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Session n°13:

Opportunities in local and regional markets for Caribbean entrepreneurs



Caribbean Agrifood Business Series ...



Funded by
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Caribbean Entrepreneurs: Regional and Local Market Opportunities

Funky Fungi

Our Mission

To offer fresh and healthy produce to our customers, while advocating for the incorporation of mushroom products into our local food market.



About Us

- Started: 2011
- Located: Fond Assau, Babonneau, St. Lucia
- Ran by Alexis & Shonell Williams: Executive members of Mushroom Collective, currently building partnerships & networking with several organizations, including: IICA, GEF SGP UNDP, Taiwan ICDF, MOA, SLUNCF



Our Products

We provide a wide range of products, such as:

- Oyster Mushroom Chunks
- Oyster Mushroom Powder
- Sundried Oyster Mushrooms
- Fresh Oyster Mushrooms
- Pickled Mushrooms: Onion, Garlic, Chili, and Green Seasoning Flavors



Customers

- Restaurants: Chef Robby's, Chef Orlando's
- Hotels: Cap Maison, Windjammer, The Landings, Bay Gardens
- Supermarket Chains: Massy Stores, Retail stores
- Local Consumers: visits to our farm to purchase our delectable products



Business Model

Expansion process being led by:

- Introducing new growers (increases demand for substrate and spawn)
- Promoting local utilization of mushrooms (the Mushroom Collective Consumer Survey)
- Waste utilization (compost, vermicompost, extracts)
- New product development: pickled, dried, tinctures, etc.

Vertically integrated: substrate + spawn + mushroom production

Performance Metrics

- Onboard at least >50 new growers each year for the next 3 years
- Launch marketing campaign on how to incorporate mushrooms in local recipes
- Commercialize compost production and validate and extract formulation by 2025
- Pickled mushroom retailing by quarter 1 of 2025

How Our Products Are Used

With the example of fresh mushrooms:

- Wraps
- Fries
- Chips
- Snacks: Gummies, Chocolates
- Cosmetics



Thank You!



Thank you

