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Minister of Agriculture, Fisheries and Mining, Floyd Green engages with participants at the New Era Agriculture Youth Workshop, reaffirming the Ministry's commitment to ensuring young people are supported, guided and given real opportunities to thrive in agriculture.

🕒 08 Jul 2025

A partnership between the Ministry of Agriculture, Fisheries and Mining and Alkaline's New Rules Festival has delivered what many across social media are calling a landmark moment for youth engagement in agriculture. Held in Falmouth, Trelawny from July 2-3, the New Era Agriculture Youth Workshop brought together a targeted group of young Jamaicans for a focused, high-impact experience designed to bridge inspiration and implementation within the country's most essential sector.

Organised in collaboration with the Jamaica 4-H Clubs, the two-day workshop was aligned with the Ministry's broader agenda of modernising agriculture and creating viable pathways for youth participation. What distinguished this initiative was its integration of cultural capital, with the New Rules team, led by Dancehall superstar Alkaline, demonstrating the real impact of creative industries on national development. It was a fresh approach, one that brought energy, authenticity and relevance to the Ministry's youth outreach.

Minister of Agriculture, Fisheries and Mining, Hon. Floyd Green, described the workshop as a timely and strategic intervention. He noted that while agriculture offers real opportunity, the key is meeting young people where they are and giving them the space, tools and partnerships needed to chart a path forward. He praised the collaboration as a model for future programming and underscored the Ministry's commitment to going beyond a one-off engagement.

Participants were immersed in sessions that explored everything from export readiness and innovation to financial planning and brand development. These were led by technical officers from the Ministry and experts from the Jamaica 4-H Clubs, whose combined expertise grounded the workshop in practical opportunity. Scotiabank added a crucial dimension to the programme through a tailored financial literacy segment, designed to help participants understand income management and business growth within the agri-space.

A standout moment came from Rickardo Shuzzr, publicist for Alkaline and Communications Manager for New Rules, who delivered a presentation on marketing and entertainment in agriculture. He was instrumental in establishing the synergy between culture and agriculture, demonstrating that agriculture can be rebranded and repositioned without losing its substance. His session challenged participants to think about how storytelling, visibility and identity can transform the sector's appeal.

The workshop concluded with a high-stakes pitch competition, where participants proposed actionable solutions to real-world agricultural challenges. The top team received seed funding from the Ministry, alongside a cash contribution from Shuzzr LLC.

Equally impactful was the support from private sector partners who invested in making the experience tangible. Rum Bar Rum went beyond traditional sponsorship by offering dedicated agricultural education scholarships to participants, as well as gift baskets. The Future Energy Source Company (FESCO), through its brands Fesco, Fesgas and FYC Water, provided petrol vouchers, LPG gas cylinders and purified drinking water to support the youth directly. Boom Energy Drink also contributed gift baskets and participants received product packages from JP St Mary’s. These contributions elevated the overall experience, ensuring it was practical and rewarding.

As a special gesture, all participants were awarded tickets to the New Rules Festival.

“This workshop marks only the beginning,” said Minister Green. “The Ministry will continue working directly with this group of young people, taking them into the field, offering structured mentorship and ensuring that the support does not end when the event does. For us, this is how lasting transformation is built, in this new era of agriculture, through meaningful partnerships and long-term investment in people.”

The New Era Agriculture Youth Workshop is proof that when strategy, creativity and public trust align, new potential emerges in sectors long overlooked. It reflects a future where agriculture is modern, respected and embraced by the next generation of Jamaicans. As part of the New Rules Festival lead-up, the initiative was designed to give back, empower youth and support one of the nation’s most essential sectors.



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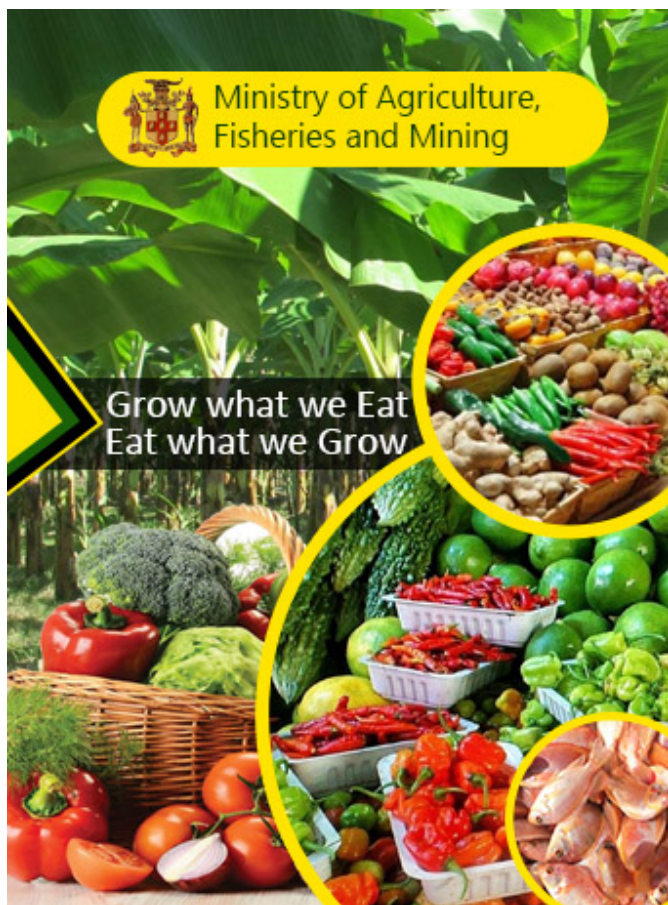
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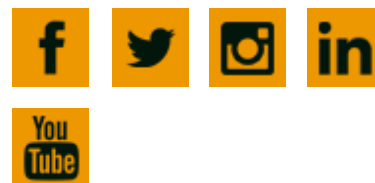
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