

1 JULY 2025



Session n°18:

E-commerce and digital marketing for agrifood products



Caribbean Agrifood Business Series ...



Funded by
the European Union

AgriConnect

Public Good Studio (PGS) is an award-winning Caribbean venture studio, committed to change for good in Small Island Developing States through relevant design and technology.

VISION

Sustainable, self-governed digital economies in Small Island Developing States

MISSION

Globally-focused deployment of relevant, accessible technologies implemented in partnership with multilateral organisations, governments, and impact-driven corporate entities.

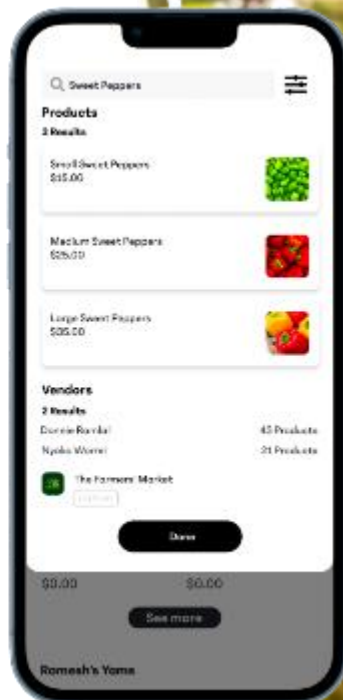
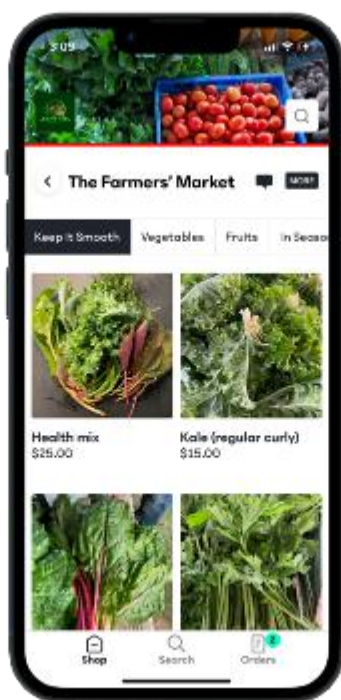
**How we got
here**



THE CARIBBEAN FINTECH SPRINT FOR FINANCIAL INCLUSION



**Q&A session
24 March 2023**



The Brief

Expand e-commerce offerings for smallholder farmers

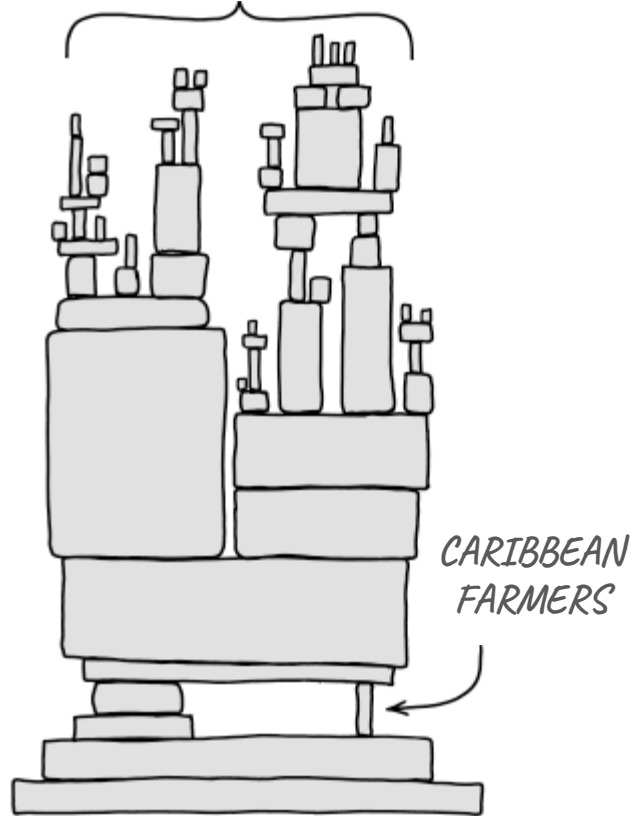
The Brief

Expand **e-commerce offerings**
for smallholder farmers

The Brief

Expand e-commerce
offerings for **smallholder
farmers**

CARIBBEAN
SOCIETIES



Regional Realities

Trinidad

- *Exemplary data and farm monitoring infrastructure*
- Business primarily driven by intermediaries and centralised at government-supported wholesale markets
- Dependent on imports for some core commodities
- Some import relationships more sustainable than others
- Low manufacture cost

Dominica

- *Exceptional potential for growth capacity*
- Agriculture is culturally engrained
- Government engaged as a consolidator through DEXIA
- High climate risk
- Aging farmer population

Saint Vincent

- *Lowest cost of production*
- About 60% of produce exported to Trinidad and Tobago
- Roots+tubers market controlled mostly by a handful of Trinidadian intermediaries
- Significant source of Trinidad and Tobago's eddoes, ginger, dasheen, tannia

Shared problems

1. Unideal data
2. Dependency on high-cost imports
3. Limited industry engagement

How do we fix this?

1. **Close data gaps**
2. Meet users where they are
3. Get dirty, start running

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Company Name ^{*}

Your answer

Delivery Address ^{*}

Your answer

Phone Number

We'll use WhatsApp to stay in touch with you about orders

Your answer

Email Address

We'll use this to stay in touch with you about orders, and to send invoices and receipts

Your answer

Agriconnect

Logout

Your Paid Orders

Print

Download PDF

All your completed payments

Filter by date

Start date

dropdown

End date

dropdown

Total Paid Orders

5

Total Amount Paid

\$3,900.00

Paid Order History

View and download your paid order history

Order ID	Date	Items	Quantity	Price	Amount	Buyer
AGV-070320438-01	03-07-2025	Sweet Peppers	150lbs	\$7.00	\$1,050.00	Aggel Archer
AGV-070320438-01	03-09-2025	Broccoli	100lbs	\$3.00	\$300.00	Alex Nantso
AGV-070320445-01	02-27-2025	Bell Peppers	400lbs	\$1.50	\$600.00	Aggel Archer

9:41

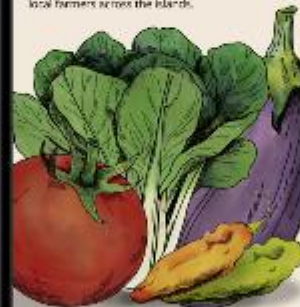
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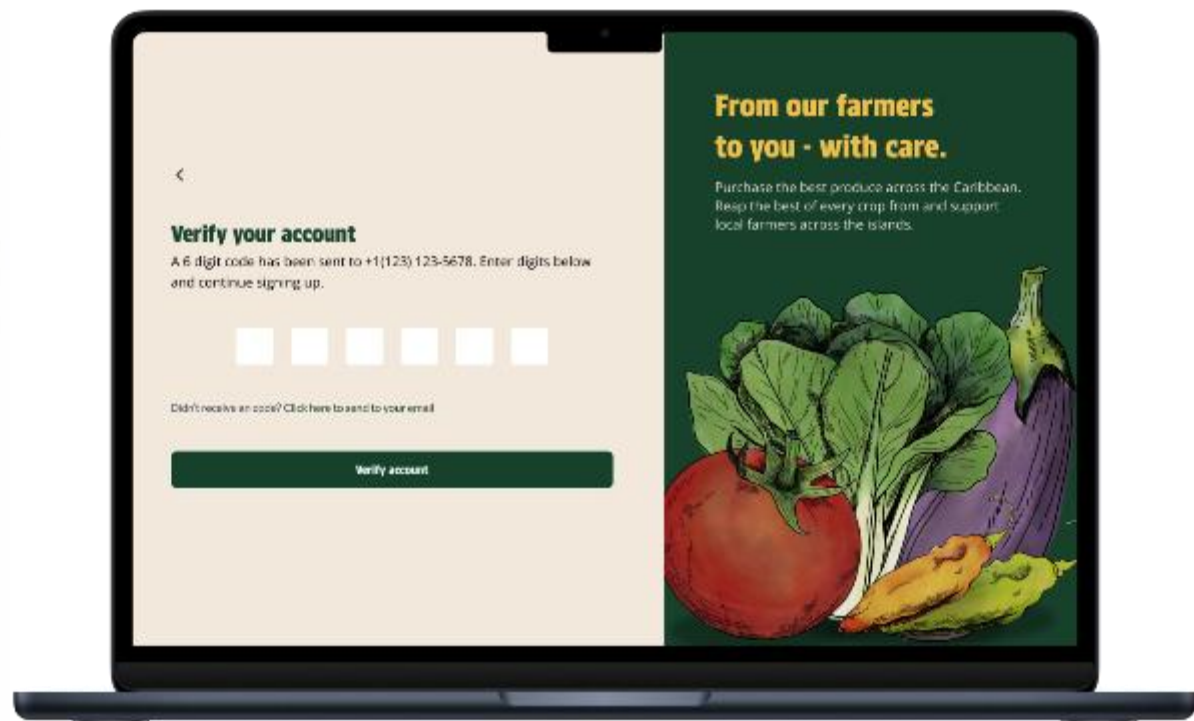
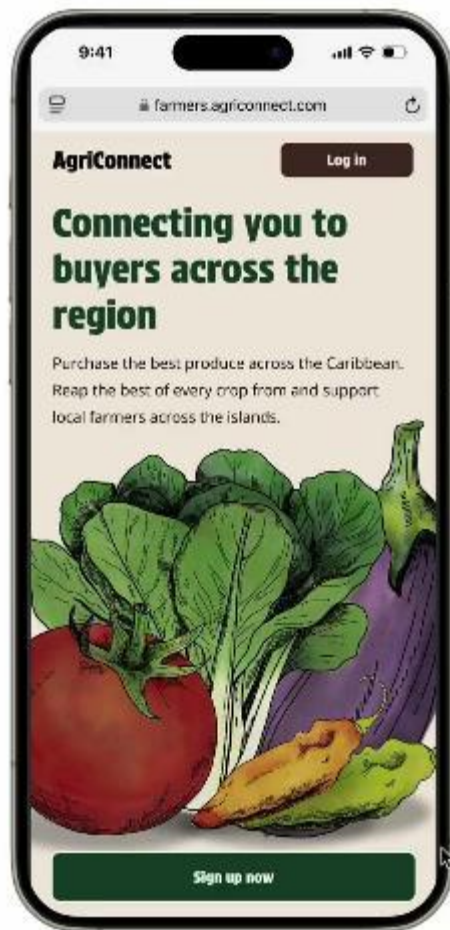
Log In

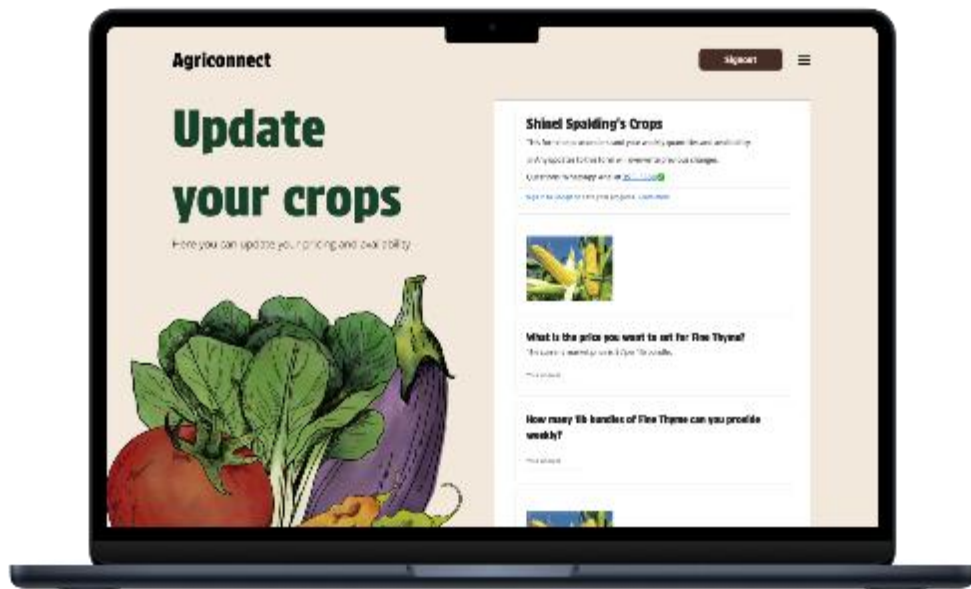
Connecting you to buyers across the region

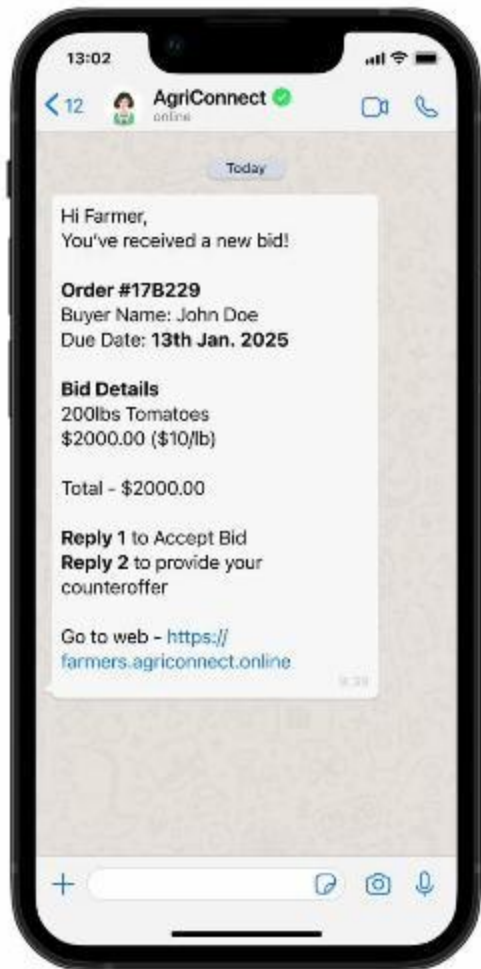
Purchase the best produce across the Caribbean. Reap the best of every crop from and support local farmers across the islands.



Sign up now







Your Paid Orders

All your completed payments

[Print](#)[Download PDF](#)

Filter by date

Start date

End date

Total Paid Orders

5

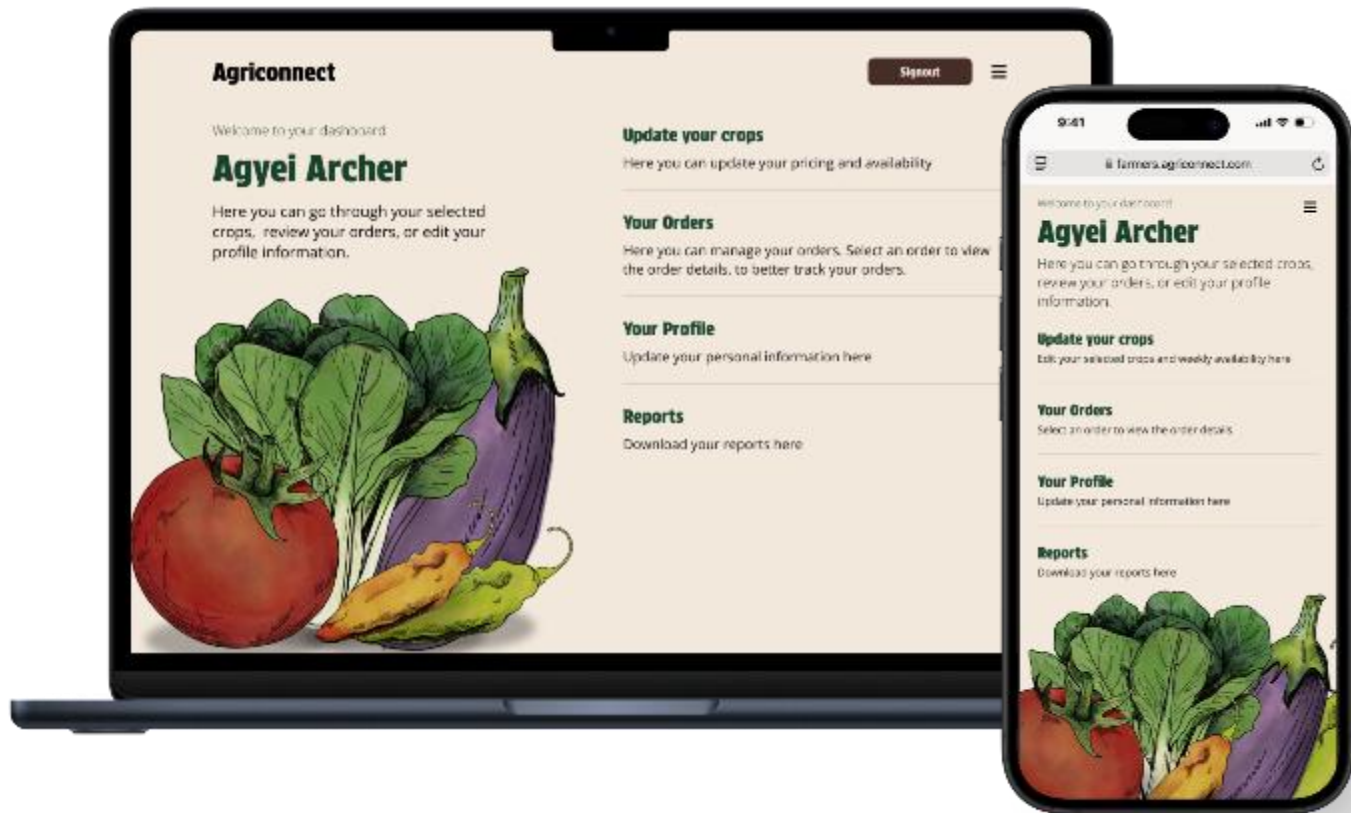
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AGN-070320434-01	03-06-2025	Enclave	10lbs	\$5.00	\$150.00	Aden Kamtini
AGN-070320425-01	02-21-2025	Basil	400lbs	\$1.50	\$600.00	Aggel Armer



What did we learn?

Buyers

1. Market price matters, but consistency matters more
2. Poor quality can be a pivotal problem
3. Managing multiple farmers is...not ideal
4. Dependent on intermediaries

Farmers

1. Market price dictates negotiation narratives
2. Market transparency gaps get closed by sharing data 🤖
3. Cash is king, but convenience is princely

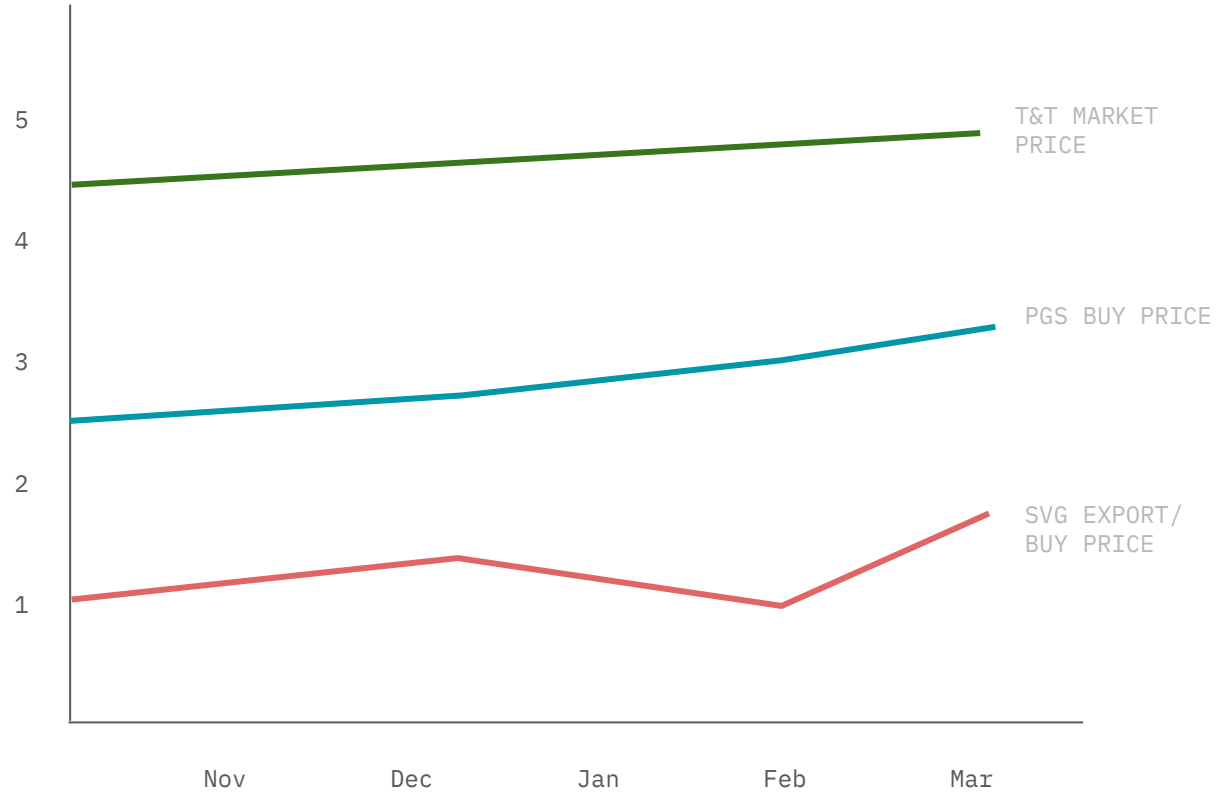
We did it with
loads of help











DASHEEN SALES

What's different?

- 1. Working with the market, not an ideal**
2. Cashless transactions for farmers

What's different?

1. Working with the market, not an ideal
2. **Cashless transactions for farmers**

What's not different?

1. This is an industry that does its own thing.
We have to respect that
2. Cash is still king, but convenience is princely

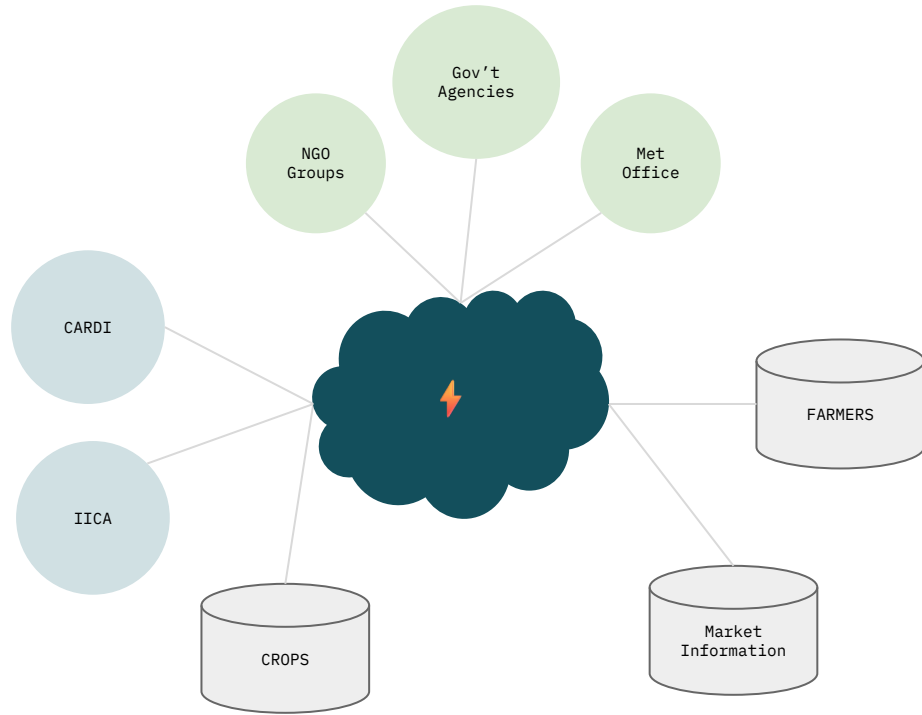
Challenges:

- 1. Caribbean agriculture has legacy issues: SPS, NTBs, other acronyms**
2. Agriculture is a frontline industry: climate risk, financial risk, financial inclusion
3. People are people, mistakes happen

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1. Caribbean agriculture has legacy issues: SPS, NTBs, other acronyms
2. **Agriculture is a frontline industry: climate risk, financial risk, financial inclusion**
3. People are people, mistakes happen

Agricultural Activity Data Repository



Challenges:

1. Caribbean agriculture has legacy issues: SPS, NTBs, other acronyms
2. Agriculture is a frontline industry: climate risk, financial risk, financial inclusion
3. **People are people, mistakes happen**

**Here's something that's not a
challenge:** getting farmers
to use technology.

So far:

**US\$50,000+ delivered to 30
farmers since October 2024**

So far:

Frictionless onboarding for cashless
payments

Farmers paid ~8% above market price

Every software project is a people project.

Thank you.

Thank you



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