

24 AUGUST 2023



## Session n°10:

# Successes from agrifood entrepreneurs and SMEs in packaging and labelling



*Caribbean Agrifood Business Series...*



Funded by  
the European Union

Wi! Uma fu Sranan  
Agro Cooperatie U.A.



# KAPASIKELE

Who are Wi!:

Wi! Uma Fu Sranan is a social and economic cooperative. Wi! are farmers, entrepreneurs and business owners while simultaneously shouldering the primary responsibility for our children's education and family nutrition. Wi! make up more than half of the agricultural workforce and may be considered the key change agents for economic, environmental and social good.





# Members of the Cooperative



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Our  
Mission & Vision





## Our Vision & Mission

*"Our vision is to empower at least 100 women by 2025, arming them with the tools, knowledge, and resources vital for sustainable production. Through this empowerment, we aspire to bolster their economic independence, cultivating a profound sense of self-reliance and community pride. Our ultimate aim is to trigger a virtuous cycle of progress, wherein the improved economic standing of these women serves as a catalyst for broader community advancement."*

*At the heart of our vision lies an unwavering commitment to crafting wholesome products that not only benefit consumers but also contribute to the well-being of the local environment. We firmly believe that by prioritizing social progress, economic growth, and environmental sustainability, we can pave the way for a harmonious and prosperous future for all stakeholders.*

*Our journey is driven by the belief that when women thrive, entire communities flourish, and the planet thrives. Together, we are building a future that is resilient, equitable, and sustainable, one empowered woman at a time."*



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Our  
Businessmodel



# Our businessmodel



*The Cooperative Wi! Uma Fu Sranan and Surivit N.V. are social entrepreneurs who blend business and social concerns to create positive impacts in the lives of those associated with our mission.*

*We believe that success isn't solely measured by profits. For us, as a social enterprise, success is defined by the positive changes we bring to the world. Our commitment lies in making a meaningful difference in the lives of individuals and communities.*

*Besides being a social enterprise, we are also focusing on the preservation and improvement of our ancient food practices.*

*We merge centuries of ancient knowledge with the latest practices in food innovation and foodsafety.*





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Our  
Products

# Stages of Kokori



Originally on the market



Grated version Packed



2014



2016 - 2023



New Fortified Formula 2023



# Importance of product presentation/ packaging & Labeling

*Presentation & Packaging plays a crucial role in all of our products, from protecting our products to enhancing their visual appeal. 6 vital characteristics that makes our packaging remarkable and impressive:*



1. **Protection:** One of the primary functions of our packaging is to safeguard our products from damage, contamination, and external influences. We want to ensure that our products reach consumers in pristine condition.
2. **Preservation:** Our Packaging choice helps us to extend the shelf life of products by creating a barrier against air, moisture, light, and other factors that can degrade quality. This is especially important for perishable goods and items that are sensitive to environmental conditions.
3. **Information:** Our Packaging serves as a valuable source of information for consumers. It provides details about our product usage, ingredients, nutritional facts, safety precautions, and more. Clear and informative packaging helps consumers make informed purchasing decisions.



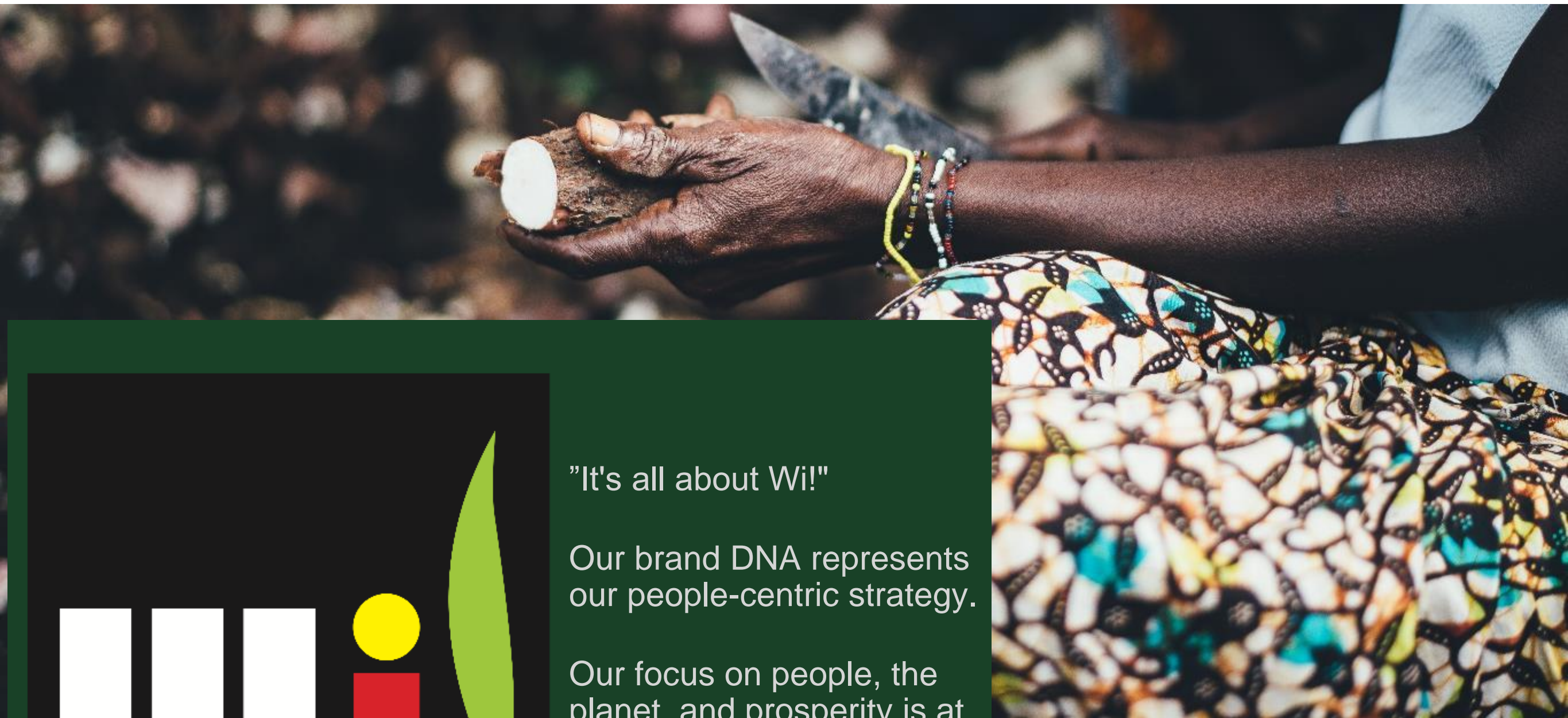
# Importance of product presentation/ packaging & Labeling



2. **Attractiveness:** Our products should be Eye-catching. Our visual appealing products can significantly influence consumer choices. We are well aware that the design, color scheme, and branding of our packaging can create a memorable first impression and differentiate our product from its competitors.
3. **Functionality:** Our Packaging is designed with functionality in mind. Ease of use, convenient storage, and user-friendly features. This contribute to a positive consumer experience. We chose for functionality packaging and included a resealable zipper.
4. **Sustainability:** In today's environmentally conscious world, sustainable packaging is gaining importance. Packaging that is eco-friendly, made from recyclable materials, or designed for minimal waste generation showcases a commitment to reducing the environmental footprint. Our pouches for example are made of 75% less plastic. We make conscious choices....







"It's all about Wi!"

Our brand DNA represents our people-centric strategy.

Our focus on people, the planet, and prosperity is at the core of everything we do at Wi!.





# Our products



Cassave Breakfast Cereal Smoked



Cassave Breakfast Cereal Banana



Cassave Breakfast Cereal Natural



Cassave Breakfast Cereal Traditional



Cassave Flour



Cassave Pancake Mix



Fortified Cassava Porridge



Fortified Cassava Porridge



Arrowleaf root  
xanthosoma sagittifolium



Coconut oil  
extra virgin



Crabwood oil  
carapa guianensis



Maripa oil  
Atalea maripa



Honey







# MANAGEMENT SYSTEM CERTIFICATE

Certificate no.:  
C576875  
CQID:  
SUR-1-2080-560458

Initial certification date:  
13 February 2023

Valid:  
13 February 2023 – 12 February 2026

This is to certify that the management system of

**Surivit N.V.**

Indira Gandhiweg BR 985, Wanica, Suriname

has been assessed and determined to comply with the requirements of  
**FOOD SAFETY SYSTEM CERTIFICATION 22000**

Certification scheme for food safety management systems consisting of the following elements:  
ISO 22000:2018, ISO/TS 22002-1:2009 and additional FSSC 22000 requirements (Version 5.1).

This certificate is applicable for the scope of:

**Producing (cleaning, drying, grinding and sifting) of Cassava flour, Cassava pancake mix, banana cassava breakfast porridge and natural cassava breakfast porridge. Producing (cleaning cassava, cutting, cooking and packaging and freezing) cassava chips. Category CII, CIV**

The certification system consists of a minimum annual audit of the food safety management systems and a minimum annual verification of the PRP elements and additional requirements as included in the scheme and applicable technical specification for sector PRPs. Validity of this certificate can be verified in the FSSC 22000 database of certified organizations available on [www.fssc22000.com](http://www.fssc22000.com).

Date of Certification Decision:  
13 February 2023  
Place and date:  
Barendrecht, 14 February 2023



For the issuing office:  
DNV - Business Assurance  
Zwolsseweg 1, 2994 LB Barendrecht,  
Netherlands

*Sabrina Bianchini*

Sabrina Bianchini  
Management Representative



Lack of fulfillment of conditions as set out in the Certification Agreement may render this Certificate invalid.

ACCREDITED UNIT: DNV Business Assurance B.V., Zwolsseweg 1, 2994 LB, Barendrecht, Netherlands - TEL: +31 (0)102822688, [www.dnv.com/assurance](http://www.dnv.com/assurance)

*Safety of our workers and  
customers are our priority*



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Product  
Presentation



# Product war zone!!!





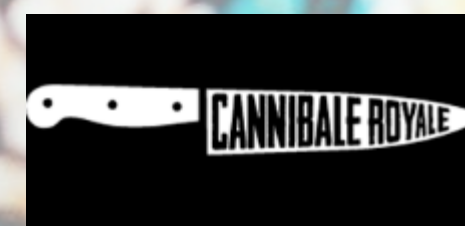
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Strategic  
Partnership



# Strategic Partnerships



# Incentives to support SMEs and businesses to adopt sustainable packaging and labelling practices?

Encouraging SMEs and businesses to scale up the adoption of sustainable packaging and labeling practices requires a combination of incentives that provide tangible benefits and support their transition to more eco-friendly practices. Here are some incentives that can be offered:

## **Financial Incentives:**

a. Grants and Subsidies: Governments and non-profit organizations can offer grants or subsidies to help businesses invest in sustainable packaging and labeling. These funds can be used for research and development, equipment purchases, or training.

b. Tax Credits and Deductions: Tax incentives, such as credits or deductions, can be provided to businesses that invest in sustainable practices. These incentives can reduce the overall cost of adopting eco-friendly packaging and labeling.

c. Low-Interest Loans: Offer low-interest or zero-interest loans specifically for sustainability initiatives. This can make it more financially feasible for businesses to invest in sustainable practices.

## **Technical Assistance and Support:**

a. Consulting Services: Provide access to sustainability experts and consultants who can guide businesses in implementing sustainable packaging and labeling solutions.

b. Training and Workshops: Organize training programs and workshops to educate businesses about sustainable practices and the benefits they can bring.

c. Research and Development Support: Offer support for research and development efforts aimed at creating innovative sustainable packaging materials and technologies.



# Incentives to support SMEs and businesses to adopt sustainable packaging and labelling practices?

## **Certification and Recognition:**

- a. Certification Assistance: Assist businesses in obtaining eco-certifications and labels like FSC, Fair Trade, or EcoCert, which can enhance their credibility and appeal to eco-conscious consumers.
- b. Recognition Programs: Create recognition programs or awards for businesses that demonstrate outstanding commitment to sustainable packaging and labeling practices.

## **Market Access:**

- a. Preferred Supplier Status: Large retailers and organizations can give preference to suppliers and partners who use sustainable packaging and labeling. This can create a strong market incentive for businesses to adopt these practices.
- b. Access to Sustainable Markets: Help businesses connect with markets and customers that prioritize sustainability, both locally and internationally.

## **Public Relations and Marketing Support:**

- a. Marketing Assistance: Provide marketing and branding support to businesses that adopt sustainable practices, helping them communicate their commitment to consumers effectively.
- b. Consumer Education Campaigns: Collaborate on public awareness campaigns that educate consumers about the importance of sustainable packaging and how to support businesses that use it.

## **Waste Management Support:**

- a. Recycling Infrastructure: Invest in or subsidize recycling infrastructure to make it easier for businesses to recycle and reuse materials in their sustainable packaging.

## **Collaboration and Networking:**

- a. Business Networks: Facilitate networking opportunities for businesses to share best practices and collaborate on sustainability initiatives.
- b. Industry Partnerships: Encourage collaboration between SMEs and larger companies within the same industry to promote

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Our Passion





*"You educate a man; you educate a man. You educate a woman; you educate a generation."*

*– Brigham Young–*

*Grantangi!*





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# Thank you



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