

24 AUGUST 2023



Session n°10:

# Successes from agrifood entrepreneurs and SMEs in packaging and labelling



*Caribbean Agrifood Business Series* ...



Funded by  
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# HEY MAMA<sup>TM</sup>



## HEART OF THE CARIBBEAN

Kamarsha Sylvester  
Managing Director





# Business Model

- Business to business model
  - Market stability (recurring revenue)
  - Market predictability
  - Wholesale = lower business cost





# Products

- Wildcrafted Purple Seamoss
- Wildcrafted Gold Seamoss





# Market Opportunity

- US has 75% share of global seamoss market
- US retail rates rose by 14% in 2021
- Increasing number of vegans
- Patients seeking alternative source of medicine
- Health & fitness enthusiasts



## Markets

- Supermarkets
- Hotels
- Schools and Hospitals
- Gyms
- Health Stores

# Linkages

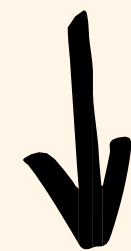
**Farmers**



**Hey Mama**

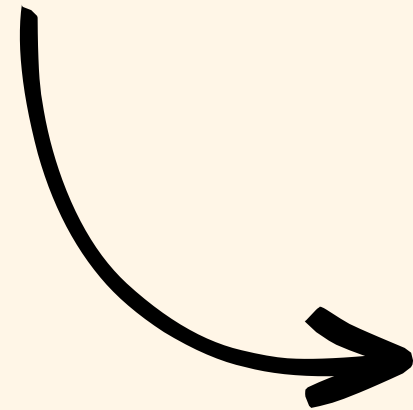
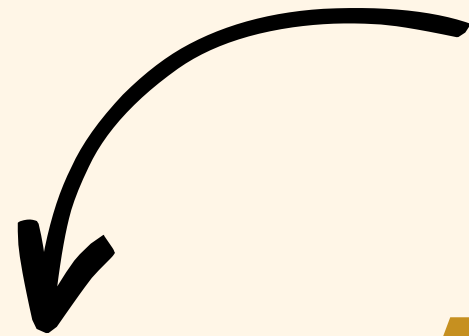


**Agroprocessors**



**Consumers**

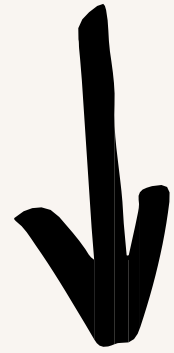
**Supermarkets**



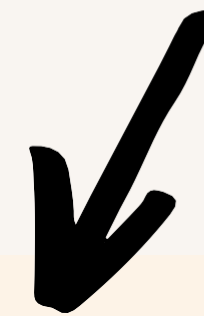
# Competitive Advantage:

## Attractive Packaging

From this



To this!





# What's next?

- Renovation of space
- Equipment & Packaging
- Ecommerce
- Export
- Introduction of a new product







The End



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# Thank you



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