

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



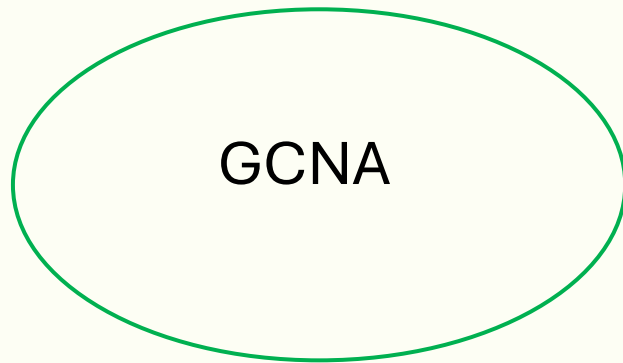
IICA–COLEAD Caribbean Agrifood Business Series

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

*The Grenada Co-operative
Nutmeg Association
Experience*

Presented by: Mr. Roderick St. Clair
General Manager
GCNA

Tuesday 22nd September 2026



Cooperative formed in 1947
under the Nutmeg Industry Act

Responsible for marketing and
export of Grenada Nutmeg and
Mace

Over 3,500 farmers across
Grenada registered with the
Association

From 2019 Increased focus on
Value Added Products



Current GCNA Markets





POD

1. Hot Sauce
2. Sweet and Spicy Sauce
3. Nutmeg Cooler (Drink)
4. Green Seasoning
5. Pickle

MACE

6. Mace Oil*



NUTMEG

7. Nutmeg Spice Teas
8. Meat Rub Seasoning
9. Ground Nutmeg
10. Nutmeg Oil*

NUTMEG SHELL

11. Nutmoss Potting Mix
12. Nutcrete (Cement & Shells)
13. Shell Décor — Colored Shells

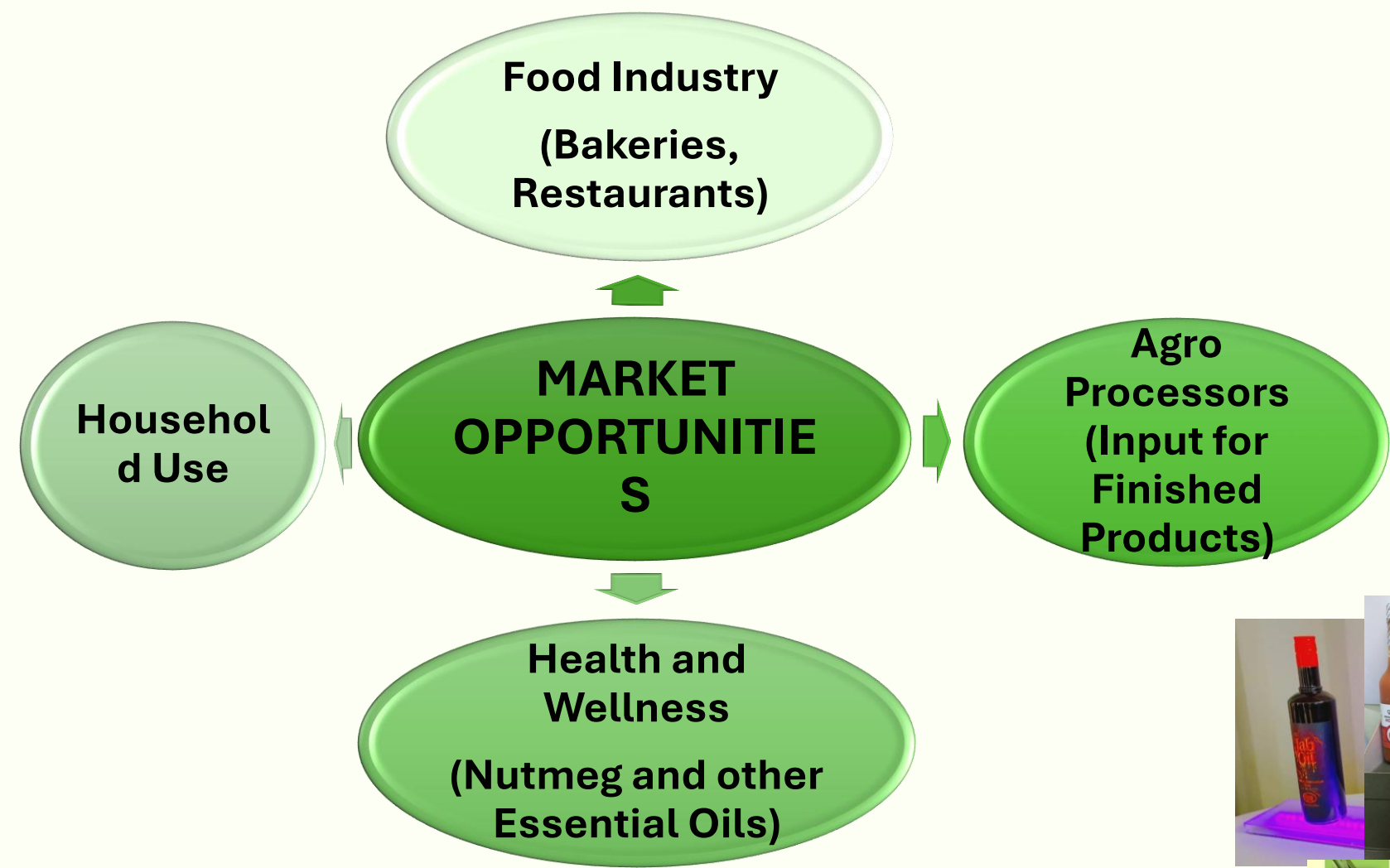
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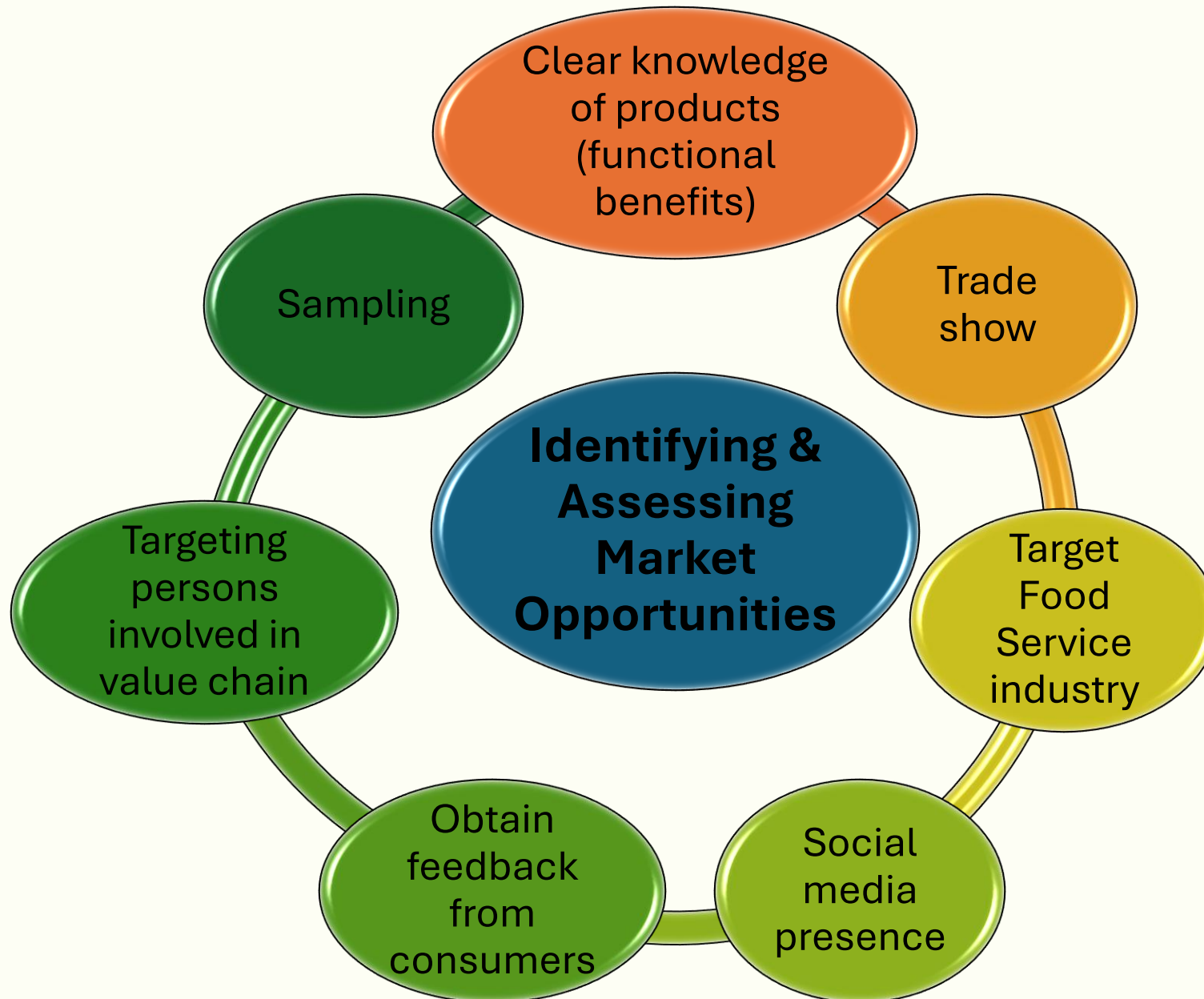
**A BASKET FULL OF
GRENADIAN PRODUCTS.**



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Regional and international market opportunities for GCNA Agriproducts





Access and Competitiveness in Regional and International Markets

Quality, Food safety, Certification

- HACCP or similar certification & standards
- Sustainability certification (Fair Trade)
- Geographic Indication
- Continuous Staff Training

Packaging, Labelling

- Understanding the culture of the people
- Label design
- Environmental sustainability
- Health & safety
- Presentation (attractiveness of package), nutritional information
- Product usage
- Storage (merchandizing)

Traceability

- Origin of product
- Customer complaints
- Dispute settlement

Pricing

- Understanding marginal cost
- Competitiveness – similar products,
- “Value of products” what solution is your product providing?

Supply consistency

- Raw material and packaging availability
- Productivity
- Maintenance of equipment
- Trade financing
- Transportation

Challenges faced entering new Markets

Logistics

- Availability and consistency of sea and air freight programmes
 - Suitability of storage vessels,
- Competent staff in use of customs
- Break bulk on vessels

Financing

- Initial investment/start up cost
- Use of factor or trade finance
- Traditional finance institution incapable of handling requirements

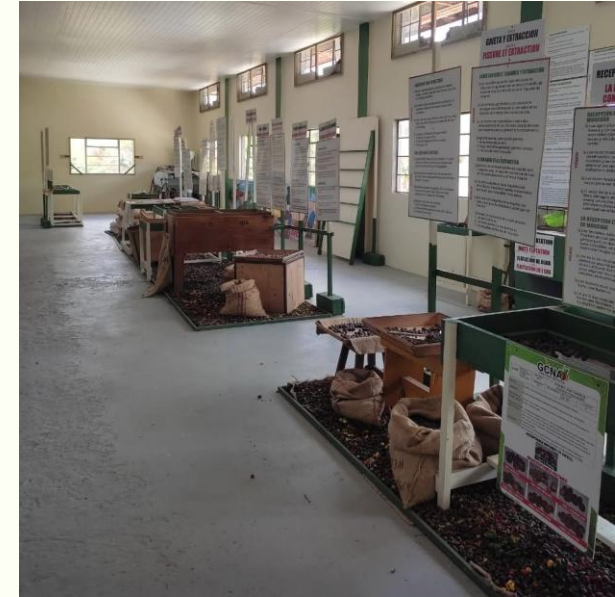
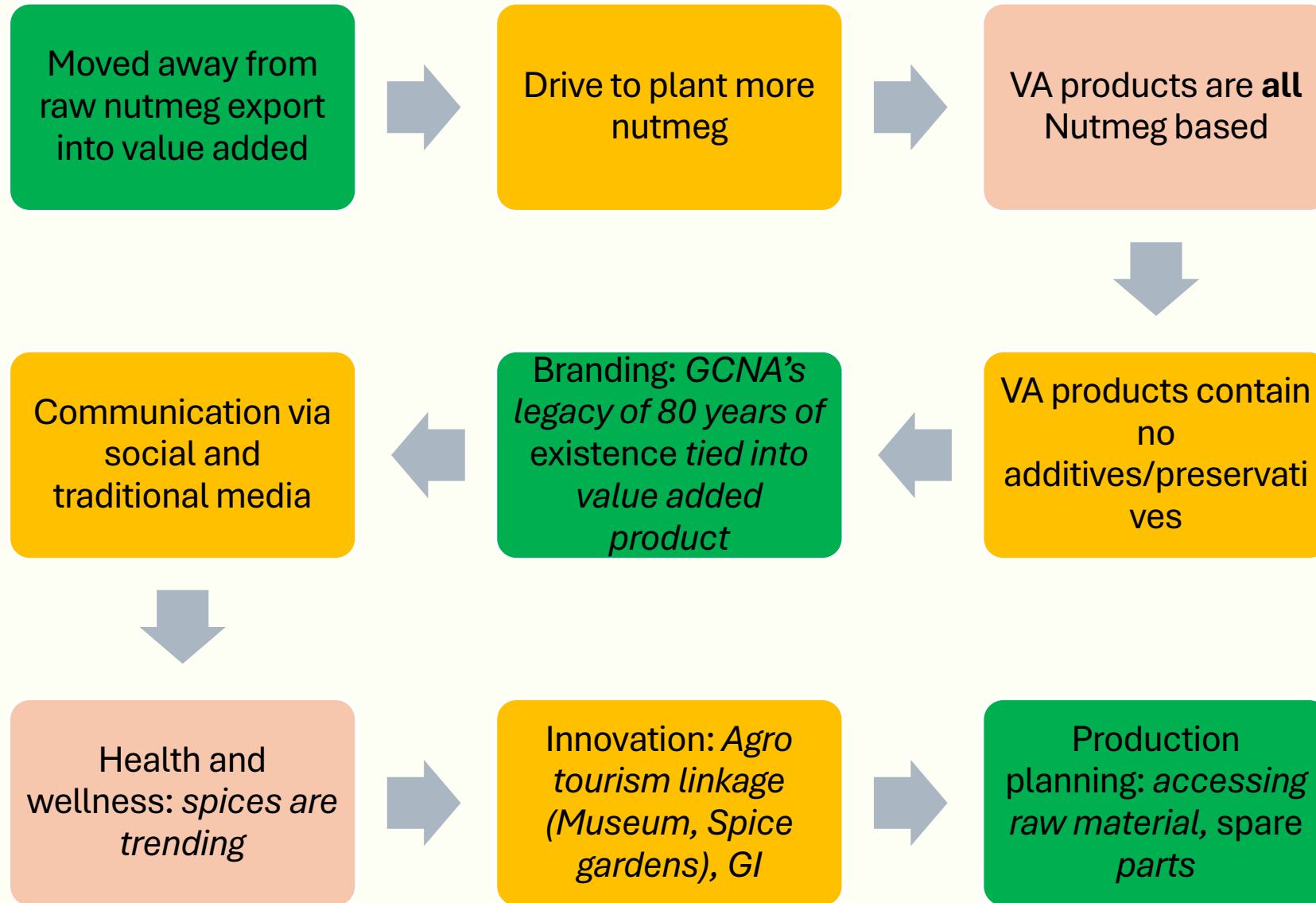
Production capacity

- Equipment/machinery (Level of automation)
 - Trained personnel
 - Sourcing of parts and equipment (logistics)
- Maintenance
- Electricity cost
- Large enough orders/supplies

Regulatory requirements

- Health and safety requirements certifications
 - Sustainability audits
 - Halal/kosher certifications industry
- Technical Barriers to Trade
- Pesticide/heavy metal requirements
- Packaging requirements
- Environmental
- Deforestation in

Overcoming Challenges, Strengthening Competitiveness



Lessons Learnt

Physical representation in a market (someone on the ground)
Good understanding of product and other type of innovation associated with the product



Listen to consumer
Customers must be part of innovation/sustainability



Reliable and competent staff
Collaboration among persons in the industry



Test, Explore, Innovate
Not stagnant (product fit for market/what is needed at the moment?)



Innovation to overcome challenges (finding different approaches)
Have a clear vision and take calculated risks
KEEP GROWING!

Support/Partnerships/Actions To Help Caribbean Agrifood MSMEs

Improved and reliable Shipping
(air and sea) arrangements

Support for
Certification process

B2B match making platform/forum
Face to face interaction/marketing
Market Visit/Trade fairs

Trade Finance
facility: direct
and indirect

Drive consumer confidence (buy local/Caribbean campaigns)

Use of influencers

Product knowledge based on research (highlighting and promoting of benefits)

Thank You!

For Further Information:

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<https://www.facebook.com/pg/gcnanutmeggrenada/>





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Thank you

