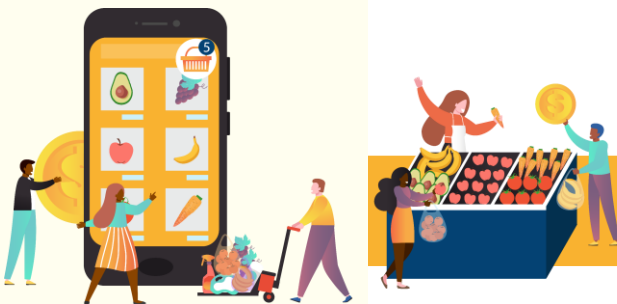


16 NOVEMBER 2023



Session n° 11:

The role of agrifood businesses in promoting circular economy: successes from entrepreneurs and SMEs



Caribbean Agrifood Business Series ...



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MICROGREENS HEALTH MAGIC

@JayMay_Acetoria





Mission

To give all Antiguan and Barbudans affordable access the novel superfood microgreens.



Microgreens@JayMay Acetoria

- ❖ a sustainable green start-up producing the Novel Superfood Microgreens
- ❖ aiming to raise the levels of individual consumption of fresh vegetables, by introducing **Microgreens** to as a choice in the national food market
- ❖ also aims to generate storm and drought disaster mitigation with a protocol for post disaster seedling and fodder production using the microgreens production grow unit
- ❖ producing affordable microgreens through a circular approach as we compost tree and shrubs from the farm as the microgreens growing medium and using solar power in our production operations



Antigua & Barbuda and the Circular Economy

- ❖ Since 2017, Antigua and Barbuda, has prohibited, by law, the importation of single use plastics and Styrofoam containers.
- ❖ Continuation of the steps in the Circular Economy are truncated by continued the absence of re-use of non-combustibles and practice of limited composting in households
- ❖ There is no Public Policy action such as legislation or incentive in place neither at community, nor commercial company level support re-use and repurposing of non-biodegradable items of products



Why We Grow Microgreens

Fresh leaf vegetables

- ▶ Edible form of seedlings of vegetables, herbs and grains known to have edible leaves
- ▶ Providing more than 10 times their weight in nutrients & 4 times that of their mature form
- ▶ Suitable food for any age and gender groups
- ▶ Can be grown from a variety of seeds; mixes prepared as per demand of the individual customer need, also suitable food for livestock
- ▶ Small carbon foot print-requires little space and minimal amounts of growing medium and water
- ▶ Short growing period (5 to 21 days)



How Do We Grow Microgreens Sustainably

THE PRODUCT

- ❖ On-farm generated compost
- ❖ Solar powered circulation fans
- ❖ Multiuse capillary mat irrigation
 - ❖ Heavy gauge multi re-use germination trays
 - ❖ Light including heat excluding shade screen in use
 - ❖ Double layer Polycarbonate Greenhouse for wind resilience





Current Challenges

- ❖ Microgreens is a new crop to the national population so promotion and marketing has to include education on the product, nutrition, form, use and benefits.
- ❖ The unseasonable high summer temperatures have limited the impact of temperature control inside the Greenhouse
- ❖ More need to establish details on shelf life, and storage and handling and to provide recipes and usage than other new vegetables, thus making Promotion more costly



Achievements

1. Designed, constructed and tested the production technology.
2. Developed a Microgreens MVP.
3. Grown cycles of the microgreens crop.
4. Carried out customer assessment of microgreens interest and knowledge.
5. Developing markets and customer commitment and B2C contracts.
6. Designing and generating market and promotion material



The Way Forward

- ❖ Preparing Public Education materials for distribution
- ❖ Designing a Promotion Programme that included lecture and talks to potential users
- ❖ Develop a social media presence that includes opportunity for feed back to potential users
- ❖ In all promotion provide details on shelf life, and storage and handling, recipes and usage
- ❖ As a result of the recent GGGI Greenpreneurs Exchange Tour to Qatar I am working on linking ith a Qatar entrepreneur using Evaporative Cooling techniques and equipment



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Thank you



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