

9 DECEMBER 2021

Session n°4:

Ensuring food quality and safety in the Caribbean : the key role of SMEs and businesses



Caribbean Agrifood Business Series ...





Theophilia Louisien- Stoute
Grantley Adams Industrial Park, Christ Church
(TODAY)

Intro

O's Inc. has developed a food brand with a line of over 13 all-natural, gluten-free products, such as alternative flours, pancake mixes, porridges, coatings, and oils made from cassava, breadfruit, sweet potato, plantain, and coconuts.

PROBLEM

When we were growing up we ate and drank everything, but today it seems that everyone has some kind of reaction or allergies to most things. The reason for this is that the protein group of gliadins, in particular, is suspected of causing these undesired immune reactions and the modern wheat varieties contain more immunoreactive proteins than in the past.

PROBLEM cont'd

It has long been known that wheat proteins can trigger disorders such as coeliac disease or wheat allergies. Approximately one or 0.5 percent of the adult population is affected worldwide and that number is rising.

When consuming wheat or gluten products causes inflammation and damage in the intestinal tracts and other parts of the body, a gluten-free diet is recommended and most important.

PROBLEM cont'd

Gluten has no essential nutrients and is common in many foods such as bread, pasta, pizza, and cereal. However, foods not containing wheat or gluten are not easily accessible. In fact, on our supermarket shelves and cold storage, there is a lack of all-natural and easy-to-use gluten-free products.

SOLUTION

Our O's brand stretches the isles of the supermarket from the shelves to the cold storage.

O's has created part of the solution, by developing its line of delicious products that are not only all-natural and gluten-free but are all free from additives, dyes, and preservatives.

Living a healthy lifestyle is catching on and eating a gluten-free diet is even becoming popular among younger people who have not been diagnosed with any disease or have an immune reaction to gluten.

SOLUTIONcont'd

Each product is unique in

- Versatility (coatings, pancakes, porridge, oil, alternative flours, mixes, etc.)
- Texture (fine flour, course porridges, flaky coating, etc.)
- In aroma (they own distinctive scent)
- Have a neutral flavour (cassava flour)
- Have a pronounced flavour (sweet potato flour)
- First-time user experience guide (recipes on the packaging)
- Easy to cook staple foods (cold storage products, cassava chunks grated pumpkin etc.)

COMPETITION

...and some of these said things are what gives us an advantage above our competition.

	O's Inc.	Local	Overseas
Packaging / the Brand	X	X	X
Textures	X	X	
aroma	X		
Flavour	X	X	
Versatility	X		
cross section of products	X		

VALUE

PROPOSITION

We conducted an online survey to get an idea why O's,

- We offer our customers high-quality products at an affordable cost
- All products are guaranteed all-natural and gluten-free
- Health tips and recipes are found on most packaging
- A means to maintaining a healthy lifestyle without having to end way with delicious foods and desserts, shakes, and snacks

TECHNOLOGY

The O's brand is already on the shelves of supermarkets island-wide, however, we are still in a stage of developing more products, and as we continue to develop formulas for our new products, our vision is to source an eco-friendly packaging that will continue to hold the freshness and aroma of our products. Our desire is to develop a brand image that can be on par with our international competition, but still have that Caribbean authenticity.

INTELLECTUAL --- PROPERTY

We are currently in the process of trademarking our brand, in an effort to start exporting with the security of knowing that our brand can not be copied in the islands or country we wish to export to.

MARKET

POTENTIAL

- Our prices are in mid to high range and that's because of its quality and size, however, if we can source a more economical packaging and materials, prices can be lower to satisfy all segments of the market.
- We are in supermarkets and convenient shops island-wide, however, we are close to finding a distributor to export to other Caribbean islands.
- As of 2020, all promotions of our products have been online via social media. Gongolas and shelf talkers are being put in place to further promote our brand.



FINANCIALS

Projected Income Statement 2021-2025

(amounts expressed in Barbados dollars)

REGULATORY

PATHWAY

- Food production must be clean and safe to consume
- Food preparation- Hazard Analysis - Critical Control Point (HACCP) approved, practices of good personal hygiene, personal protective gear (gloves, hairnet, etc.), wash/sterilizing machine/equipment, manufacture protective equipment

REGULATORY

PATHWAY cont'd

- Labeling labels that are bilingual contain a full ingredient list highlighting those that may cause allergic reactions eg. celery, mustard, egg, etc., has nutritional facts, barcode, and address of the manufacturer.
- Geographical Indications requirements

ADVISORS



BARBADOS
INVESTMENT &
DEVELOPMENT
CORPORATION



OUR TEAM

Managing Director:

Theophilia Louisien Stoute - oversees the day-to-day operations of the processing plant.

Merchandiser/Delivery:

Patrice Stoute- distributing products to supermarkets, convenience stores, etc.

General workers:

An equivalent of 4 females between the ages of 36-55, prepare all raw materials to be processed, package and label all products.

OUR TEAM

Marketing/Spokesperson:

Sabrina Walcott

Accountants

KS Consulting Inc.

Advisors:

Business Investment & Development Consultants

Over 13 products manufactured by O's Inc. are ALL artisanally processed, organic, healthy, all-natural preservative-free, additive-free, have no dyes, and are 100% GLUTEN FREE.

O's inc has developed a brand of foods that give you an alternative using wheat and gluten-filled meals.

O's products help develop and maintain a healthier lifestyle and offer you the security of eating meals that are truly healthy and good for improving your body.

Eating healthy doesn't mean eating bland, make something delicious with O's.



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Thank you

