

1 JULY 2025



## Session n°18:

# E-commerce and digital marketing for agrifood products



*Caribbean Agrifood Business Series* ...



Funded by  
the European Union

# A Wellbeing Economy

A Wellbeing Economy is a public policy framework (*or organization or philosophy*) in which the economy is designed to serve social, health, cultural, equity and nature outcomes.

McCartney, Gerry; Hensher, Martin; Trebeck, Katherine (2023-07-05). "How to measure progress towards a wellbeing economy: distinguishing genuine advances from 'window dressing'". Public Health Research & Practice. 33 (2). doi:10.17061/phrp3322309.

# Our network consists of 3 collectives



Alliance of Rural Communities  
(ARC)

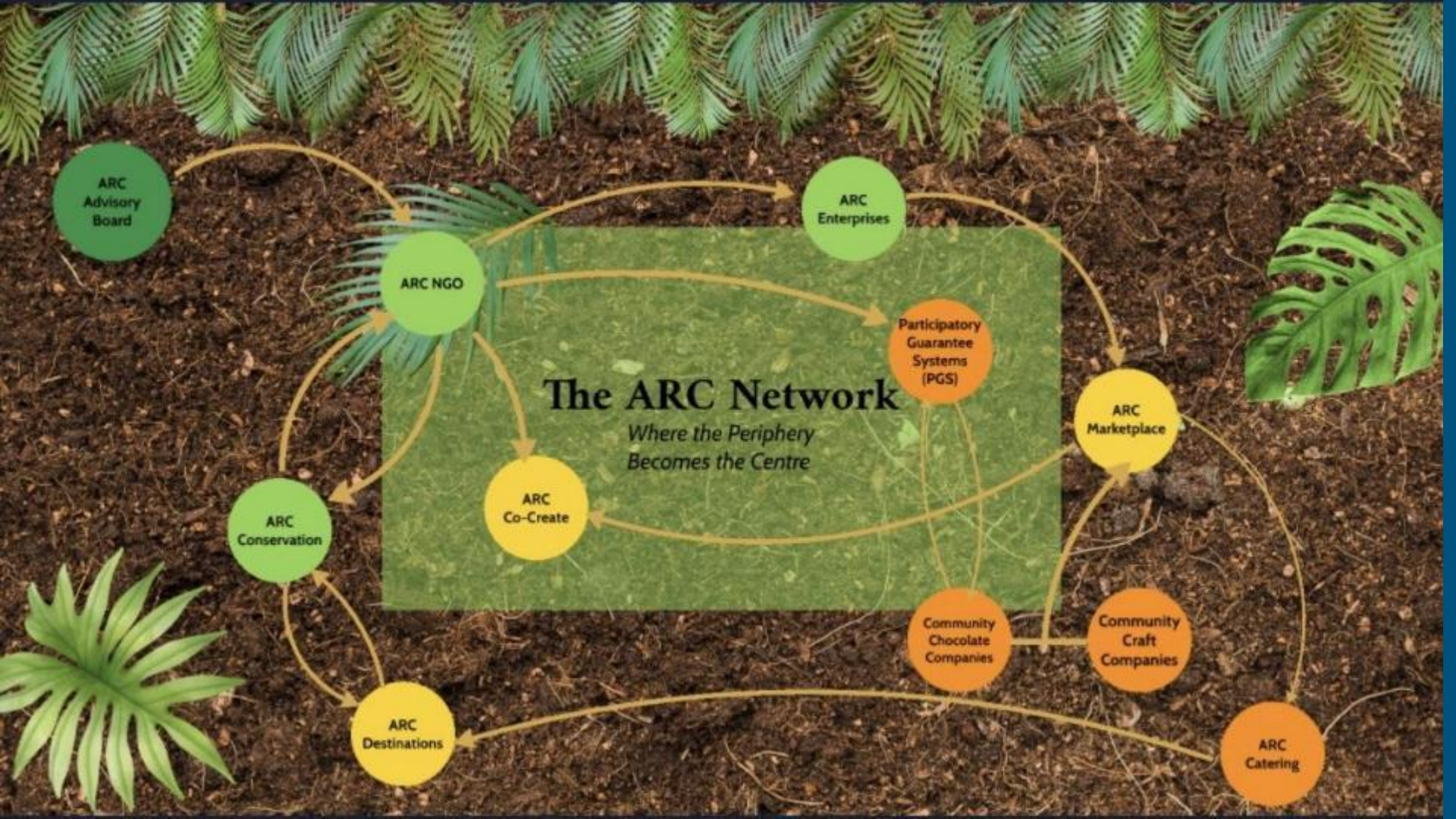


Sail Culture Collective  
(SCC)



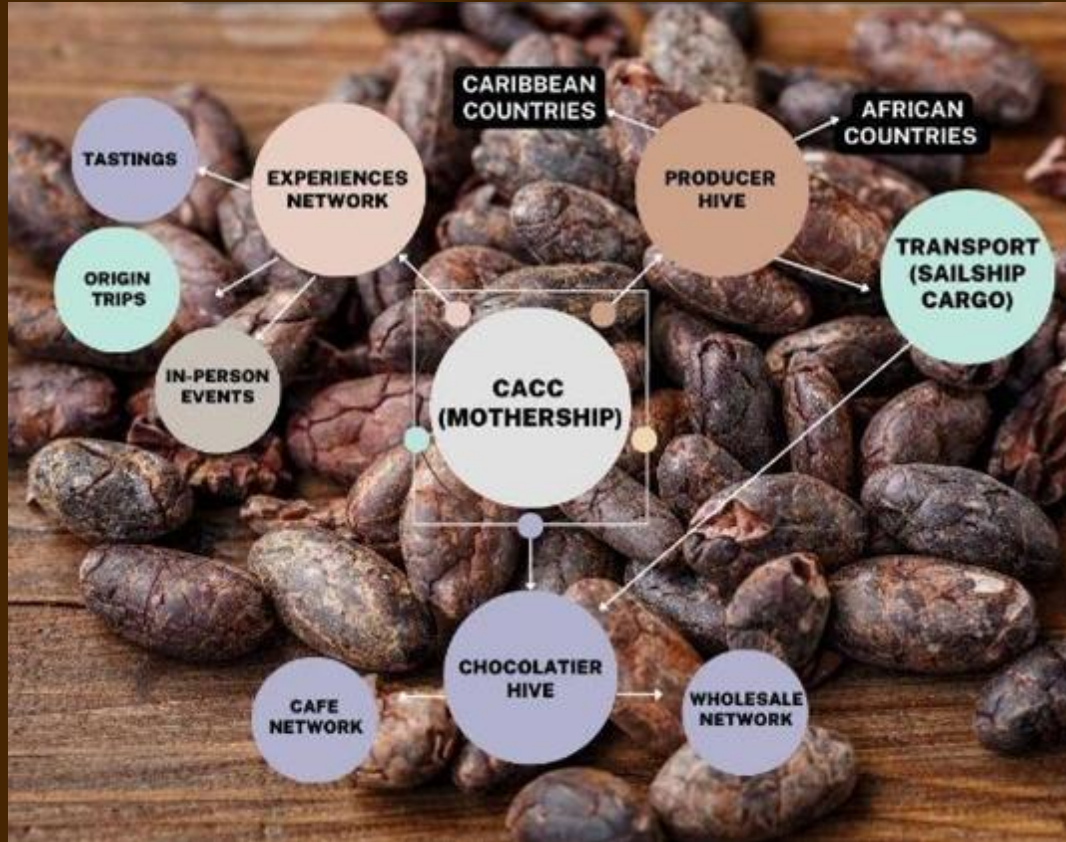
Cross Atlantic Chocolate Collective  
(CACC)

***Our motto: "Centering the periphery"***





# CACC Organisational Structure



# CACC Producer Hive



# CACC Chocolatier Hive









# Where do we use digital platforms

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- To meet potential partners
- To train and to be trained
- To conduct meetings
- To compile and analyze data
- To take and fulfill orders
- To create and send invoices
- To accept and send payments
- To organize events
- To market products and services
- To engage with potential and current funders

In other words ..... EVERYWHERE!!!!!!

# E Commerce

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NATIONAL AND REGIONAL (Mainly B2B)

Google forms, WhatsApp, IG (Website orders by end of 2025)

INTERNATIONAL (Mainly B2B)

WhatsApp, Email, Website

# E-Commerce for ARC & CACC

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[ARC Marketplace Online Order Form](#)

[Chocolate Rebellion Website](#)

# Our team





# Thank you!



Alliance of Rural Communities  
(ARC)



Cross Atlantic Chocolate Collective  
(CACC)



Sail Culture Collective  
(SCC)



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Website:

[chocolaterebellion.com](https://chocolaterebellion.com)

# Thank you



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