

22 September 2026



Session n°22:

Exploring international and intra-regional market opportunities for Caribbean agrifood MSMEs



Caribbean Agrifood Business Series ...



Funded by
the European Union



TASTE THE ISLANDS

Benjo's Seamoss & Agro Processing Co. Ltd

Positioning Caribbean Seamoss as a
Cultural Ambassador



ABOUT US

Benjo's Seamoss specializes in transforming raw seaweed and agricultural produce into craveable, and convenient, ready-to-drink beverages.

Every bottle is crafted with authentic Caribbean recipes passed down through generations, combining tradition with modern wellness.

- Serving our customers for over 2 decades
- We are a Family Owned Caribbean Business
- We are proudly made in Dominica



ABOUT US

OUR VISION

To build a globally recognized Caribbean sea moss beverage brand that nourishes, energizes, and shares the strength and spirit of the Caribbean with the world.

OUR MISSION

To deliver high-quality sea moss blends and services that truly serve, energize and connect people all over the world.

OUR COMMUNITY NETWORK

As we grow, our commitment remains the same: ensuring that the success of Benjo's Seamoss also supports the communities that make it possible.



OUR STAR INGREDIENT

Sea moss is traditionally known as a functional food. This “superfood” is known to contain 92 minerals of the total 102 minerals that the human body requires including selenium, calcium, potassium, magnesium and many more.

Benefits of Sea moss

- Excellent energy source
- Aids in digestion
- Boost immune system
- Supports sexual health and fertility

Note: These are general wellness statements, not medical claims.



**CRAVE IT.
FIND IT.
FEEL GOOD.**

CARIBBEAN SEAMOSS



available at
your
favourite
stores

PRODUCT FEATURES

Also called a 'Meal in a Bottle' our creamy seamoss drinks in 8 (eight) flavors are designed to hydrate, nourish and energize.

- Naturally Flavoured
- No Artificial Sweeteners
- Caffeine-Free
- Non-alcoholic
- Made with 100% wildcrafted sea moss

DAIRY COLLECTION



Linseed

Flax never felt so smooth.



Original

The Caribbean's Nog
Classic Cream Blend.



Peanut

Creamy & Nutty richness.



Oats & Barley

Wholesome breakfast goodness,
but cooler.

HERBAL COLLECTION



Ginseng

Natural boost. No crash.



Ginger

Be bold. Spice up your sip.



Pure

Real simple. Really Refreshing.



Bois Bande

A sip that lingers.



OUR REACH



CHALLENGES

- Weak supply chain logistics for LCL.
- Regional supplier responsibility and reliability.
- Access to funding and interventions that meet the real needs of SMEs.
- Very limited guidance and oversight in food facility upgrading.
- Increasing cost of raw materials sourced regionally.

OPPORTUNITIES

- Growing global demand for functional foods.
- Strengthen intra regional trade.
- Diversify with bold tropical flavours and utilize local resources to meet food product demands.
- Build capacity for adherence to Total Quality Management.
- Leverage BSO.
- Access regional innovation hubs to strengthen regional integration
- Automation, Technology and AI integration.
- Develop a regional database of technical experts, producers and suppliers.



THANK YOU

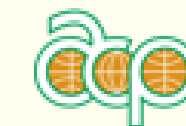
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