

1 JULY 2025



Session n°18:

E-commerce and digital marketing for agrifood products



Caribbean Agrifood Business Series ...



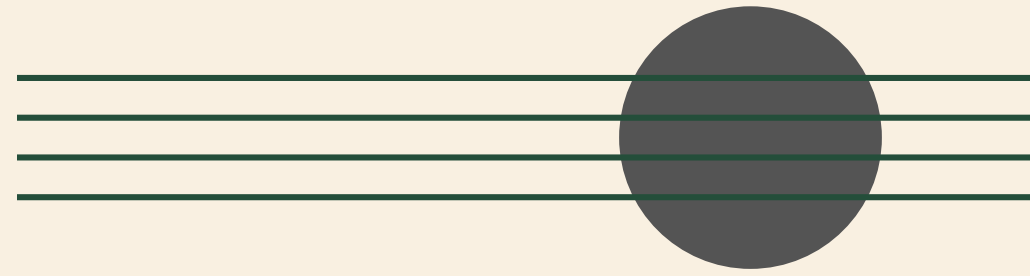
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Digital Roots: How to Grow a Caribbean Agrifood Brand Online

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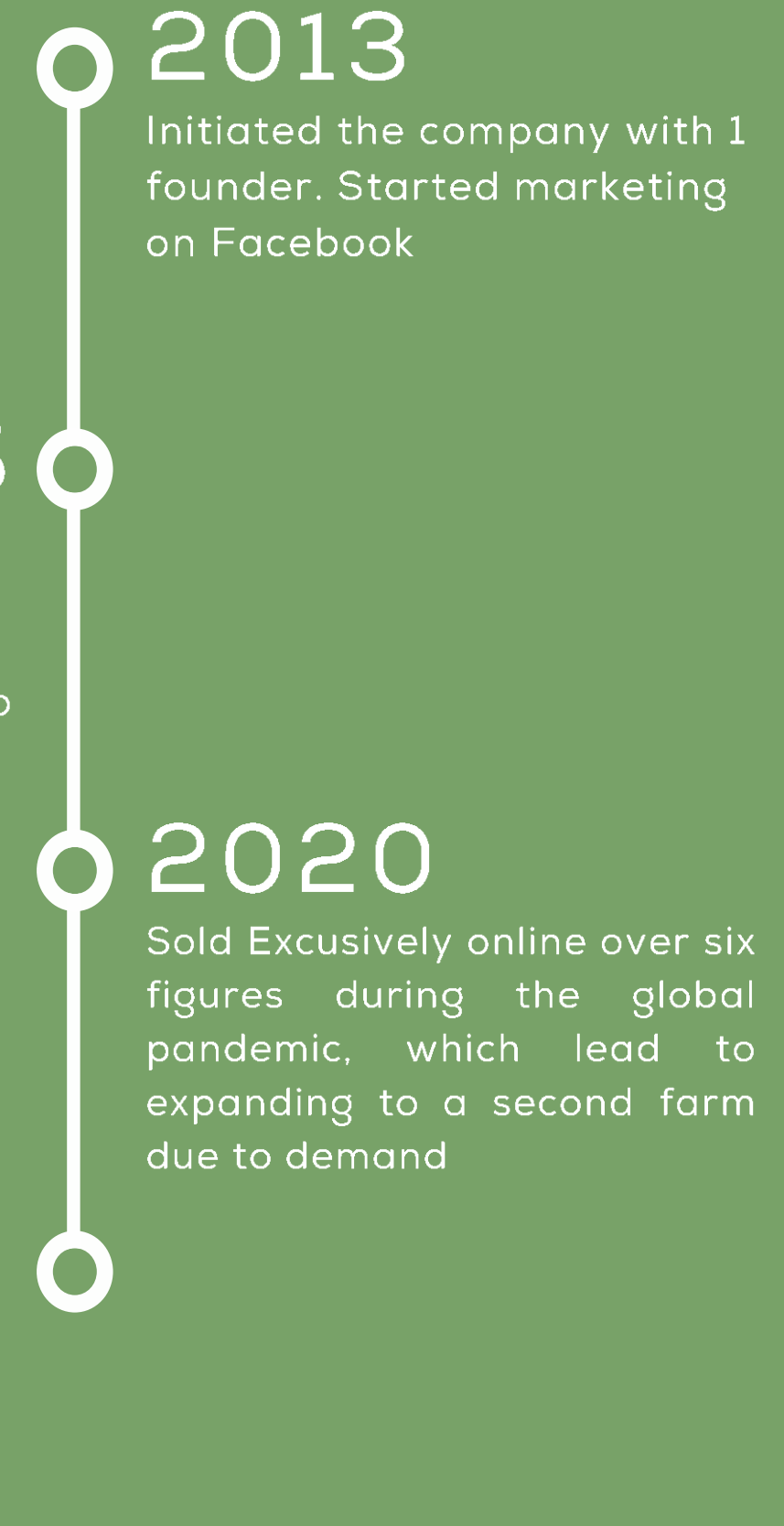
OUR STORY



Chiccharney Farms is proudly based on the island of Andros, The Bahamas. Our name is derived from a legend associated with the island. Our journey began out of necessity. Local farmers weren't being fairly compensated by the government, so we decided to take matters into our own hands: bringing our goods directly to customers and building a brand that has grown in size and reputation.

Today, we are a female-lead, agrifood business that specializes in the production of local and organic produce and offering traditional bush teas, value-added goods like sauces and dried herbs & in person events like farm tours, pop-up markets, and workshops. All of this had been done through the use of digital marketing and online branding.

TIMELINE OF EVENTS



THE IMPORTANCE OF DIGITAL MARKETING

HOW OFTEN ARE YOU ONLINE?

Since the beginning, digital marketing has played a crucial role in Chiccharney Farms' growth and visibility.

When we first launched, we didn't have a storefront, a distributor, or a middleman. What we did have was a phone, a Facebook account, and a strong connection to our community. We began by sharing our story online—posting about what we grew, and why it mattered. This was also where we were able to make some of our first sales and meet new clients!

Over the years, through the use of platforms like Instagram, Facebook, and WhatsApp, we were able to:

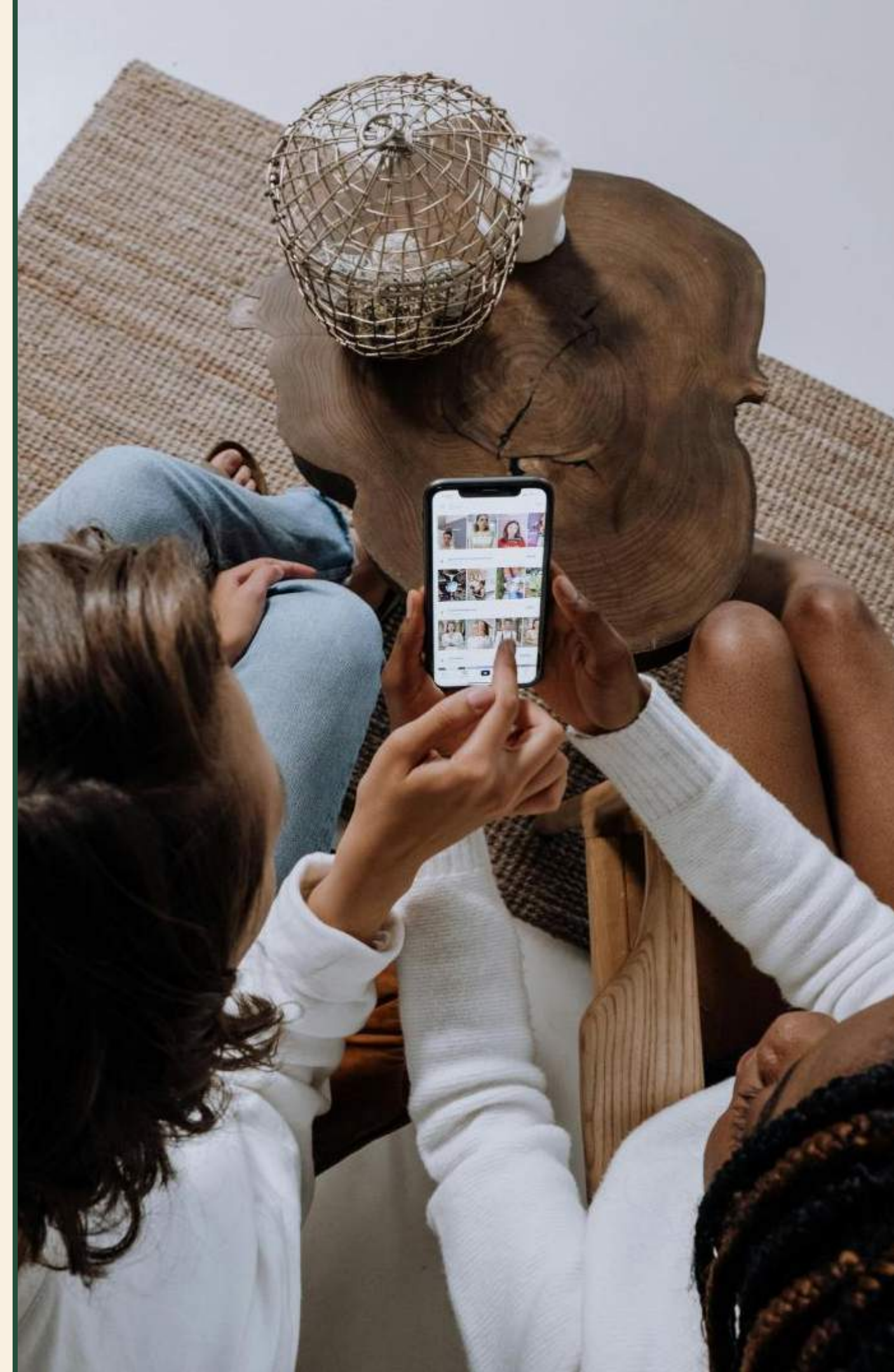
Build trust with our customers through transparency and consistency

Create a recognizable brand rooted in culture and storytelling

Launch pop-ups, farm events, and seasonal offerings using free, accessible tools

Educate our audience on everything from bush teas to food sovereignty

Promote and sell products directly to consumers,



DIGITAL MARKETING TOOLS & STRATEGIES

Digital tools have been key to building our brand and reaching customers where they are.

We use Instagram and Facebook to tell our story—sharing behind-the-scenes content, product spotlights, and farm updates. These platforms help us connect with customers visually and personally.

We design all of our content—flyers, menus, announcements—using Canva, ensuring that everything we publish is clear, branded, and professional.

We also boost select posts on Instagram and Facebook to reach new audiences beyond our immediate followers. Combined with authentic customer reviews on platforms like Google and Facebook, this gives the business valuable social proof—helping potential buyers feel confident and connected before they ever make a purchase.

These free and low-cost tools have helped us create a consistent, trusted online presence without needing a large marketing team or budget.



STRATEGIES THAT EVERYONE SHOULD USE!

Strategy 1:	Engage with clients and partnership opportunities
Strategy 2:	Create more video content
Strategy 3:	Make your brand human to evoke emotions
Strategy 4:	Create strong visuals that promote brand identity
Strategy 5:	Be consistent in posting to maintain social media presence
Strategy 6:	Exceptional customer support; customers will often need help!

LETS TAKE A LOOK AT AN EXAMPLE.

Product graphics—like this one featuring our Da Seminole and other pepper sauces—were designed using Canva, which we use for other pieces of content_ flyers, menus, announcements, etc. This tool is low cost, but helps to establish and maintain our online presence with a professional look. With just a few images and brand elements, we've been able to create flyers, labels, and digital content that match our identity and feel polished.

Platforms like Instagram and Facebook allow us to share this kind of content regularly. With the investment in a post boost, they become more visible both locally and beyond.



E-COMMERCE AND OPERATIONAL EFFICIENCY

Selling directly to customers online may seem intimidating, but with the right approach, it can be a game changer.

We use our website and WhatsApp to take orders—easy, familiar options for our customers. Platforms like Wix or Shopify can help manage sales and track orders, even if you're just starting out.

You should also think beyond individual transactions. Seasonal boxes, limited-time offers, and customizable bundles create excitement and help you manage inventory more efficiently.

Once the order is placed, the next step is closing the sale. But don't stop there—the final (and arguably most important) step is feedback. Positive reviews build trust and attract new customers by giving them confidence before they buy. Encourage reviews on Google or Facebook whenever possible.

01 Social Media



02 Website & WhatsApp Orders



03 Delivery



04 Feedback





**Consistency
matters more
than perfection.**

Showing up regularly—whether it’s a story, post, or message—keeps customers engaged and builds trust over time.



· · · · · : **CHALLENGES AND
· · · · · :
· · · · · : LESSONS LEARNED**
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Our journey with e-commerce and digital marketing has come with its share of learning curves—but each challenge has helped us grow stronger.

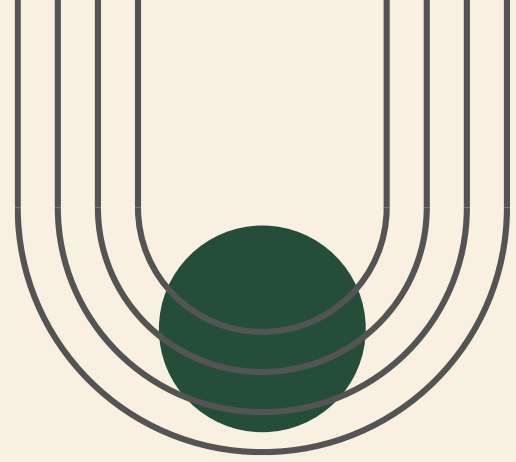
At first, managing online orders and deliveries felt overwhelming. But with time, we found our rhythm through trial, error, and the right tools. Wix gave us structure, while social media gave us flexibility to test ideas, see what resonated, and adapt quickly.

Another challenge was delivery logistics, especially to other islands. But by coordinating early, partnering locally, and setting clear order timelines, we’ve managed to keep things reliable.

Our growth has come not from going viral—but from showing up, listening to our customers, and improving one step at a time.

WHAT'S NEXT?

HOW CAN WE GROW TOGETHER?



CHICCHARNEY FARMS OUR NEXT STEPS

- Expand digital training & mentorship opportunities for women in agriculture
- Strengthen regional shipping through logistics partners across the Bahamas
- Launch more seasonal campaigns & formalize our digital loyalty system
- Continue using digital platforms to share knowledge, culture, and make an impact.

FOR YOU WHAT YOU CAN DO NEXT

- Start with one clear offering and build your digital presence gradually
- Use simple tools (Canva, Wix, WhatsApp) to reach your community
- Think long-term: loyalty programs & digital catalogs increase retention
- Collaborate with others—regional partnerships can expand your reach
Empower others: share your knowledge, especially with youth & women
- Keep showing up—consistency is key to building a trusted brand

THANK YOU



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CARIBBEAN AGRIBUSINESS HAS A GLOBAL VOICE—DIGITAL TOOLS HELP US SPEAK LOUDER

Thank you for the opportunity to share our story.

At Chiccharney Farms, we believe that with purpose, creativity, and the right tools, even small agribusinesses can build strong brands, serve their communities, and grow sustainably.

We hope our experience inspires others to take that first step—whether it's launching a product, building an online presence, or just showing up consistently.

Let's keep learning from each other and moving Caribbean agrifood systems forward—together.



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Thank you



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