an assortment of jams, jellies and preserves, Carmeta’s promotion of local food consumption took many twists and turns. She believed that Barbados needed to produce its own food, and spent her life showing people from all walks of life, how to process and prepare nutritionally sound local fare.

According to the Barbados Advocate on March 25, 1993, when Carmeta touted: “Non-sugar agriculture ... as the unsung hero in earning valuable foreign exchange for Barbados,” “people were sitting down and waiting for the \$57 million or so from sugar earned, non-sugar agriculture was bringing in over \$200 million.”

Now more than 20 years later her calls passion and purpose are still applicable, the Carmeta brand lives on.



One that that can be described as an indigenous heritage brand, where Carmeta’s message and her purpose still live and are still relevant, where her purpose became her tagline as much as her cause.

The Barbados Agricultural Development and Marketing Corporation pays tribute to the memory of the late Senator Mrs. Carmeta Fraser, who underscored the value and contribution of developing of agriculture sector using technology, expertise, research and marketing.



**GROW LOCAL, BUY LOCAL.**