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Session n°15:

How trade infrastructure can boost Caribbean entrepreneurship: Challenges and opportunities



Caribbean Agrifood Business Series ...



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How Trade Infrastructure Affects Caribbean Entrepreneurs



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Frying Pan Productions, owner of Draw Teas

Who are We?



Who are We?

Frying Pan Productions, the Home of DRAW Teas is a manufacturing company focused on creating foods, household products, and farm inputs that are derived from natural local ingredients.

Our first product line to hit shelves is DRAW teas.

Draw is a line of instant powdered ginger teas. 90% of ingredients used in DRAW are grown on Frying Pan Productions' Farm or sourced from local farmers.

All the ingredients in DRAW are natural with no added chemical preservatives.

The local Dominican market has responded well to our teas and we have begun to expand regionally.

Who Are Our Trade Partners?

Local Partners (Inputs)

~Farmers
-Retailers

(Sales)

-Supermarkets
-Hucksters
-Individuals
-Government
Officials

(Tradeshows; gifts
etc)

Regional Partners (Inputs)

-Branded Packaging

(Sales)

-Supermarkets
-Health Food Stores

International Partners (Inputs)

-Machines & Equipment
Suppliers

Branded merchandise

(Sales)

-Individuals

Challenges:

- **Frequency and availability of shipping routes**
- **High cost of shipping**
- **Lack of public sector investment in modernising/restoring national and regional postal/port services processes & infrastructure**
- **Small Size of countries like Dominica pigeonhole manufacturers as boutique/achieving large-scale production**

Challenges:

- **Education of Merchandising Employees/ Negative perception of locally produced products**
- **Lack of access to adequate finances**
- **Lack of access to adequate trade mentorship/support for establishing trading partners**
- **Customs inspection of products**



Opportunities:

E-commerce

Country Loyalty

**Product creates external
markets organically**



Who Our Trade Partners Can Be

Local Partners (Inputs)

- ~Farmers
- Retailers

(Sales)

- Supermarkets
- Hucksters
- Individuals
- Government Officials

(Tradeshows; gifts
etc)

Regional Partners (Inputs)

- Branded Packaging

(Sales)

- Individuals
- Supermarkets(>)
- Health Food Stores(>)

International Partners (Inputs)

- Machines & Equipment Suppliers

Branded merchandise

(Sales)

- Individuals(>)
- Supermarkets
- Health Food Stores



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Thank you



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