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Session n°13:

Opportunities in local and regional markets for Caribbean entrepreneurs



Caribbean Agrifood Business Series ...



Funded by
the European Union

Caribbean Agricultural Productivity improvement Activity (CAPA)



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Program Director
2024

About IESC

Who are we:

- Prime implementing partner for the USAID Caribbean Agriculture Productivity improvement Activity (CAPA)
- US-based non-profit organization that implements US government funded economic development programs around the world.

Our Mission:

- We catalyze private sector growth and create economic opportunity for people and communities in economically developing countries

Our History:

- Over the past 60 years, we have worked in 139 countries including across the Latin America and the Caribbean region and created 1.5M jobs

How we work:

- We emphasize locally-led, market driven solutions by working with and through partners in the private sector, government and civil society to solve challenges

About CAPA

What:

3-year USAID funded program to address rising food insecurity in the region through market-driven, climate smart solutions in Guyana, Suriname, St. Vincent and the Grenadines, Dominica, Barbados, Grenada, St. Lucia, and Trinidad & Tobago.

Implementing Partners:

IESC and IICA

Objectives:

- To increase smallholder market-led production of fruit and vegetables
- To improve market linkages between buyers and smallholders
- To strengthen public and private sector extension systems for smallholders.



Value Chain Selection Criteria

- **Market Opportunity**
 - Credible identified, unmet, and growing market opportunity
- **Agronomic Suitability:**
 - Agro-climatic suitability in target country
- **Agribusiness Investment:**
 - Active private sector with opportunity to scale investment
- **Food Security**
 - Potential to positively impact national and intra-regional food security
- **National Priority**
 - Public sector and donor support for growth
- **Climate and Environmental Considerations**
 - Vulnerability to climate change and/or impact on the environment
- **Gender and Youth Involvement**
 - Participation from, and impact on women and youth

CAPA Initial Target Value Chains

- **Guyana**

- Cherries, Turmeric, Coconut

- **St. Vincent & Grenadines:**

- Banana & Plantain, Dasheen & Sweet Potato, Fresh vegetables

- **Suriname:**

- Banana & Plantain, Ginger, Passion Fruit

- **Dominica:**

- Cassava, Dasheen & Sweet Potato, Passion Fruit



Regional Market Opportunities- Sample (Annual Value)



US \$20 million



US \$7 million



US \$3.2 million



US \$2 million



REGIONAL MARKET BRIEF

Tomatoes

About CAPA

A USAID-funded program, implemented by Improving Economies for Stronger Communities (IESC), focused on enhancing regional food security by increasing fruit and vegetable productivity, building the capacity of buyers and input suppliers, to strengthen relationships with farmers, and improving farm-level extension systems.

CAPA is being implemented in Barbados, Dominica, Grenada, Guyana, Saint Lucia, Saint Vincent and the Grenadines, Suriname, and Trinidad & Tobago.

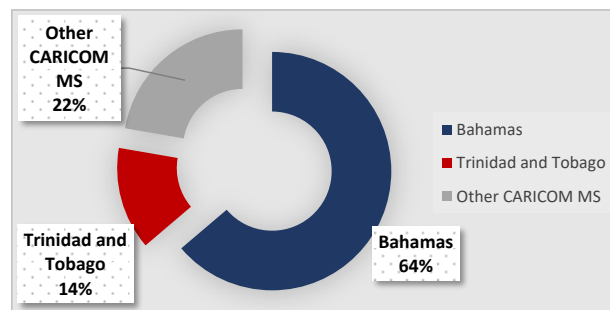
- **Objective 1:** Increase smallholder market-led production of fruits and vegetables.
- **Objective 2:** Improve domestic and regional market linkages for smallholder farmers.
- **Objective 3:** Strengthen public/private sector extension skills, capacity and systems to transfer best practices to smallholder farmers.

Tomatoes (*Solanum lycopersicum*) are prized for their nutritional richness and culinary versatility. Packed with vitamins, minerals, and antioxidants, **Tomatoes** play a vital role in promoting health and well-being. With the region's growing hospitality industry, focus on promoting healthy eating habits and sustainable production and consumption, IESC is supporting farmers' capacity to meet the growing demand for produce like **Tomatoes**.

Import quantities and values

Two CARICOM Member States, Bahamas (64%), and Trinidad and Tobago (14%), accounted for approximately 78% of all regional imports between 2018 and 2022 (Figure 1). Details on other CARICOM market opportunities are provided in Table 1.

Figure 1: Imported values of Tomatoes by percentage by CARICOM Member States over the period (2018-2022)



Intra-regional trade for tomatoes remains limited.

Explore intricate details on the next page, where import dynamics and trends are uncovered.



Export Requirements

- Phytosanitary Certification (PC) required, issued no more than 72 hours before export.
- Surface disinfection and disinfestation of the commodity by the exporter, overseen by a plant quarantine inspector.
- Traceability of production, processing, and distribution maintained. Notification must be given by existing pack house facilities to the NPPO/Plant Protection Unit in the Ministry of Agriculture to ascertain pack house requirements.
- Use of pesticides must conform to the regulations of the National Plant Protection Organization (NPPO) and collaborating agencies.
- Must follow the market guidelines for pre-harvest, harvest and post-harvest techniques.

Quality Requirements:

Tomatoes must be whole, sound, clean, and practically free from pests, damage, abnormal moisture, and foreign odors or tastes. The stalks of trusses must be fresh, healthy, and free of leaves and debris. They must exhibit sufficient maturity and ripeness to withstand transportation and handling while continuing their ripening process to achieve the desired degree of ripeness. Three classes exist:

"Extra" Class: Tomatoes must meet superior quality criteria, including firm flesh, characteristic shape, appearance, and uniform size. They must be free of defects, except for minor superficial imperfections that do not affect overall quality.

Class I: Tomatoes are of good quality, with reasonably firm flesh and uniform size. They may have slight defects in shape, color, or skin, but these must not compromise their overall appearance or quality.

Class II: Tomatoes, while still meeting minimum quality requirements, may exhibit more pronounced defects and slightly less firm flesh compared to Class I.

Sizing: Tomatoes can be sized by diameter, with options ranging from 0 ($\leq 20\text{mm}$) to 10 ($> 102\text{mm}$), or by uniformity provisions that limit differences in diameter between tomatoes in the same package.

Tolerances: For all classes, a total tolerance of 10% is permitted for produce not meeting class requirements. Quality tolerances differ between Class I and Class II tomatoes, with stricter requirements for the former.

Uniformity: Each package must contain uniform tomatoes of the same origin, variety, quality, and size (if sized). For "Extra" Class and Class I tomatoes, uniformity in ripeness and coloring is also essential.

Packaging: Tomatoes must be packed to ensure their proper protection during transportation and storage. Packaging materials must be clean, new, and of suitable quality to prevent damage. Must be clearly marked with identification details, including packer/dispatcher information, nature of produce, origin, and commercial specifications.

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Thank you



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