17 NOVEMBER 2026

# Session n°23:

# Smart food production and digitization: How Caribbean agrifood entrepreneurs can use data and technology





Caribbean Agrifood Business Series ...

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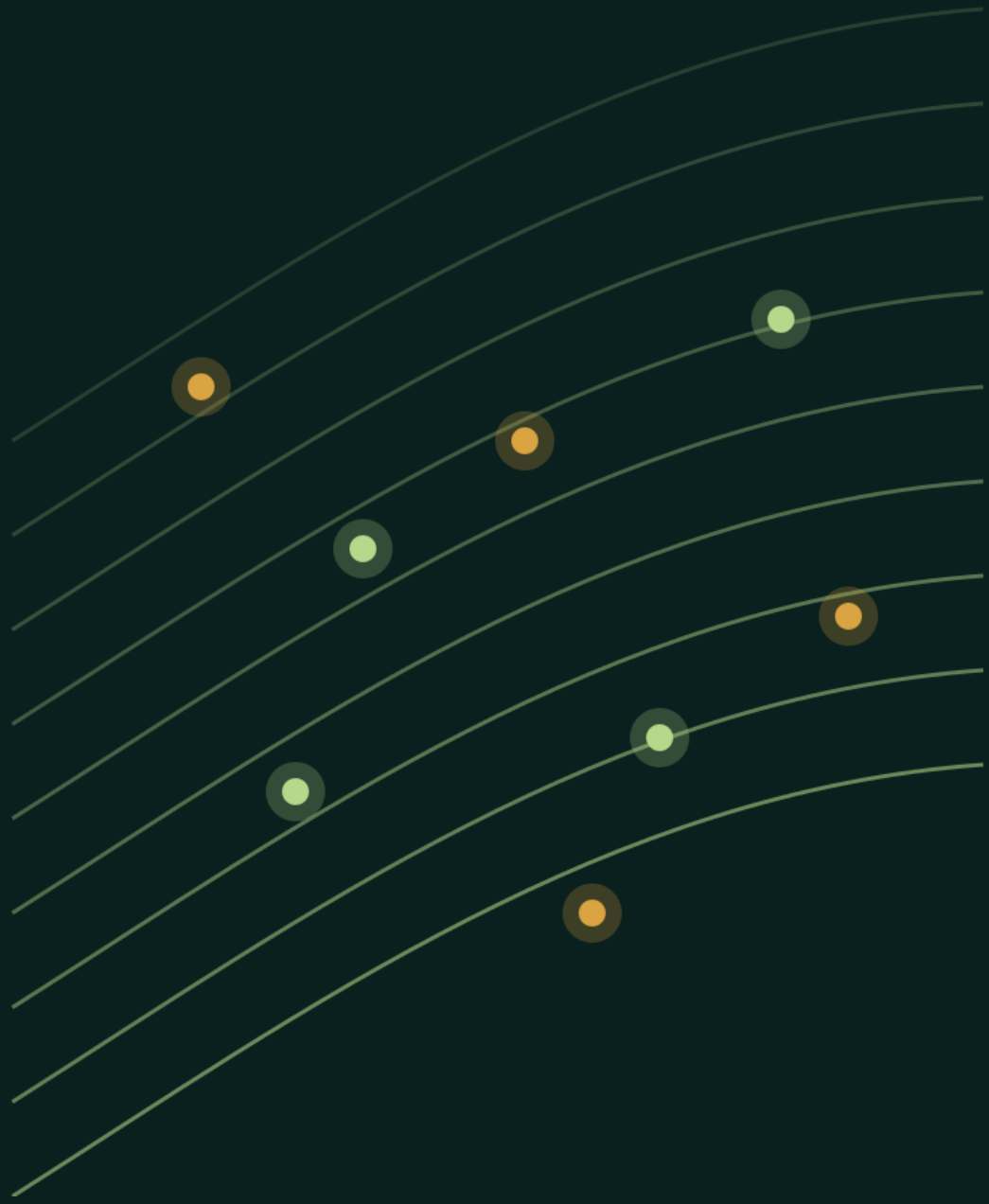
# From Farm Data to Market Decisions

What building agricultural intelligence in Jamaica has taught us about cost, markets and adoption

Agricultural trade and intelligence platform • Ocho Rios, Jamaica
Serving farmers, buyers and institutions

**Krystal Crumbie**

Founder | Farm FWD Logics™



# One platform, connected decisions

Farm FWD links farm-level records with commercial readiness and buyer demand.

01

## Farm Intelligence

Farm records, crop information and structured production visibility

›

02

## Ground 0™

Field-based information gathering and verification workflows

›

03

## Supply & Readiness

Product forms, lots, handling routes and readiness checks

›

04

## Buyer Sourcing

Requests that capture buyer needs before supply is matched

**BUILT CAPABILITY ≠ COMMERCIALLY VALIDATED OUTCOME**

Development and workflows are real; deployment scale and financial returns must be measured separately.

# A buyer request is not yet a viable market

Yellow yam sourcing experience in Jamaica | requested volume was not fulfilled

VOLUME GAP

## 3,000 lb

Buyer request



**200 lb identified • 6.7% of requested volume**

PRICE GAP

## J$350–400 / lb

Buyer target

## J$500–600 / lb

Farmer asking range

**LESSON** **Data can reveal a mismatch; it cannot make an uneconomic transaction viable.**

# Software is only part of the investment

Separate cash spending, contributed labour and future equipment.

SELF-FUNDED CASH OUTLAY

**US$21,000**

Website US$15k + UX US$6k

CURRENT DATABASE COST

**US$85–120**

Monthly, usage-dependent

GOOGLE GRANT

**US$25,000**

Awarded satellite/geospatial support

FOUNDER-CONTRIBUTED DEVELOPMENT

**~40 hours / week for nearly 2 years**

Not a cash payroll expense; avoid double-counting outsourced work.

FIELD VERIFICATION COSTS

**Fuel + time + food + connectivity**

Remote smallholdings; field internet shared at J$6,000/mo.

**NOT COUNTED AS SPENT:** pending drone acquisition • grant award ≠ cash received or consumed • financial ROI remains unverified

# From individual farms to reliable supply networks

Proposed validation pathway

1

## VERIFY

Field evidence and basic production records

2

## AGGREGATE

Group supply by commodity, form and readiness

3

## MATCH

Assess buyer demand, price and logistics

4

## MEASURE

Track cost per verified farm and viable deals

**FUTURE OPTIONS**

regional sourcing corridors • cluster-based verification • targeted cold-chain and drone services

# Start with a decision, then choose the technology

A viable adoption approach for Caribbean agrifood MSMEs.

| | | |
|---|---|---|
| 01 | **Choose one costly decision** | What do you need to know before planting, buying, transporting or financing? |
| 02 | **Collect the minimum useful data** | Prioritize accurate records, clear ownership and affordable verification. |
| 03 | **Share infrastructure where possible** | Clusters, cooperatives and institutions can distribute field and technology costs. |
| 04 | **Measure the result** | Track cost, time, losses avoided, qualified supply and transactions completed. |

**WHAT WE WOULD DO DIFFERENTLY:** start with one costly decision and validate it commercially before building a broad platform.

**THE GOAL IS NOT MORE DATA. IT IS BETTER MARKET DECISIONS.**

# Thank you



