

27 FEBRUARY 2025



Session n°16:

Opportunities in cross-border value chains for entrepreneurs



Caribbean Agrifood Business Series ...



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VARROSS NV

Driving Cross-Border Value Chains in the Caribbean Agrifood Sector

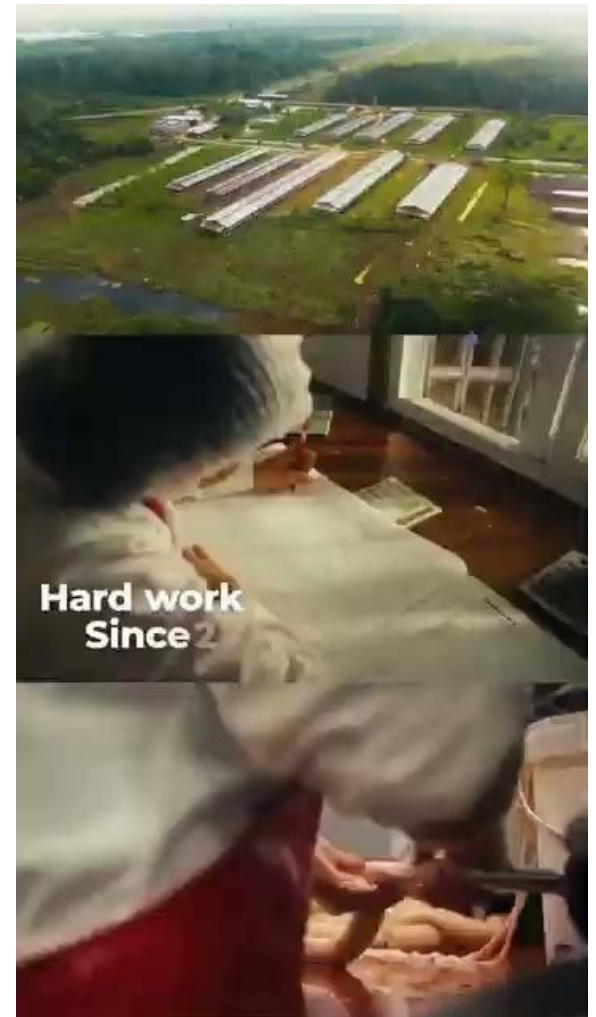
Sourcing, Processing, and Exporting Quality Meat Products



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Who we are: Varross NV

- **Location:** Paramaribo, Suriname.
- Part of **Rossignol Holding**, covering the entire meat value chain (breeding, processing, exporting).
- Operate Suriname's primary pork slaughterhouse and a modern meat processing plant.
- Specialize in fresh cuts and value-added products (e.g., sausages, cured meats).
- **Goal:** Ensuring high quality and efficient production while expanding into international markets.



Sourcing Raw Materials and challenges

- Import raw materials (chicken, beef, pork cuts, spices, packaging) to maintain high standards.
- Reasons for sourcing internationally:
 1. Quality,
 2. Price,
 3. Availability,
 4. and Consistency.
- **Challenges in cross-border trade:**
 1. Logistics (e.g., delays, less-than-container loads).
 2. Health certificates and regulatory compliance.
- **Goal:** Keeping up with production demands and remaining competitive in the local market.

Processing, Value Addition & Certifications

- Process both locally sourced and imported materials into fresh cuts and value-added products.
- Focus on quality, efficiency, and meeting international standards.
- **Certifications:** ISO 22000:2018
- **How this supports cross-border trade:** Ensures market access and builds trust with global customers.
- **Focus:** Adding value while maintaining the highest quality.





Expansion into Regional Markets

- **Target markets:** CARICOM countries.
- **Steps toward expansion:**
 - Optimizing retail packaging, consistency, and quality.
 - Establishing contacts with businesses in target markets.
- **Opportunities:** Leveraging regional trade agreements and partnerships.
- **Challenges:** Logistics, regulations, and competition from imports.



Conclusion

- **Key message:** Varross is Suriname's leading company in the meat industry, focused on quality, efficiency, and international growth.
- **Challenges:** Logistics, regulations, and volume.
- **Opportunities:** Expansion into Caribbean markets, process optimization, and partnerships.
- **Future vision:** Strengthening regional value chains and growing exports.

Thank you



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