

Blue Mountain Coffee Day: A Call to Honour Farmers Through Action, Not Words

Kingston, Jamaica, January 9, 2025. Today, as we commemorate **Blue Mountain Coffee Day**, I extend heartfelt gratitude to the tireless farmers whose dedication and resilience have elevated Jamaica's Blue Mountain coffee to a world-renowned treasure. Your commitment to cultivating this premium crop, often under challenging conditions, embodies the true spirit of excellence.

However, while we celebrate the prestige of Blue Mountain coffee, we cannot ignore the pressing challenges faced by our farmers. The deplorable state of farm and main roads in communities such as Westphalia, Hall's Delight, Mavis Bank, Irish Town, and Gordon Town makes their daily lives and work exceedingly difficult. Traversing these roads to reach their farms or transport produce is a gruelling task that no farmer should have to endure.

Additionally, the escalating costs of vital inputs such as fertilisers and pesticides continue to impose an unsustainable financial burden on these hard working men and women. This situation is unacceptable, and it demands urgent action.

The Government must prioritise the needs of our farmers by:

1. **Investing in the repair and maintenance of roads** in farming communities, ensuring safe and efficient access to farms and markets.
2. **Expanding international promotion** of Blue Mountain coffee, securing better prices and more profitable markets for our farmers.

It is time to move beyond empty promises, speeches, and photo opportunities. The most meaningful way to honour our farmers and their extraordinary contributions is to take tangible steps to improve their quality of life. As the Caretaker Candidate for St. Andrew East Rural, I stand in unwavering solidarity with our farmers. I pledge my continued support in championing their cause and working to create a stronger, more sustainable coffee industry—one that genuinely benefits those who work tirelessly to keep Jamaica's Blue Mountain coffee at the pinnacle of global recognition.

Let us all commit to meaningful action in ensuring that this national treasure thrives for generations to come.

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