



Session n°12:

Business opportunities in processing for Caribbean entrepreneurs













LIGON'S GLUTEN-FREE MIXES



PRESENTER: NADINE BENN- GREAVES

An internationally Certified Food Scientist and a highly trained Food Technologist & Engineer braced with more than 15yrs experience in the area of Food Safety, Science & Technology.

She loves assisting MSMEs in maintaining the highest quality and food safety standards for their products and as a lead trainer for Agro-Food Processing NVQs and FSPCA, her expertise has allowed her to attain the national honor of the Governor General's Silver Crown of Merit Award for my excellent work and outstanding contribution in the area of Food Science in 2015.



THE COMPANY



Barbadian entrepreneur We are a manufacturer of a line of nutritionally Better-For-You Gluten & Wheat Free Baking Mixes based on cassava flour.

- Our product line includes:
 Ligon's Muffin Mix
 Ligon's Cookie Mix

- •Taste & Convenience: Just Mix & Bake
- "We care about your health, so "eat better to live longer".









Activities

Key

Value Proposition



Customer Relationships



Customer Segments



Suppliers

- •BADMC •MIS Products
- Jays
- Enterprises Ltd.
 - Packaging Centre
- Communication

Strategic <u>Alliances</u>:

Coral Isle **Food Products** Ltd.

Production and Marketing

Product Formulation, Pricing & Packaging

Kev Resources

- Operations
 - Marketing Customer
 - service
- Financial Team
- NGOs & Mentors

Needs:

- Affordable yet Healthy
- Quick & Easy preparation
- Functional yet **Tasty**
 - •100% local
- Wider range of Gluten Free Foods.

Personal

Communication:

Facebook (page & Group), Visits, Email/ Messenger & Telephone.

Target Market:

Niche market of actively Health and Gluten conscious persons

Channels



Direct sales via: Promotions, Trade Shows, Facebook & Word-Of-Mouth

Indirect sales via:

Supermarkets, Restaurants

Cost Structure

- Price and Value driven
 - Fixed and variable
 - Product (Content production) and volume dependent

Revenue Streams

Sales

- Prepackage Product (Cash & credit)
 - Baked Product (Cash only)





MARKET SIZE

Total Available Market

As of 2010, Barbados population 277,821



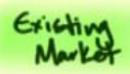
Served Available Market

- **20 75 years:** 43% (females 98,000)
- Overweight or obesity: 70% (females 68,600)
- Obese or overweight for the school-age population is 25 %

Target Market (3,430)

 About 5 % of the population actively engage in healthy and gluten free eating.

MARKET TYPE









Existing

- Gluten Free Market
- Dessert Baking Mixes (gluten free)
- Muffins & Cookies

Nonexistent

- Cassava Pone Mix
- Muffins & Cookies made from produce & pulses.
- 100% locally made gluten free dessert

Baking Mixes



SOME OF OUR MIXES







THANK YOU ANY QUESTIONS?

For more information, contact us:

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Find our Recipes on Facebook! Ligon's Gluten-Free Mixes





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Thank you







