



## BUSINESS PROFILE



**The Plant Doctor**

**Saint Vincent and the Grenadines**

[Website](#)

### ABOUT THE PLANT DOCTOR

- **Year of registration** : 2022.
- **Number of employees** : 2 employees.
- **Business sector** : Agribusiness.
- **Mission**: To develop locally produced organic agricultural inputs that improve soil health, support sustainable farming practices, and reduce dependence on imported agricultural products.
- **Vision**: To contribute to food security and food sovereignty in Saint Vincent and the Grenadines and throughout the Caribbean through science-based and environmentally sustainable agricultural solutions.

#### Gordon Shallow – Founder



Gordon Shallow is a Phytopathologist with over fifteen years of experience. His interest in agriculture began in high school through hands-on gardening and farming, earning him a Double Award from the Caribbean Examination Council for excellence in crop and animal sciences. In 2005, he earned a B.Sc. in Phytopathology from National Chung Hsing University. Returning to St. Vincent and the Grenadines, he served as Extension Regina Supervisor at the Ministry of Agriculture and later as Curator at the St. Vincent and the Grenadines Botanical Gardens, the oldest botanical garden in the Western Hemisphere. He also helped establish the Caribbean and Central America Botanic Gardens Network (Botanical Bridges).



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## CONTEXT

### Background

The Plant Doctor was established by Gordon Shallow in 2015 while he was serving as Curator of the St. Vincent and the Grenadines Botanical Gardens. The business initially operated as a consultancy promoting composting, organic fertilizer alternatives, and sustainable soil management practices. During the COVID-19 pandemic, disruptions in international supply chains created shortages of imported fertilizers and other agricultural inputs. Recognizing the risks this posed to local food production, Gordon formally registered the business in 2022 and expanded the business into the manufacturing of locally produced organic agricultural inputs. The company now develops products using locally available organic materials and agricultural by-products, transforming waste streams into value-added solutions for farmers.

### Position in the market

The Plant Doctor serves farmers and growers seeking alternatives to synthetic fertilizers and pesticides. Through its emphasis on soil health, organic inputs, and locally sourced raw materials, the business contributes to efforts to strengthen sustainable agricultural production and reduce dependence on imported agricultural inputs.

### Relationships with smallholders

The Plant Doctor works directly with farmers by providing organic fertilizers, compost, potting media, and plant protection products. The business also sources organic waste materials from local agro-processors and other suppliers for use in its production processes. In addition to supplying products, the company promotes knowledge sharing and awareness of sustainable farming practices through its technical expertise in plant health and soil management.

## PRODUCTS AND MARKET

### Main products

The Plant Doctor produces a range of organic agricultural inputs designed to improve soil fertility and plant health. Its product portfolio includes organic compost made from food waste, eggshells, leaves, grass, and other biodegradable materials. Other products include an organic potting mix, an organically derived water-soluble calcium product, and a 3-in-1 plant protection product that functions as a fungicide, bactericide, and insecticide.

### Main markets

The primary market for The Plant Doctor is Saint Vincent and the Grenadines, where its products are used by farmers, gardeners, and agricultural producers. The company also has ambitions to expand its reach throughout the Caribbean region. By supporting local agricultural production, the business indirectly contributes to food supply chains that serve households, restaurants, hotels, and other food service establishments.

**#1 PARTNER  
IN YOUR  
ORGANIC GARDEN  
CARE**



**BIO-BOOST  
CONCENTRATE**



- Faster Germination
- Essential Micronutrients
- Increased Growth
- Drought Tolerance
- Use on all plants

**SOW.  
PROTECT.  
FERTILIZE.**

**#1 PARTNER  
IN YOUR  
ORGANIC GARDEN  
CARE**



**TRIPLE GUARD**



- Fungicide
- Bactericide
- Insecticide
- No residual effect
- Use on all plants

**SOW.  
PROTECT.  
FERTILIZE.**

**#1 PARTNER  
IN YOUR  
ORGANIC GARDEN  
CARE**



**FROM THE GARDEN  
TO YOUR TABLE**



- Unique Blend
- Perfect for Seeds
- Perfect for Repotting
- Use on Raised Beds
- Micronutrients

**SOW.  
PROTECT.  
FERTILIZE.**

**#1 PARTNER  
IN YOUR  
ORGANIC GARDEN  
CARE**



**FROM THE GARDEN  
TO YOUR TABLE**



- Unique Blend
- Improves Soil
- Improve Water Retention
- Improve Air Flow
- Micronutrients

**SOW.  
PROTECT.  
FERTILIZE.**

## INNOVATIONS: MILESTONES AND EXPANSION PLANS

### Milestones

A major milestone in the company's development was its transition from consultancy services to the production of organic agricultural inputs in response to supply chain disruptions experienced during the COVID-19 pandemic. The business successfully developed several products using locally sourced organic materials, including compost, fish-based fertilizers, potting mixes, and plant protection products.

In 2022, Gordon Shallow participated in the Eastern Caribbean Greenpreneurs Incubator Programme, where The Plant Doctor received recognition for innovation and business development. The company

earned awards including Best Video Pitch and recognition for excellence within the programme, along with seed funding support from the Global Green Growth Institute. These resources have helped support equipment acquisition, packaging improvements, and business expansion.

### Needs for upscaling

As the business grows, opportunities exist to expand production capacity, improve packaging, strengthen quality assurance systems, increase market access, and secure additional financing to support scaling. Further technical support and certification processes may also support future regional expansion.

## SUCCESS FACTORS AND LESSONS LEARNED

The success of The Plant Doctor is rooted in the combination of scientific expertise, practical problem-solving, and a commitment to sustainable agriculture. By responding to challenges such as fertilizer shortages and declining soil health, the company has developed locally relevant solutions that support farmers and strengthen agricultural resilience.

One important lesson from the company's experience is the value of building a business on sound planning,

strong record-keeping, and a clear understanding of market needs. Another lesson is that farmer adoption of new technologies and products often requires time, demonstration, and trust-building. The Plant Doctor's experience has shown that locally developed innovations can play an important role in improving food security, reducing environmental waste, and supporting more sustainable agricultural systems.



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