

23 OCTOBER 2024



## Session n°15:

# How trade infrastructure can boost Caribbean entrepreneurship: Challenges and opportunities



*Caribbean Agrifood Business Series* ...



Funded by  
the European Union



JODY WILLIAMS, Chief Sales and Marketing Director, Contract Administration

Marie Sharp's Fine Foods Limited



Marie Sharp's Fine Foods  
– We are a Family  
Company  
- Producer, Distributor,  
Exporter, Leader and  
Innovator



# BELIZE: Strategic Location





Agro-processor of Premium Products: Brand +  
Quality



# History

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- Business Started in 1981: Melinda's.
- It all began in a kitchen with one employee.
- First Export in 1989 to USA





**INNOVATIVE IDEAS: OFFERING SOMETHING DIFFERENT TO THE MARKET WITH ALL NATURAL VEGETABLES AND FRUITS.**





# Raw Materials & Production Capacity

MUST BE SUFFICIENT AND MEET DEMAND ALWAYS; GUARANTEE









## Marie Sharp's- Factory

- Latest Machinery and Technology
- Speed, Value Added and Quality
- Branding and IP









TOTAL QUALITY MANAGEMENT  
AND INFRASTRUCTURE

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Technology “tailor-made”









# Markets

- USA
  - Canada
  - México
  - Guatemala
  - Belize
  - Honduras
  - El Salvador
  - Lebanon
  - Saudi Arabia
- United Kingdom
  - Germany
  - France
  - Japan
  - Taiwan
  - China
  - South Korea
  - India
  - South Africa





# Taste of Caribbean to the World: Adapt

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- Kuwait
- Costa Rica
- Australia
- Singapore & Malaysia
- Sweden
- Ireland
- Norway
- Iceland
- Cayman Islands
- Dominican Republic

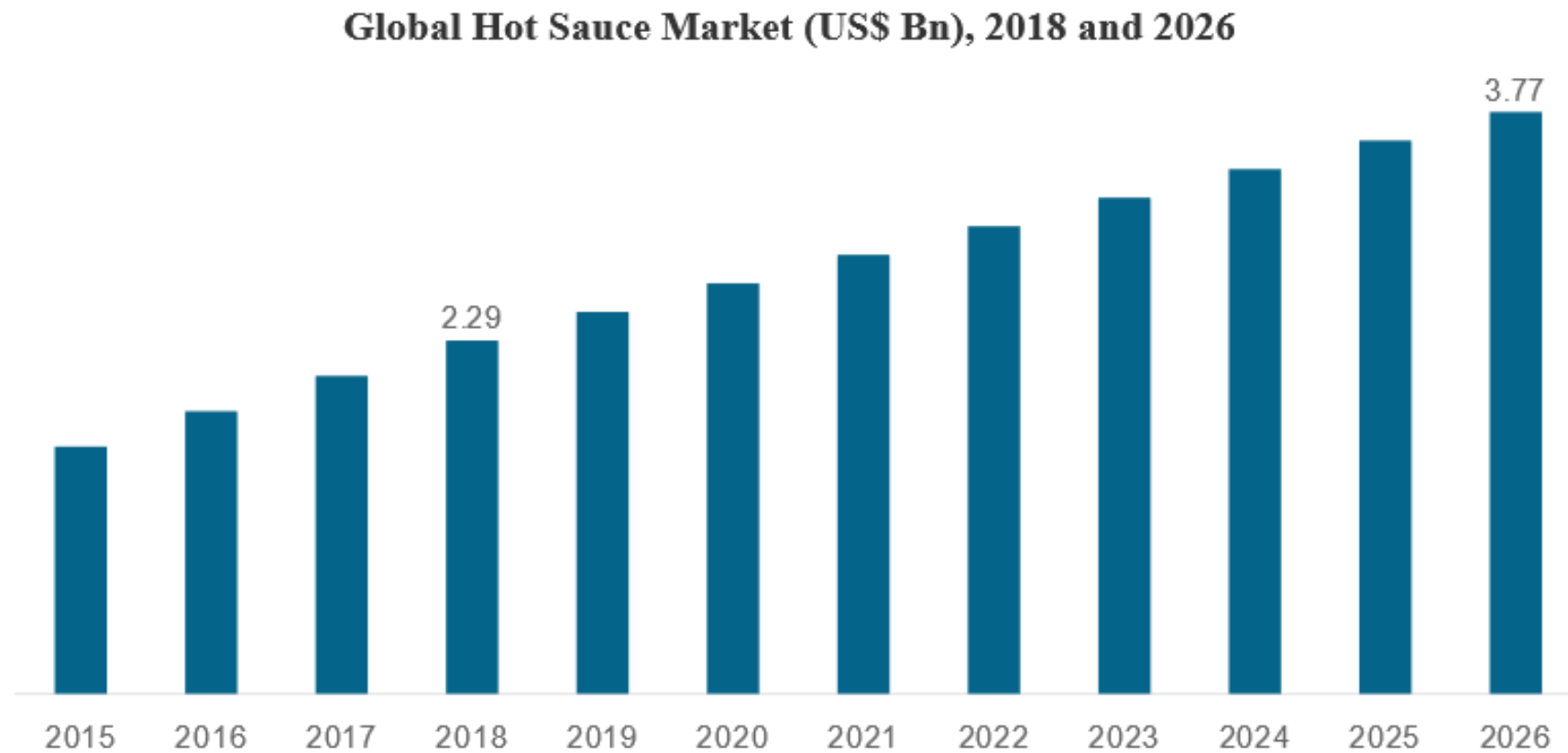


# Consumer Trends

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# Mercado mundial de salsa picante 2018-2026



- HEB Stores-  
Southwest

- 120 de 278 stores

- 750 store de 1500  
Krogers

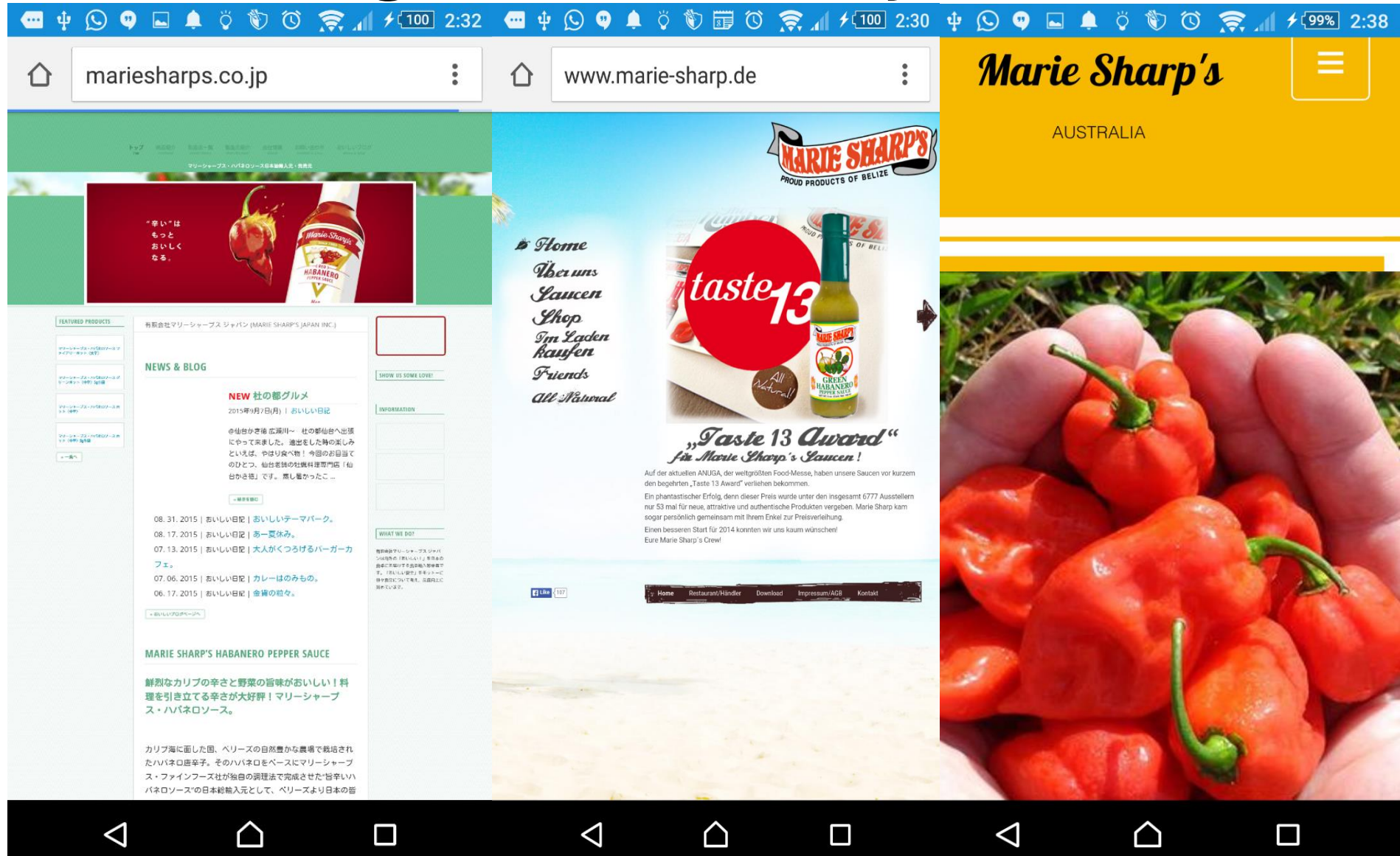
Amazon storefront

1200 Walmart USA





# Local Branding internationally



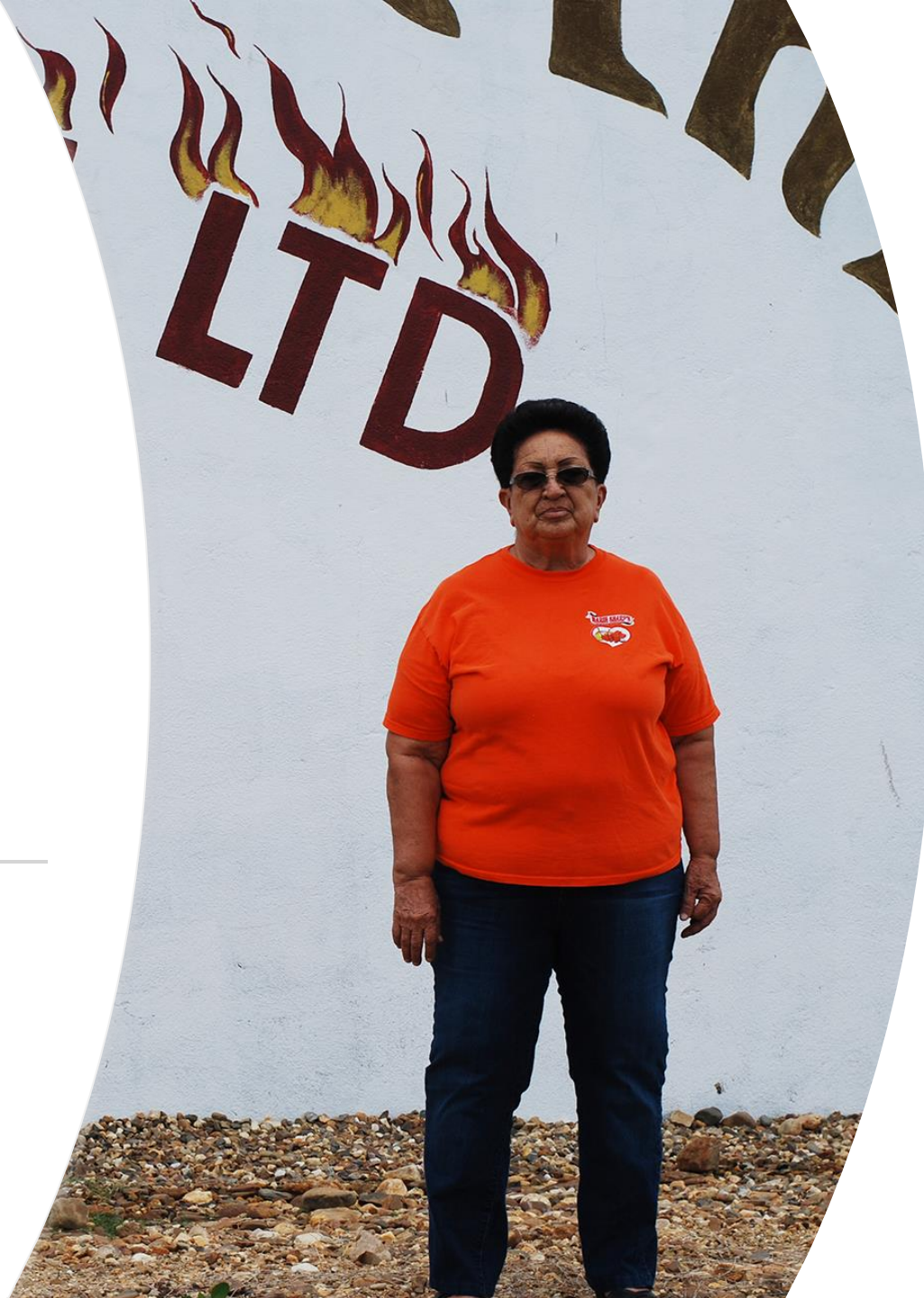
# Trade Infrastructure

- Know your Logistics: We can have the best product, but if we don't have a reliable and cost effective logistics system in place, getting to market is harder.
- Transport capacity and availability (roads, networks, trucking, air)
- Access to Finance and Information! Upscaling.
- Strong national financial/Banking system: How do we get paid?
- Institutional Support, Trade support, FTA/PSA's, Preferential Markets
- Communication and Connectivity, how's internet service and speed?



Thank You

Muchas Gracias!



# Thank you

