

7 de octubre de 2021

Sesión n°3:

**La recuperación post-COVID-19 –
reforzar los vínculos entre la
agricultura y el turismo :
el papel clave de las PYMES y la
empresas**



Serie Caribbean Agrifood Business ...





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VÍNCULOS AGROTURÍSTICOS



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Vegetables Box
\$200.00
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Fresh
Pink Grapefruit
\$3.50
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Organic Strawberry
Strawberry Jam
\$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 free range meats and wild caught seafood is available for online purchase and delivery.





**WILL WORK
FOR FOOD.**









The background is a vibrant, abstract composition of organic, flowing shapes. A large, bright pink area dominates the upper left and center. A deep blue shape curves along the bottom and right side. A bright yellow semi-circle is positioned at the top center. A small green shape is visible in the top left corner. A light blue shape is in the bottom right corner. The text is centered and stands out prominently against the pink background.

**WILL WORK
FOR FOOD.**



COCOA
WINE




**GRE^NADA
BROS.**
COFFEE

PERFECT CUP

GROUND COFFEE



225g (7.9oz)


**GRE^NADA
BROS.**
COFFEE

VANILLA

GROUND COFFEE



225g (7.9oz)


**GRE^NADA
BROS.**
COFFEE

ROCKET FUEL

GROUND COFFEE

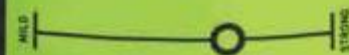


225g (7.9oz)


**GRE^NADA
BROS.**
COFFEE

**COFFEE
SNOB**

WHOLE BEAN



225g (7.9oz)

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

**PARA PODER CONSTRUIR VÍNCULOS
MÁS FUERTES ENTRE LA
AGRICULTURA Y EL TURISMO,
PRIMERO DEBEMOS RECONOCER
ESTAS OPORTUNIDADES EN
NUESTROS PROPIOS NEGOCIOS.**

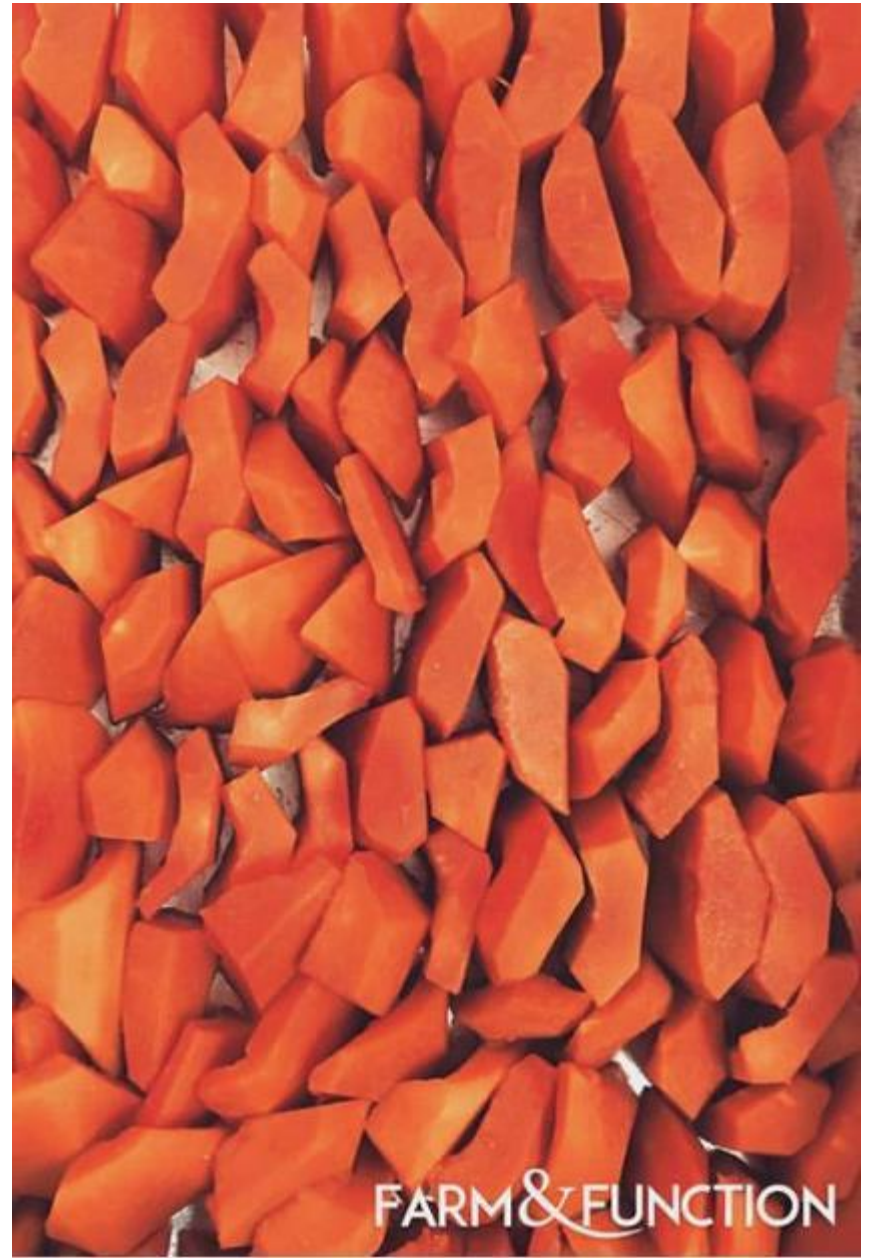


FRUTA CONGELADA DE FARM & FUNCTION

- Minoristas
- Servicio de alimentación
- Exportación
- Ventas en línea



DESVELANDO
OPORTUNIDADES...



FARM & FUNCTION









=FARM&FUNCTION™



FRUITS

VEGETABLES

GROCERY

MEAT & SEAFOOD

ORGANIC

GIFTS

GET ALL YOUR BASICS

STARTING AT JUST \$115.00/WK!

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GO ORGANIC!

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HORMONE FREE
ITEMS HERE!



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



OPORTUNIDADES DIGITALES EN AGRICULTURA

- Extracción de datos, rutas de compra, tendencias de compra, demografía.
- Evolución del marketing agrícola. Proliferación de las compras en línea durante la pandemia. Adquisición de necesidades con el menor contacto posible.





Dashboard

SELL

Orders
Catalog
Customers
Customer Service
Stats

IMPROVE

Modules
Design
Shipping
Payment
International
Blog for PrestaShop

Dashboard

Dashboard

ACTIVITY OVERVIEW

Online Visitors 9
in the last 15 minutes

Active Shopping Carts 0
in the last 15 minutes

Currently Pending

Orders 296

Return/Exchanges 0

Abandoned Carts 0

Out of Stock Products 1

Notifications

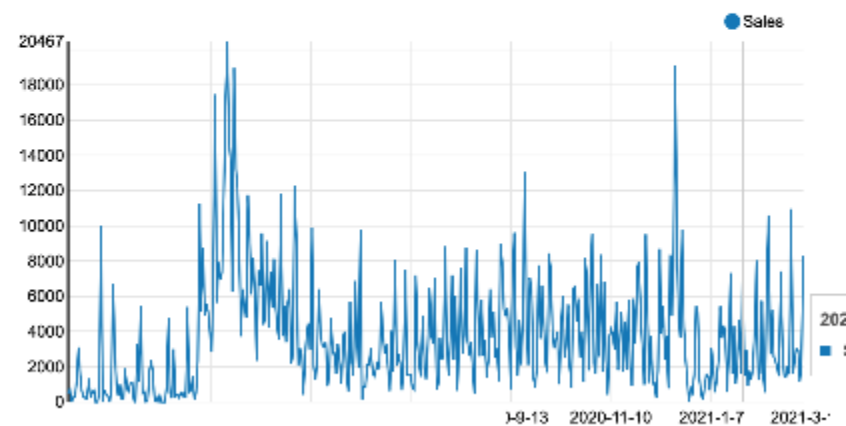
New Messages

6407

Product Reviews

15

Sales	Orders	Cart Value	Visits	Conversion Rate	Net Profit
\$1,591,392.9	4,144	\$384.02	510,327	0.81%	\$774,810.51



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	1.19	2561	75	1





ased

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What People Think

"I recently took the decision to purchase this product and simply put, it's amazing!" - Neila

Nelly's Fave:

"I love the Coconut Butter because it smells amazing and makes my skin feel so nourished!"

Arrianne's Fave:

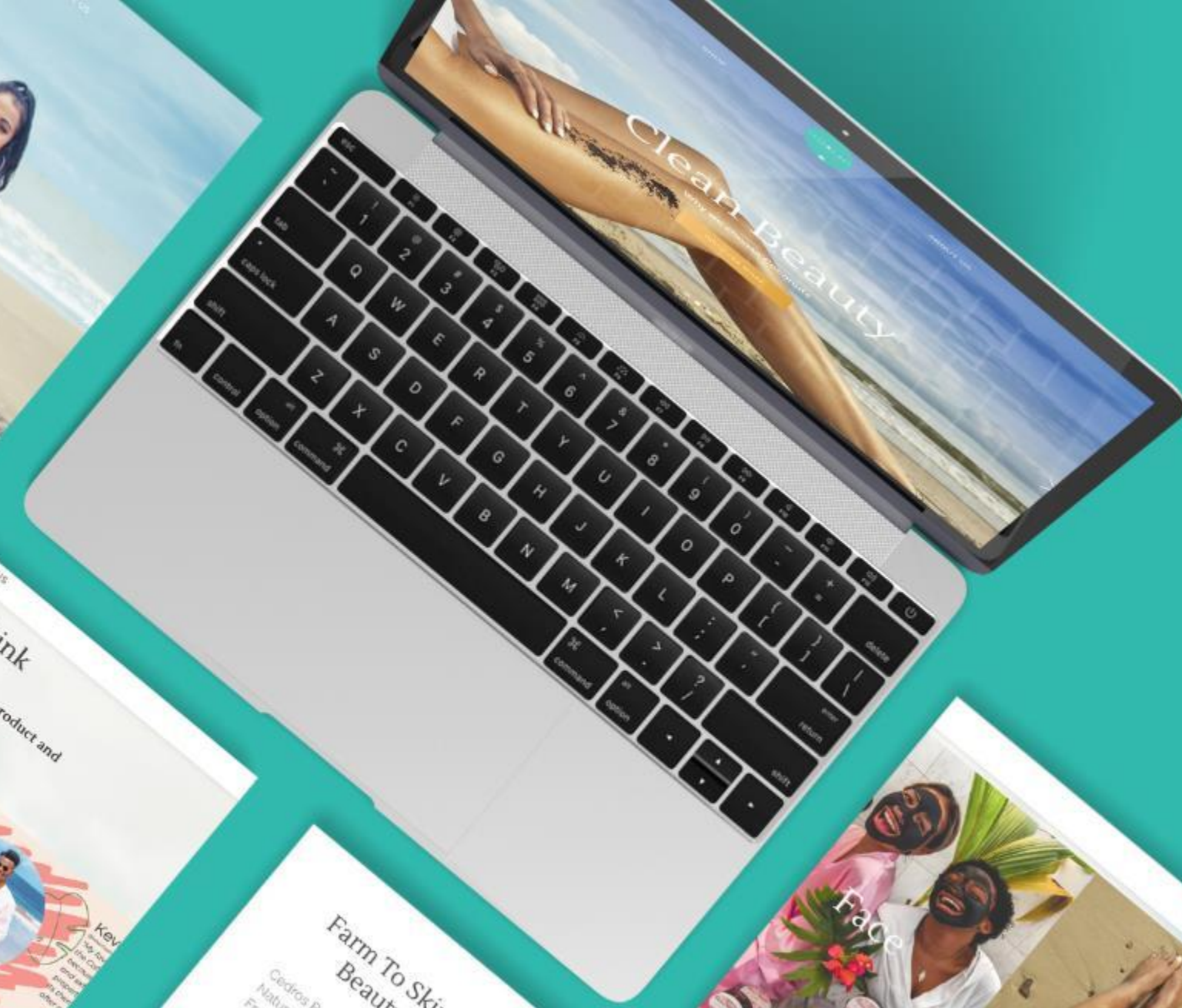
"The Coconut Lip Balm is my absolute favourite! I use it all day long and it keeps my lips soft and hydrated. I love that it's made with natural ingredients and it smells so good!"

Key Features:

- 100% Natural
- Free from Parabens
- Free from Sulfates
- Free from Phthalates
- Free from Synthetic Fragrances
- Free from Animal Products
- Free from Cruelty

Natural Aromas

Ingr...



Farm To Skin Beauty

Cedros Bay is an All Natural, Vegan and Cruelty Free Skin Care line made from 100% Organic Coconut Oil from the Caribbean. We are committed to providing you with the highest quality products, closely with the best ingredients in the world.

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Face



GRACIAS



*Esta serie de eventos está organizada por IICA y COLEACP.
COLEACP opera en el marco de la cooperación al desarrollo entre la
Organización de estados de África, Caribe y Pacífico (OACPS) y la Unión
Europea (Fondo Europeo de Desarrollo - FED), con el apoyo de la Agencia
Francesa de Desarrollo (AFD).*



Gracias

