

23 February 2023

Session n°8:

Successes from Caribbean women-led businesses/SMEs in the agrifood sector



Caribbean Agrifood Business Series ...



Handmade by Jeanette Company

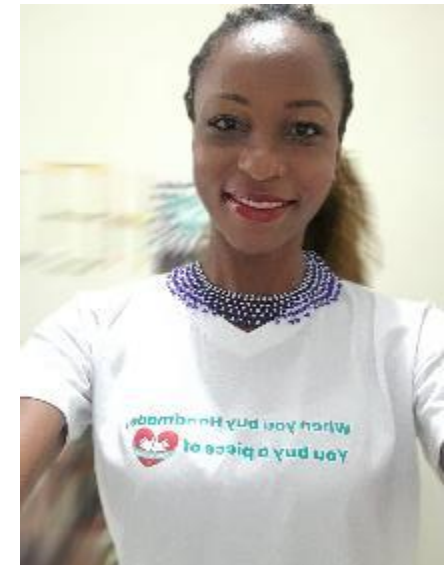
Chef-owned

- Trinidad and Tobago

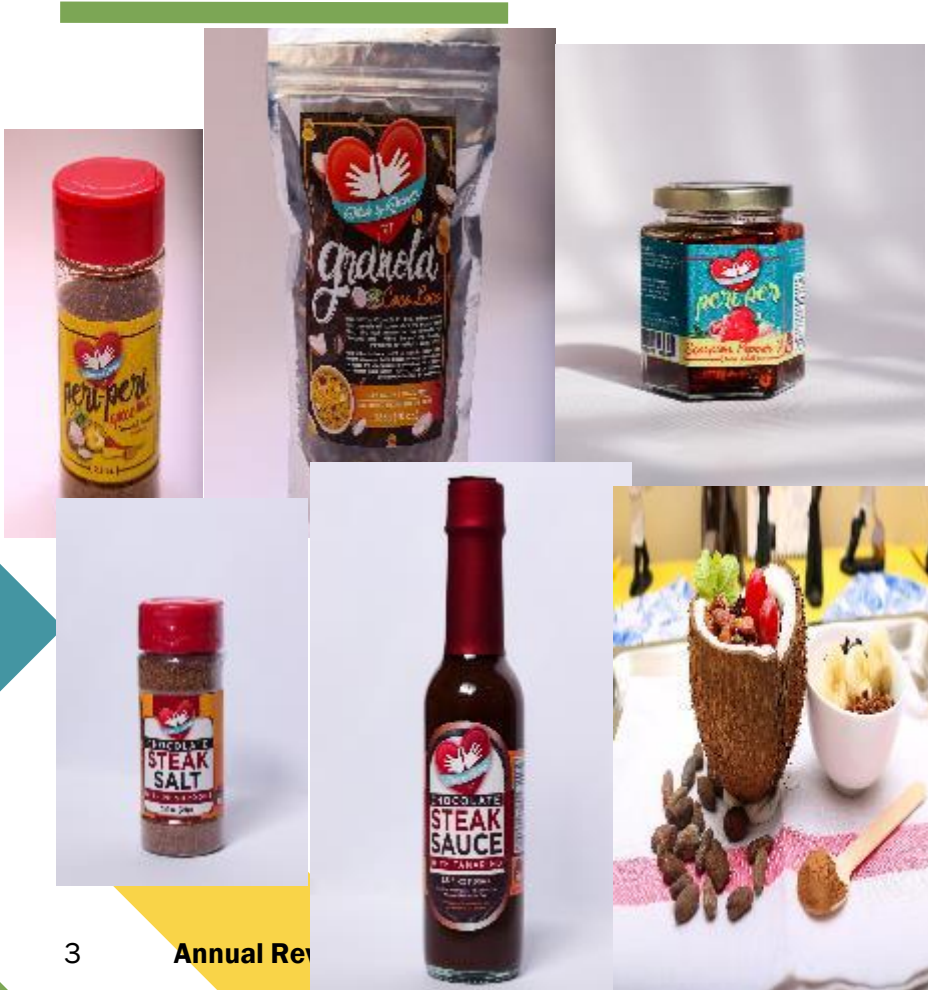
Agri-Food Company



Caribbean woman led



PRODUCT



- A lifestyle company.
- Agri-food products using indigenous ingredients.
- A full suite of clean granola, unique sauces and spice rubs.
- Made from 75 % locally sourced ingredients.
- Competitive advantage is food innovation – combining dried mushrooms with cocoa powder and turn it into a shelf stable product.
- We are in some of the top gourmet shops.

TARGET CUSTOMERS

Wholesale

- Gourmet shops, specialties shops, niche distributors, e-commerce website, pop-up markets, and farmer's market

Wholesale and retail customers



Retail

- Retail
- Foodies, travelers, expats, health-conscious individuals, mindful groups, vegans and millennial.
- Males and females aged 31 to 45,



PROBLEM

- Reducing the food import bill by 25% by the year 2025.
- Creating import substitutes that are healthy and delicious.
- Reducing food waste in the agriculture sector.

SOLUTION | VALUE



- A local company utilizing indigenous ingredients.
- Adding our voice to the food security conversation by creating import substitutes that are healthy and friendly to the environment.
- Created employment for the small farmers in our community.

CHALLENGES

Although society have made some great strides over the past six decades, women in the business still run into more road-blocks than men.

- **Lack of funding**
- **Being small**
- **Not having the right skin hue or hair texture**
- **Building a support network**
- **Struggling to be taken seriously**



COMPETITION | DIFFERENTIATION



- Clean granola with the healthy goodness of cocoa nibs – contains antioxidants that can help reduce cell damage in your body.
- The cinnamon chai is sweetened with dates syrup which is high in fibre and has a low glycaemic index which means diabetics can use this granola.
- 2000 saw a 150% growth in the flavoured hot sauce market, which was higher than BBQ sauce, mayonnaise, ketchup, and soy sauce.

SALES | DISTRIBUTION

Wholesale

Year 1	Year 2	Year 3
35,000	50,000	55,000



Retail

- Year 1: \$15,000
- Year 2: \$35,000
- Year 3: we are on track to hit our target with a 20 percent increase from previous years

TRACTION

Growth

- In year one, we made \$50,000 which was reinvested into the business to improve the product.
- In year two, the company was fortunate to be part of several community building events which helped in growing our sales from the previous year by 25 %.

Growth



Growth

- ShellLiveWire
- NudgeEat
- IICA
- TIC_2020/2022
- Agri-forum II
- Agri-fest
- SIAL Paris 2024

TEAM



Jeanette Marcelle
CHEF/Founder



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MARKETING OFFICER



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KITCHEN SUPERVISOR



Susa Smith
GENERAL WORKER



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Thank you

