

7 OCTOBER 2021

## Session n°3:

**Post-COVID-19 : Building stronger  
linkages between agriculture and  
tourism:**

**the key role of SMEs and businesses**



*Caribbean Agrifood Business Series ...*





WILL WORK  
FOR FOOD.

D MARKET MOVERS LTD -  
AGRO-TOURISM LINKAGES

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**MOVERS**  
.com



=FARM&FUNCTION™=



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MOVERS**

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SHOP ONLINE

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Tel: 221-3555  
orders@dmarketmovers.com



**d MARKET  
MOVERS**



PRODUCE

GROCERY

MEATS & SEAFOOD

WINE &

GIFTS

GARDEN



## Organic and Non-GMO

Shop our Organic & Non-GMO section

View



Organic  
Assorted Box  
\$899.00  
Add to cart



Organic  
Pink Grapefruit  
\$5.50  
Add to cart



Organic Stoned  
Stoned Lemon Paste  
\$75.00  
Add to cart



Organic Sweet Basil  
Basil per lb  
\$15.00  
Add to cart



Organic  
Cassava per lb  
\$4.50  
Add to cart

## Meat & Seafood

Our selection of fresh meats and seafood is available for online purchase and delivery.





**WILL WORK  
FOR FOOD.**











**WILL WORK  
FOR FOOD.**





COCOA  
WINE



MM  
design

  
**GRE<sup>N</sup>ADA**  
**BROS.**  
COFFEE

**PERFECT CUP**

GROUND COFFEE



225g (7.9oz)

  
**GRE<sup>N</sup>ADA**  
**BROS.**  
COFFEE

**VANILLA**

GROUND COFFEE



225g (7.9oz)

  
**GRE<sup>N</sup>ADA**  
**BROS.**  
COFFEE

**ROCKET FUEL**

GROUND COFFEE



225g (7.9oz)

  
**GRE<sup>N</sup>ADA**  
**BROS.**  
COFFEE

**COFFEE**  
**SNOB**

WHOLE BEAN



225g (7.9oz)

**IF YOU EAT, YOU  
ARE INVOLVED IN  
AGRICULTURE**

**IN ORDER TO BUILD STRONGER  
LINKAGES BETWEEN AGRICULTURE  
& TOURISM WE NEED TO FIRST  
RECOGNIZE THESE OPPORTUNITIES  
WITHIN OUR OWN BUSINESSES.**



# **FARM & FUNCTION FROZEN FRUITS**

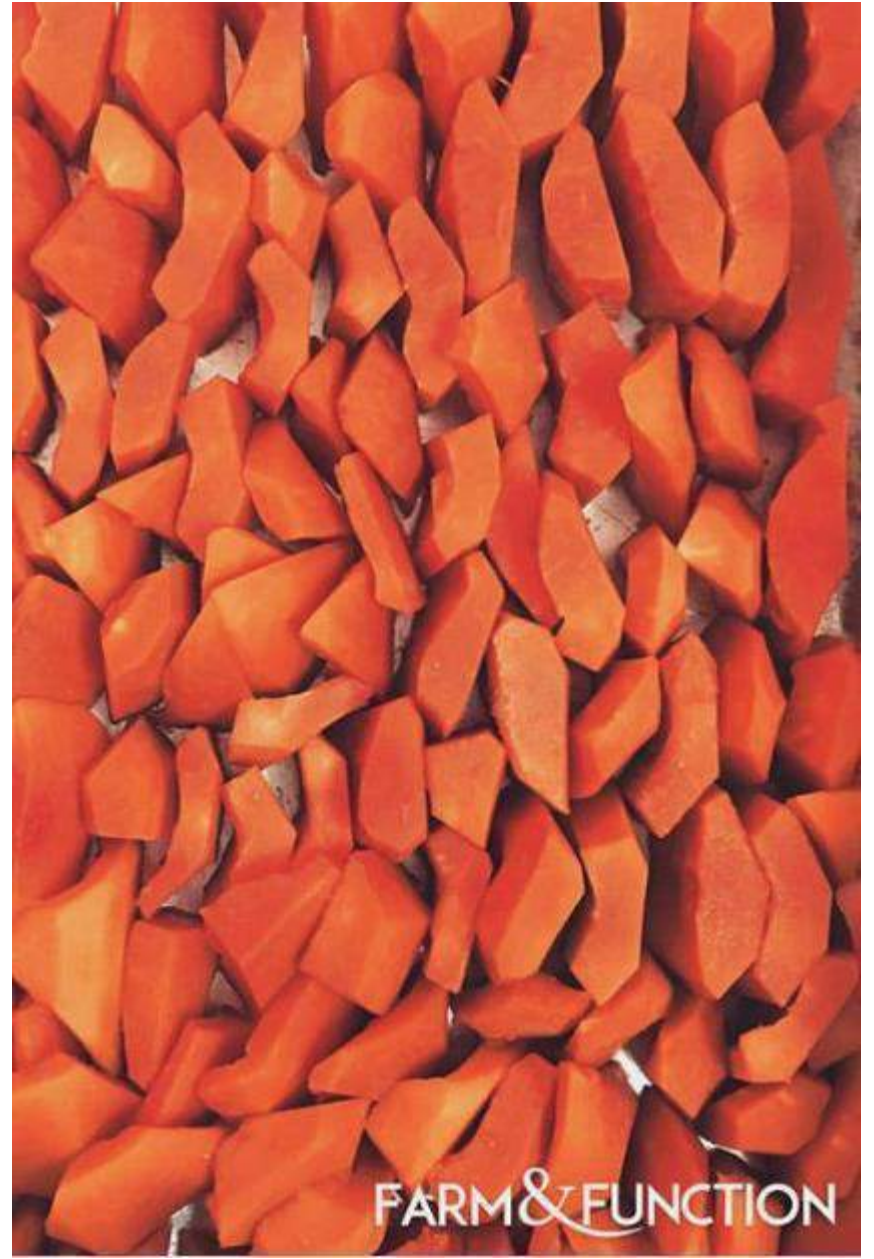
- Retail Stores
- Food Service
- Export
- Online Sales





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UNPACKING THE  
OPPORTUNITIES...



FARM & FUNCTION









=FARM&FUNCTION™



FRUITS

VEGETABLES

GROCERY

MEAT & SEAFOOD

ORGANIC

GIFTS

# GET ALL YOUR BASICS

STARTING AT JUST \$115.00/WK!



> SHOP NOW!

## GO ORGANIC!

CHECK OUT OUR:  
NON-GMO,  
PESTICIDE FREE  
HORMONE FREE  
ITEMS HERE!

d' MARKET

ENJOY A **FREE FRUIT BOX**  
ON YOUR 4TH DELIVERY!



REFER A FRIEND FOR  
**500** LOYALTY  
POINTS  
(\$25 VALUE)

Share the referral link with your friends,  
and earn points for you and your friends  
when they place an order!

d' MARKET



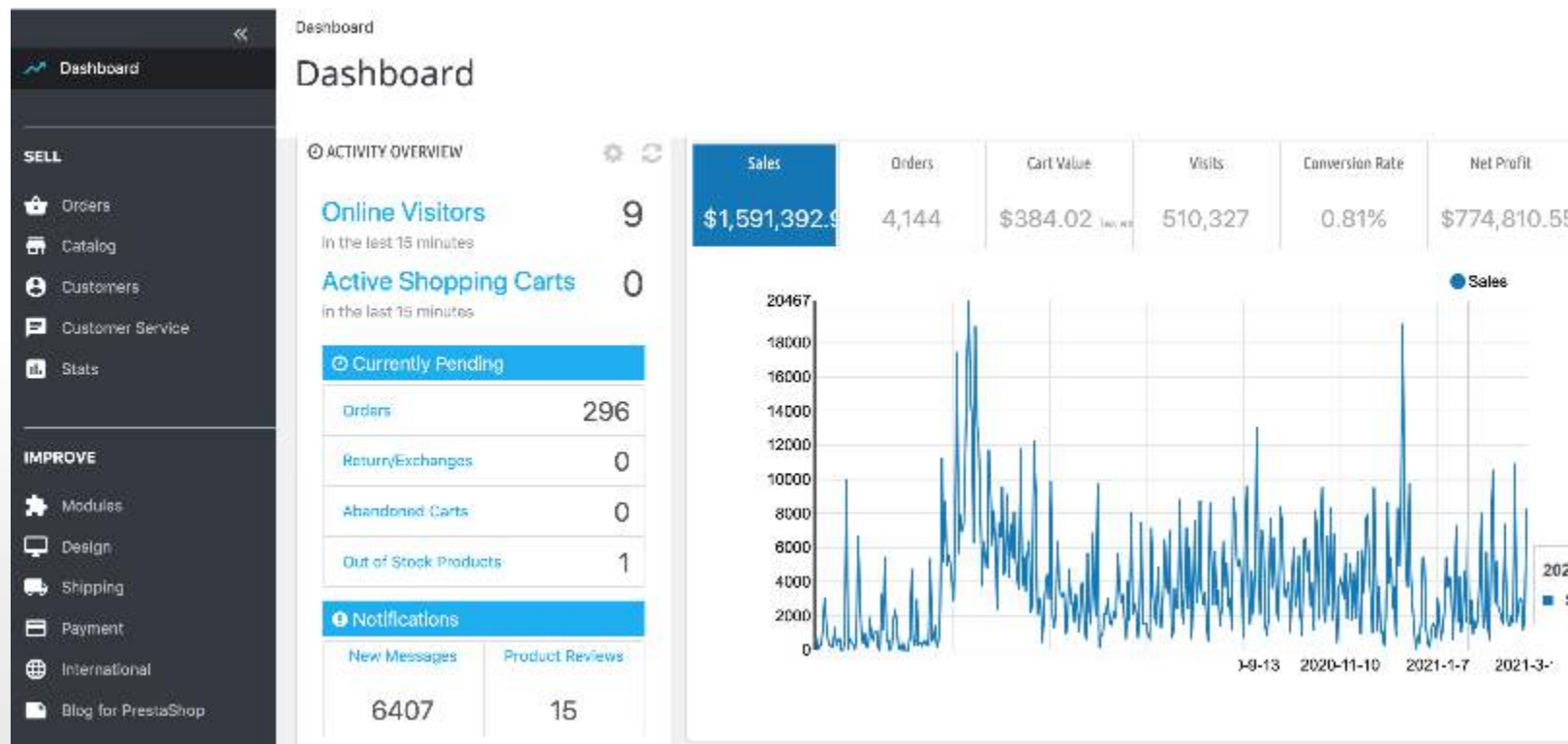
# **DIGITAL OPPORTUNITIES IN AGRICULTURE**

- Extraction of data , paths to purchase, buying trends, demographics.
- Evolution of agri marketing. Proliferation of online shopping during pandemic. Acquisition of necessities as contact less as possible..









Best vouchers
Best-selling products
Browsers and operating systems
Carrier distribution
Catalog evaluation
Catalog statistics
Customer accounts
Pages not found
Product details
Registered customer information
Sales and orders
Search engine keywords
Shop search
Stats Dashboard

Reference	Name	Quantity sold	Price sold	Sales	Quantity sold in a day	Page views	Available quantity for sale	Active
	Tomatoes per lb (Med)	3064	\$13.19	\$40,402.82	7.19	2277	695	1
	Corn per bag	1572	\$24.67	\$38,180.00	3.69	966	460	1
	Eggs (Free Range, 1/2 doz)	1721	\$18.15	\$31,394.90	4.04	2640	760	1
	Fruit Box Lrg	312	\$99.00	\$30,888.00	0.73	4640	6349	1
	Chicken (B.L Breast) per lb	1104	\$26.99	\$29,796.96	2.59	2710	106	1
	Pineapple per lb	3456	\$8.00	\$27,588.00	8.11	2258	8512	1
	Watermelon per lb	6484	\$4.24	\$27,456.00	15.22	2075	589	1
	Loaded Basic Box	137	\$199.00	\$27,263.00	0.32	5607	808	1
	Broccoli per lb	1047	\$25.28	\$26,575.00	2.46	1782	215	1
	Button Mushrooms per lb	781	\$29.96	\$23,345.01	1.83	1640	4	0
	Potatoes per lb	7543	\$2.99	\$22,419.00	17.71	2607	1582	1
	Vegan	121	\$51.99	\$6,191.79	1.18	2554	75	1







THANK YOU



*This series of events is organised by IICA and COLEACP.  
COLEACP operates within the framework of development cooperation  
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and the European Union (European Development Fund – EDF), with the  
support of the French Development Agency (AFD).*



# Thank you

