

31 MARCH 2022

Session n°5:

Agriculture Trade : opportunities for SMEs and businesses in export markets



Caribbean Agrifood Business Series ...





Agriculture Trade: Opportunities for SMEs and Businesses in Export Markets

Thursday, March 31, 2022

Background

- Family-owned business started in 1982
- Exporting since 1984 as a manufacturer of Juliana & Nel's Old Time products; local sale of Clarendon Blends juices since August 2019
- Co-pack for exporters & international brands
- Fully accredited facility - food safety systems FSSC:22000 V5; Intertek Audited; Food and Drug Administration (FDA) inspected & Food Safety Modernization Act (FSMA) implemented
- Dedicated Workforce, Committed Supply Chain Partners and Ethnic shops in Diaspora

Business Experience

- **Products** - Juliana & Nel's Old Time hot & sweet sauces, condiments, jams, jellies, canned callaloo, canned ackee, bammy, etc. up to 90% of output exported
Clarendon Blends Chilled juices – local market
- **Markets** - USA, Japan, Guam, Bahamas, Canada
Grenada & Jamaicans in global diaspora
- **Linkages** – supply chain partners (male & female small farmers) in 7 rural parishes

Product Lines

Tijule 
Company Limited

30 Paisley Avenue, May Pen.
Clarendon Jamaica, W.I.

Tel: 876-986-4873 | 876-986-9598
Cel: 876-347-1523
www.tijulecompany.com

Juliana
Authentic Jamaican



brand_juliana 
Taste Juliana 
jabrandjuliana 


CLARENDON
Blends
Authentic Jamaican!

*Refreshingly
Flavourful*



 Clarendon_Blends  Clarendon Blends  @blendscarendon

Success Stories

- Tijule's priority investments in **Certified International Food Safety Systems** critical roadmap to lucrative export markets
- **Up-to-date local regulatory certifications** (Bureau of Standards Jamaica, public health, fire department, etc.)
- **Our Strength:** Accessible, dependable and reliable workforce & our role in the community
- **Credibility of Exporter-** Pay farmers on delivery of products, offer support (loans, grants, show appreciation etc.) in hard times

Obstacles & Challenges

- **Climate Change** – adverse weather patterns (floods, droughts and hurricanes) damages crops
- Access to **working capital** at manageable interest rate
- **Innovate** – Tijule’s founder visualized a new product in every agri product on farms
- **Accept Support & Take Risks** – access services of IICA, local agricultural agencies, export promotion agencies in country and regionally (Caribbean Export, Barbados)
- **Intellectual Property (IP)** – May see **IP** as *‘to do later’* BUT an **urgent priority** in export. Spend the money and protect your brands in the local and international markets

QUESTIONS





The IICA-COLEACP Caribbean Agrifood Business Series focuses on innovations and successes of Caribbean farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.



Thank you

