

ABSTRACT

Strengths

- ◆ There are many interested bodies who can assist with the programme's implementation (Rural Agriculture Development Agency, Department of Geology/Geography, UWI Mona, Past members of Recycle for Life, South Trelawny Environmental Agency)
- ◆ The introduction of Plastic Yam Sticks would address the issue of deforestation and possibly lead to a reduction of the rate of deforestation in Cockpit Country

Weaknesses

- ◆ The entire plan is based on the premise that the Plastic Yam Sticks will be mass produced and possess all the aspects of the wooden yam sticks
- ◆ The impact of the programme has a possibility of fading quickly if key persons leave the project (due to emigration, change of job or other situations).

Opportunities

- ◆ The Ministry of Agriculture can be a major partner in this plan as they have a 'commitment to modernizing the sector to better serve our farmers and the agricultural sector.'

Threats

- ◆ Yam Stick Traders may feel threatened that the Plastic Yam Stick will affect their livelihood
- ◆ There may be a vocal opposing body to the implementation of the Plastic Yam Sticks