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Session n°12:

Business opportunities in processing for Caribbean entrepreneurs



Caribbean Agrifood Business Series ...



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LIGON'S GLUTEN-FREE MIXES

Presenter - Nadine Benn-Greaves



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



We are a Barbadian entrepreneur and 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”.**



Key Partners



Suppliers:

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

Strategic Alliances:

- Coral Isle Food Products Ltd.

Key Activities



Production and Marketing

Product Formulation,
Pricing &
Packaging

Key Resources



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

Value Proposition



Needs:

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

Customer Relationships



Personal Communication:

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

Channels



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

Indirect sales via:
Supermarkets, Restaurants

Customer Segments



Target Market:

Niche market of
actively Health
and Gluten
conscious
persons

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
Market

Resegmented
Market

New
Market

Clone
Market

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



Muffin Mix

Gluten Free
Very Tasty



Fiber, Protein & Iron enriched
Product of Barbados
produced from our
Indigenous Cassava & Pules
(Peas/Beans)

Stress-Free
Quick & Easy
Wheat/Soy Free
Egg/Dairy Free

NET WEIGHT: 9.7oz (275g)



Cassava Bread or Pone Mix

Gluten/Wheat Free
Soy/Dairy/Egg Free
Tasty



SUITABLE FOR ALL:

- ★ Kids
- ★ Vegetarians
- ★ Adults Young & Old

Stress-Free
Quick & Easy
Great Fun-Time
for the Family

NET WEIGHT: 9.7oz (275g)

THANK YOU
ANY QUESTIONS?

For more information, contact us:

Vedge-out Food Products

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





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Thank you



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