

9 June 2021

# Session n°1: Post-COVID-19: Resilience building and new opportunities for Caribbean businesses



*Caribbean Agrifood Business Series* ...





The Story of

**ARYA'S FRESH CUT**

**Merging Science, Mentorship  
and Support**





# The Story

- The brainchild of Arya's Fresh Cut was that of **Diana Persaud**,
- Preparation of Daily Meals for her family stemmed a conversation for a business Idea
- Preparation and Refrigeration
- In a joke, she was told that she can make people's life a bit easier with her skills - This was taken a bit more seriously than expected.
- "It took about nine months of ground work and local research before the first package of Arya's Fresh Cut – Farm Fresh, Healthy Living produce was produced and sold



# The Story

We've seen how fresh veggies are being handled, and as a professional who is trained in agriculture and food safety, it was our idea to package fresh wholesome safe vegetables for consumers.”

The name Arya, which means ‘Noble’, was chosen to brand the idea.

Rising consumer demand has also come with greater awareness of food safety, quality, and increased need for convenience and efficient service.



# Involving Science in Farming

- **Arya's is geared to provide convenience in a package.**
- “You don't have to worry about getting spoiled produce, or damaged produce, or muddy/unclean produce”.
- All Arya's produce are hand-selected, graded and triple-washed, with the final wash being a high oxygen wash which removes all organic matter, including bacteria, viruses, fungi, etc.
- This is the hallmark of the production line, which ensures that the highest quality gets into the hands of the consumer,

# Mentorship – Is it Valuable?

- Bounty Farms
- Bounty Supermarkets
- Survival Supermarkets
- Beharry Group of Companies
- Baron Products – St. Lucia
- Umami – Guyana

# Support– Is it Important?

- A strong support system in business has many positive benefits, such as higher levels of well-being, better coping skills, and higher returns on investments
- We experienced continuous support from our customers, local supermarkets and Franchises

# From Farm to Doorstep





# From Farm to Doorstep



# From Farm to Doorstep







# What the Media Said?



The image is a screenshot of the Guyana Chronicle website. At the top left is the logo for the Guyana Chronicle, featuring a shield with a sun and two hands, with the text "GUYANA CHRONICLE The Nation's Paper". To the right of the logo is the slogan "TOGETHER WE RISE Faster, Further, Smarter, Stronger". Below the logo and slogan is a red navigation bar with links for Home, Editorial, News, Opinions, Pepperpot, Sports, and COVID-19. Below the navigation bar is a blue and yellow advertisement for Facebook that says "ADVERTISE ON FACEBOOK GET DISCOUNTS! CALL: 225-4475". To the right of the advertisement is a dark box with the text "2020 Back to School Shopping" and a list of items: "✓ Laptop", "✓ Desktop computer", and "✓ Tablet". Below the advertisement and the dark box is the main headline of the article: "Introducing Arya's Fresh-cut... Taking Guyanese supermarket isles by storm – finding the freshest and most conveniently packaged vegetables". Below the headline is the byline "By Staff Reporter | June 6, 2015". To the right of the byline are social media sharing icons for Facebook, Twitter, Google+, and WhatsApp. Below the social media icons is a red "Save" button. At the bottom center of the page is a green and yellow logo for Arya's Fresh-cut, which is partially cut off. To the right of the logo is a small box containing the text "Untitled-1".

**GUYANA CHRONICLE**  
The Nation's Paper

**TOGETHER WE RISE**  
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**ADVERTISE ON FACEBOOK**  
**GET DISCOUNTS! CALL: 225-4475**

2020 Back to School Shopping  
✓ Laptop  
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## Introducing Arya's Fresh-cut... Taking Guyanese supermarket isles by storm – finding the freshest and most conveniently packaged vegetables

By Staff Reporter | June 6, 2015

Save

Untitled-1

# What the Media Said?



## Arya's Fresh Cut: Delivering high quality farm produce at affordable prices

Jul 27, 2020 News Comments Off

“Many persons have asked if we make (a lot) of money in this business. (But) it's not about the money. It's a feeling of satisfaction that you get from giving to others, something that you are trained to do and you're proud of doing it... You will have losses, but don't you let that dissuade you.”

By Renay Sambach

After emerging on the local market five years ago, Arya's Fresh Cut has proven to consumers that it is one of the nation's most reliable sources of high

quality vegetables. Even in the midst of the COVID-19 crisis, the company has neither waived in its ability to offer well-packaged cr

ops at an affordable price nor its love for offering moms and dads, innovative assortments to make their everyday cooking plans easier.

During an interview with Kaieteur News, the owner and manager of Arya's Fresh Cut, Diana Persaud, shared that the business is 90% driven by the enthusiasm of hardworking young women. In fact, Persaud intimated that the processing, management and operating processes are



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# What the Media Said?

**Stabroek News**

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BUSINESS

## Arya's fresh cut agro processors taking on the big markets

By [Stabroek News](#) July 24, 2015



Arya's Fresh Cut is a small scale, home-grown agro processing venture that aims to invade local supermarkets and open air markets with affordable and convenient choices in vegetables.

Where We Are Today!

**Guyana's First Online Fresh Food Store**

**[www.aryasfreshcut.com](http://www.aryasfreshcut.com)**





**THANK YOU!**



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



# Thank you

