

23 February 2023

**Session n°8:**

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



*Caribbean Agrifood Business Series ...*







RAW, HONEST, ALL ABOUT OUR SENSES!

[www.sugartownnaturals.com](http://www.sugartownnaturals.com)







# Who we are

Sugar Town Organics is a family operated agriculture based social enterprise innovating along the agriculture value chain to craft and offer world class authentic and healthy Caribbean cosmetic and tasty vegan food products infused with the flavors of our island home.



Created by a mother daughter duo, we had a vision to create sustainable value through eco-conscious practices while utilizing indigenous ingredients to craft products that infuse Caribbean traditions, highlight our culture, ingenuity, innovation and originality and the purity of our space.



# OUR CHIEF EXECUTIVE OFFICER (CEO)

Ms. Anastasha Elliott

A natural product formulator with over two decades of formulating experience. I am now CEO of Sugar Town Organics I co-founder with my mother Myrtrice Sedam in 2010.

I hold a degree in culinary arts and diplomas in office administration, organic hair and skincare formulation, skincare business, journalism, and certificates in a plethora of other fields related to my work. I love learning!

I am a passionate advocate for healthy cosmetics and healthy foods. I example and push for more local consumption, creating internally and supporting home grown. Through my passion for community work in 2022 I created a social impact program through our Each One Teach One initiative we call Creative Immersion Summer Camp where we teach creative entrepreneurship to children and teens. Our last camp saw two small businesses being created by two of our teenagers.





# Our Products

We offer four thoughtfully segmented product lines:



A premium line of botanical skin care products infusing beauty secrets of the Caribbean with high performance, science backed ingredients to craft a beauty line that is natural, effective and healthy for the skin.



A botanically rich line of hair care products formulated to encourage and maintain healthy hair from wash to style. We offer natural alternatives to meet your hair care needs. It ranges from shampoo all the way to styling aids.

Segmented:



Our vegan food line of condiments, sauces, wines and snacks crafted from Caribbean agricultural ingredients for your enjoyment and supporting your health goals.

--- Yaphene Bath and Body line offers luxury natural care bath and after bath products infused with nature's secrets for beautiful skin.

Yaphene Men Care offer products to care for men's skin and beard



A nutrient rich baby care line that infuses Caribbean baby care secrets to offer a healthy, calming and soothing brand for babies with sensitive skin needs.



# Our Markets

- St. Kitts & Nevis
- Caribbean
- United States of America (USA)
- European Union (EU) / United Kingdom (UK)
- Taiwan



## WHY EXPORT

- Reach a wider audience
- Build our company/legacy
- Have a wider impact
- Boost our local economy
- Create jobs
- Create wealth



# OUR INNOVATIONS

- Linked to our national identity
- Hybrid business model with multiple built in revenue streams
- Social impact that doubles as wealth creation
- Shortened wait time for cold processed soap
- Product innovation
- Refill and recycle with us initiative



# Opportunities/Challenges

As a business operating in the Caribbean we face challenges that are unique to our space. The difficulty in transporting products from one territory to the other cost effectively and easily being paramount next to access to finance for small & medium-sized enterprises (SMEs). Despite this there are many opportunities that can be had whether you go into product making, as I did, or services or technology. As a space, as young as we are in development, the possibilities are endless and only limited by our own imagination. What we create is dependant on what we want to create.

## Opportunities

- Create sustainable social impact
- Contribute to our economies
- Job creation
- Wealth creation
- Impact positively communities
- Reduce food wastage
- Create successful businesses
- Technology
- Services that support growth of SMEs
- Food secure

## Challenges

- Sex
- Lack of resources
- Access to finance
- Difficulty navigating bureaucracy
- Social beliefs
- Social development
- Government being a barrier



# QUOTES

"A journey of a thousand miles begins with a single step"

"Creative products are a form of innovation and ideas expressed by artists."

- Alexander Aronowitz





THANK YOU





# Thank you

