



IICA-COLEAD Caribbean Agrifood Business Series

Satisfaction Survey 2025

Context

In June 2021, the Inter-American Institute for Cooperation on Agriculture (IICA) and COLEAD launched the Caribbean Agrifood Business Series to showcase the innovations and successes of Caribbean farmer-led businesses and small and medium enterprises (SMEs). This series is part of the IICA-COLEAD collaboration aimed at developing a more sustainable and resilient agriculture sector in the Caribbean.

The series highlights the contributions of entrepreneurs, farmers, agripreneurs, and SMEs to business models that are economically, environmentally, and socially viable. Participants share their best practices, innovations, and technologies to help others embrace the opportunities offered by local, regional, and export markets.

From June 2021 to May 2025, 17 online Caribbean Agrifood Business Sessions were organised, covering foresight topics such as COVID-19 resilience, rebuilding tourism with increased linkages to agriculture, bioeconomy and green businesses, food safety and quality, improved production, trade, competitiveness, skills for entrepreneurship and successes from women-led and youth-led businesses.

More than 3,490 participants from across different continents took part in these sessions. They featured 61 inspiring entrepreneurs who showcased their businesses. Additionally, 40 experts brought their insights from policy, finance, academia and support to business development.

You can access the information regarding the Caribbean Agrifood Business Series on [Agrinnovators](#).

Survey

In May 2025, a survey was conducted to assess participant satisfaction and identify areas for improvement to enhance the quality, reach, and impact of the series.

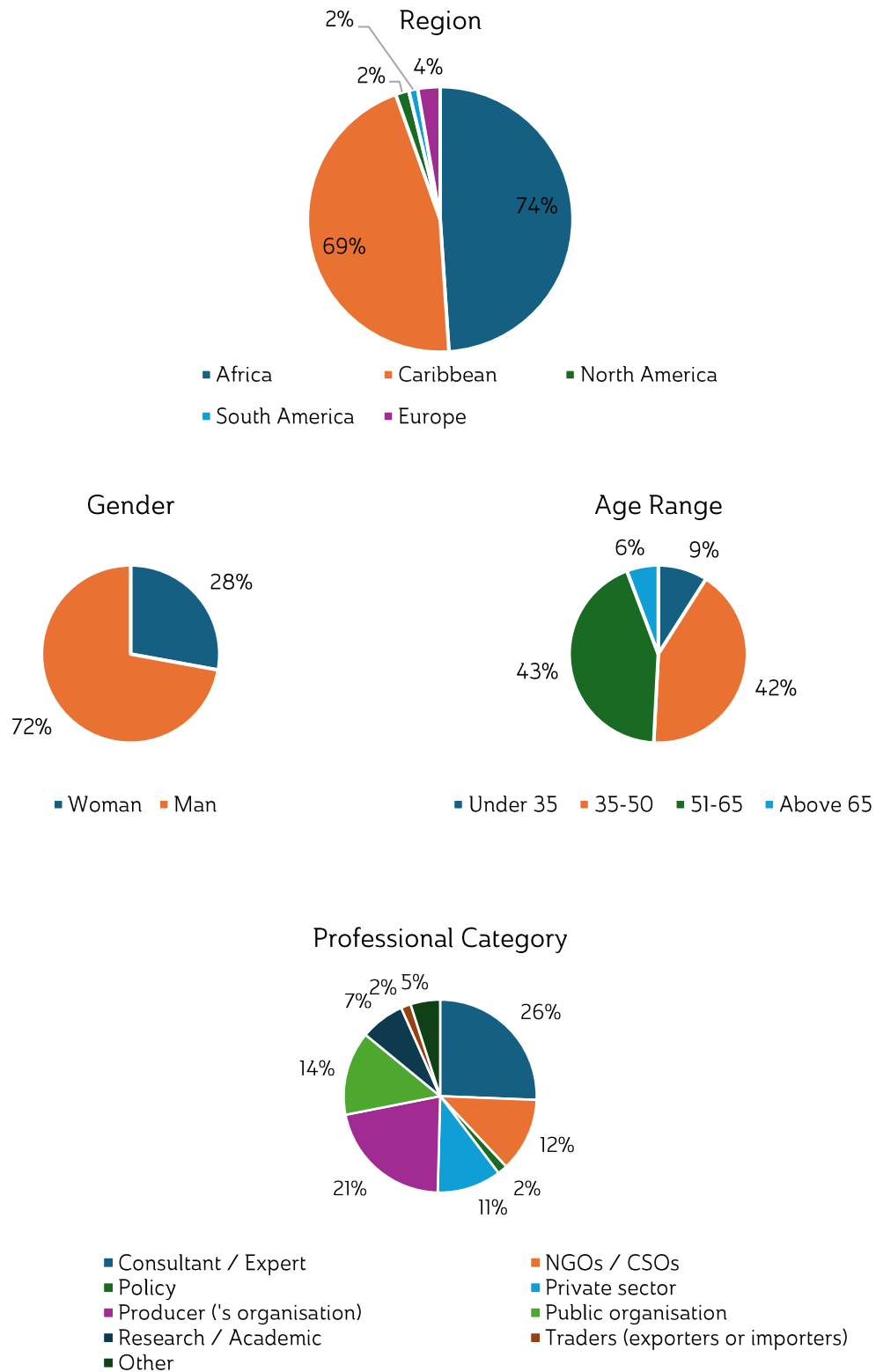
The survey was available in English, French and Spanish. It included an introductory text and 24 questions, of which 5 questions collected demographic information about respondents and 19 questions gathered feedback on the Caribbean Agrifood Business Series. The copy of the survey is available in this [document](#).

The survey was distributed to the 3,490 individuals who attended at least one session. A total of 122 participants responded to the survey, resulting in a 3.5% response rate.

Despite the low participation rate, the respondents' background shows a diverse distribution across regions, age groups, gender, and professional categories.

Results

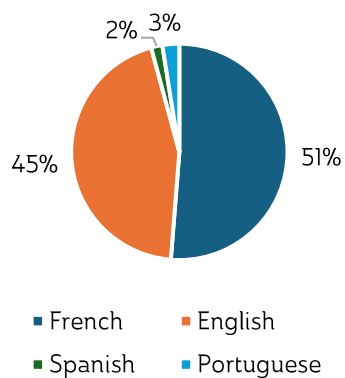
About the respondents



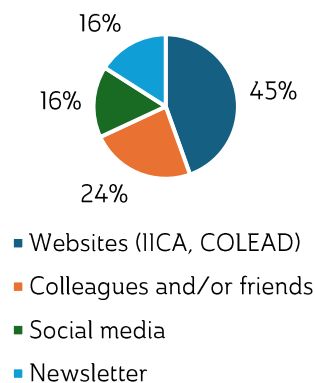
About the sessions

1. Access

In which language have you followed the session(s)?

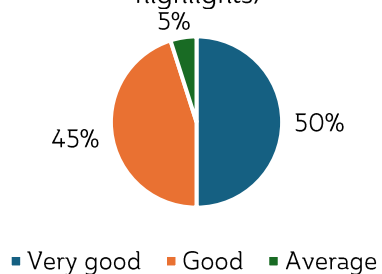


How did you learn about the session(s)?

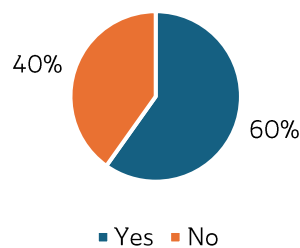


2. Material provided

Are you satisfied with the provided information (programmes, biodata, highlights)?

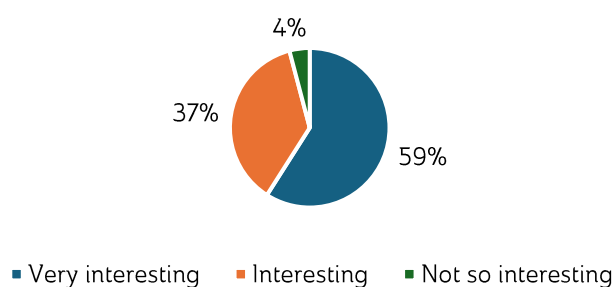


Have you watched the recordings of the session(s)?

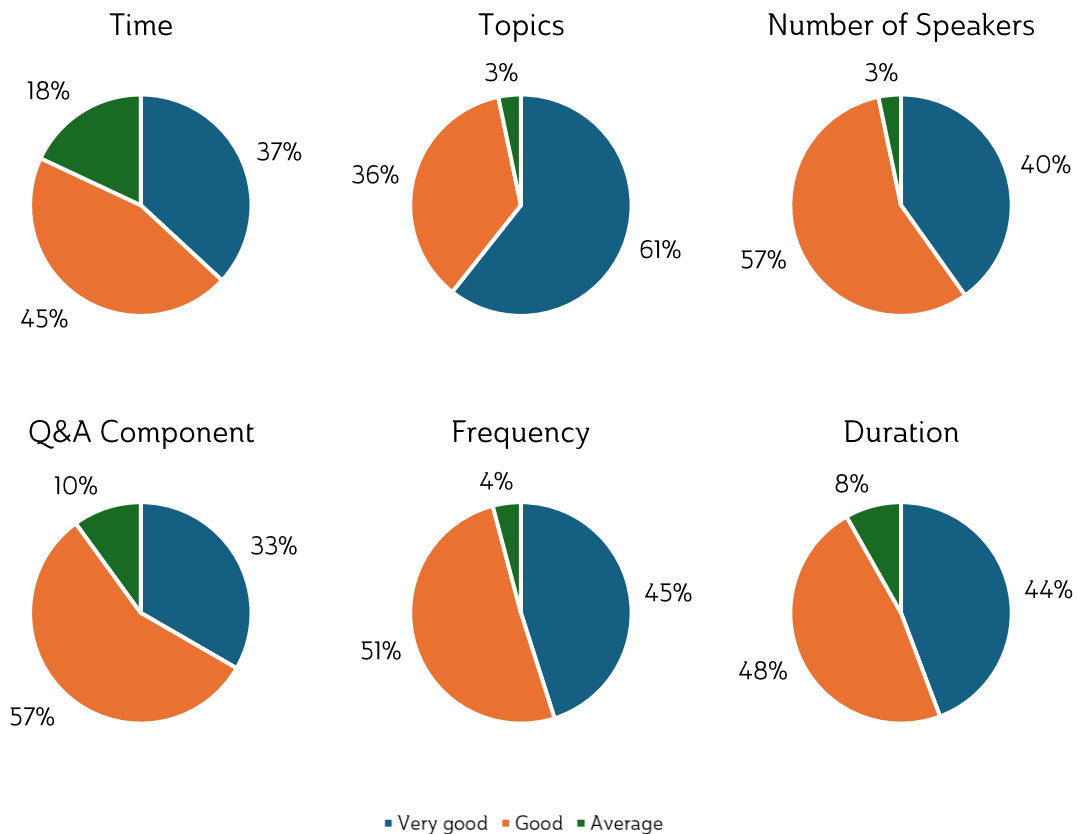


3. Entrepreneurs

Do you find the featured SMEs and businesses interesting?



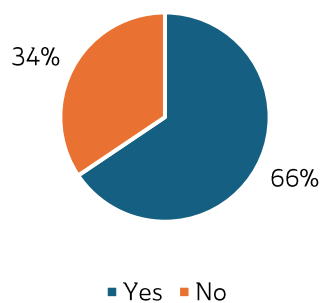
4. Organisation



Many respondents were satisfied with the sessions and praised the Series overall. They suggested shorter sessions (1.5 hours), and more time for Q&A. Other recommendations included fewer panellists, more practical and grassroots content, better speaker coordination, and increased session frequency. Participants also requested session recordings, follow-up to unanswered questions, stronger technical support, and more opportunities for mentorship, networking, and experience sharing. They emphasized the need to support local entrepreneurs, highlight success stories, and include training on pitching and project development.

5. Impacts

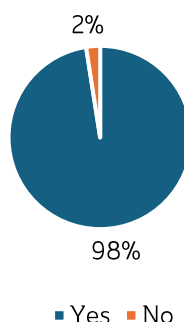
Did your participation in the session(s) have an impact on your work or network?



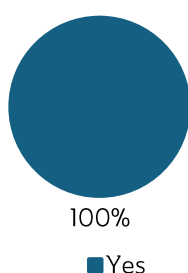
A majority of participants (66%) reported meaningful follow-up actions and outcomes resulting from their participation in the sessions. Numerous attendees formed new professional relationships and partnerships, expanded their networks, or engaged in collaborative projects, such as training initiatives or product development. Several adopted improved business practices, including sustainable agriculture techniques, marketing strategies, product packaging upgrades, and supply chain optimization. Some began applying concepts learned to train local cooperatives, support small enterprises, or diversify product offerings, especially in agro-processing. Others used the information to improve internal decision-making, adjust business models, or better understand certification processes and market standards. A few participants also shared session recordings or insights with their communities, thereby extending the sessions' reach.

6. Overall satisfaction

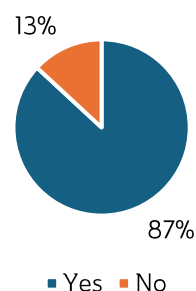
Have the session(s) been useful to your work?



Will you attend future session(s) if you can?



Would you recommend, or have you already recommended, the session(s) to a colleague or a friend?



7. Suggestions

Survey respondents proposed a diverse range of topics for future sessions. Key areas of interest included sustainable and climate-resilient agriculture, biological pest control, organic and hydroponic farming, and innovations in low-cost value addition. Others highlighted the importance of tackling marketing challenges, online sales, and reaching global markets. Financing was another common theme, with suggestions focusing on access to funding for micro and rural enterprises, financial management, and support from development partners.

Participants also expressed interest in certified training sessions, improved logistics, and technical assistance. Several emphasized the need to involve vulnerable populations, enhance visibility of entrepreneurs' work, and facilitate cooperation between regions, especially Africa, the Caribbean, and the Americas.

Conclusion

The Caribbean Agrifood Business Series, organized by IICA and COLEAD since June 2021, has had a positive and meaningful impact on participants, as reflected in the responses to the May 2025 satisfaction survey. Despite a modest response rate (3.5%), the survey results reflect a high level of satisfaction, with **98%** of respondents finding the sessions useful. The feedback revealed strong appreciation for the series' relevance, quality, and value in showcasing entrepreneurial innovation and practical insights across the agrifood sector.

Respondents praised the sessions for enabling knowledge sharing, building networks, and inspiring business improvements, from adopting sustainable practices to strengthening market strategies. Many participants reported concrete follow-up actions, such as forming new partnerships, enhancing training efforts, and implementing lessons learned within their own enterprises and communities.

Looking forward, participants expressed strong interest in future sessions that address climate-resilient agriculture, financing opportunities, marketing strategies, and certified training. The feedback underscores a desire for the series to evolve into a more dynamic, inclusive, and action-oriented platform that continues to empower agrifood entrepreneurs and promote sustainable development across the Caribbean and beyond.



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