



## BUSINESS PROFILE



CHICCHARNEY FARMS  
BAHAMAS  
[SITE WEB](#)

### ABOUT CHICCHARNEY FARMS

- **Year of registration:** 2013.
- **Business sector:** Agribusiness.
- **Number of employees:** Chiccharney farms consists of 5 team members. Chavara Roker is its female lead, and there are 4 male workers. From time to time, they also contract other workers for farm to table experiences or event hosting.



#### Chavara Roker – CEO

Mrs. Chavara Roker is a Business Entrepreneur, Licensed Farmer, and Consultant, and the founder of Chiccharney Farms, based in North Andros, Bahamas. After over a decade in Casino Regulation and Enforcement,

Chavara transitioned into agriculture, where she now

leads one of the country's most inspiring farm-to-table movements. Through Chiccharney Farms, she connects local farmers, restaurants, and communities to fresh, Bahamian-grown produce. Passionate about women's empowerment, entrepreneurship, and sustainable living, she continues to educate, mentor, and uplift others while building a legacy rooted in purpose, culture, and growth.



Funded by  
the European Union

## CONTEXT

### Background

Chiccharney Farm was founded by Chavara Roker in 2013 in response to challenges faced by small-scale farmers, particularly women, in accessing markets and fair opportunities. After a career in casino regulation and enforcement, Chavara made a bold transition into agriculture, determined to create a more equitable and impactful business. Using only a mobile phone, a Facebook account, and deep community ties, she launched the farm with the aim of bypassing traditional middlemen and reaching customers directly.

### Position in the market

Over the years, Chiccharney Farm has established

itself as one of the most recognizable and trusted farm brands in The Bahamas. It holds a strong market position due to its authentic storytelling, farm to table dining experiences, and dedication to sustainable practices.

### Relationships with smallholders

The company has cultivated meaningful relationships with smallholders, local cooperatives, restaurants, chefs, and distributors. It also collaborates with other local businesses for packaging and delivery solutions. Community engagement is a core value, demonstrated through mentorship programs, backyard garden installations, and educational outreach.

## PRODUCTS AND MARKET

### Main products

Chiccharney Farm offers a diverse range of fresh and processed products. Among its fresh offerings are leafy greens, herbs, and vegetables grown on

Bahamian soil. Its processed product line includes traditional bush teas and herbal wellness blends, deeply rooted in local culture and natural healing.



## Main markets

The farm's main markets include local customers in The Bahamas, regional Caribbean buyers, and an emerging international customer base supported by its e-commerce platform. During the COVID-19

pandemic, Chiccharney Farm experienced a surge in online sales, demonstrating the scalability of its digital approach. It also serves the tourism and foodservice sectors through culinary events, partnerships with chefs, and agri-tourism tours.

## Main services

The farm holds a farm-to-table dining experience, inspired by the early life of its Chavara Roker. Raised on the island of Andros, she began cooking outdoors alongside her grandmother on their 40-acre farm, using three stones as a makeshift stove. This tradition of outdoor cooking became a cherished family ritual, eventually shared with friends and extended loved ones. The name of the dining experience, Chasing Butterflies, was inspired by a simple moment during a

walk through the farm, when Chavara found herself enchanted by butterflies fluttering through the fields. That moment came to symbolize the beauty, spontaneity, and connection to nature that defines the dining experience. Each event at Chasing Butterflies is tailored to guests' preferences, with menus crafted to reflect seasonal ingredients sourced locally from land and sea. The experience invites guests to enjoy rustic elegance through outdoor cooking, open-fire grilling, and the warmth of communal bonfires, echoing the founder's own childhood memories.



## INNOVATIONS: MILESTONES AND EXPANSION PLANS

Chiccharney Farm has achieved notable milestones in finance, technology, product development, and digital engagement. One of its most significant achievements was the development of an e-commerce platform that generated six-figure sales during the pandemic. The company has effectively used platforms such as Instagram, WhatsApp, Canva, and Wix to reach and retain customers, tell compelling brand stories, and offer seamless online purchasing experiences.

In terms of innovation, Chiccharney Farm has integrated visual storytelling, customer engagement,

and accessible digital tools to elevate its brand. The launch of backyard gardening services and virtual consultations has expanded its impact beyond traditional farming.

Looking ahead, the company plans to scale its digital mentorship programs for women in agriculture and strengthen regional logistics to serve more customers effectively. Chiccharney Farm also seeks technical support for sustainable farm technologies, financial backing for regional expansion, and policy advocacy to enhance smallholder-friendly practices and digital access across the Caribbean.



## SUCCESS FACTORS AND LESSONS LEARNED

Chiccharney Farm's success is rooted in authenticity, consistency, and community engagement. The founder's strong personal vision and leadership have shaped the brand's credibility and resilience. Consistent digital communication has helped build lasting relationships with customers, while adaptability during the pandemic underscored the value of early preparation and digital innovation. By showing up regularly online and being transparent, the brand has built trust and a loyal customer base.

One of the most integral parts of what they do is building strong partnerships with local farms, businesses, and organizations that share their commitment to sustainable growth and food security. They have collaborated with egg farms, Down Too Earth, The Burrows Farms, and the Mennonite Missions farms to ensure a reliable supply of fresh produce — especially during periods when their own yields are low. Specialty suppliers like Well Mudda

Fungus and Bahama Greens Bakery help diversify their offerings, while partnerships with The Produce Exchange and BAIC support their role in the wider agricultural network. Cross-promotion with businesses such as Bahama Greens and Spa Smitten has helped amplify their visibility and connect with new customers through shared values.

Beyond farm-to-farm connections, they have also engaged with media and development platforms to elevate their voice. Collaborations with Cable Bahamas and ZNS have increased public awareness of their mission, and they have participated in accelerator programs through the Small Business Development Centre (SBDC) and the Bahamas Development Bank. Their story has even been featured in BahamasAir's Up, Up and Away magazine and on Airbnb — showcasing how rooted local farms can have a global reach when backed by community, creativity, and collaboration.



*This business profile has been developed as part of the IICA-COLEAD Caribbean Agrifood Business series supported by the Fit For Market Plus programme. Fit For Market Plus is implemented by COLEAD within the framework of development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union (EU).*

*This publication has been produced with the financial support of the EU and the OACPS. Its contents are the sole responsibility of COLEAD and IICA and can under no circumstances be regarded as reflecting the position of the EU or the OACPS.*