17 NOVEMBER 2026

Session n°23:

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





Caribbean Agrifood Business Series ...

IICA-COLEAD · LEAD PROJECT SESSION

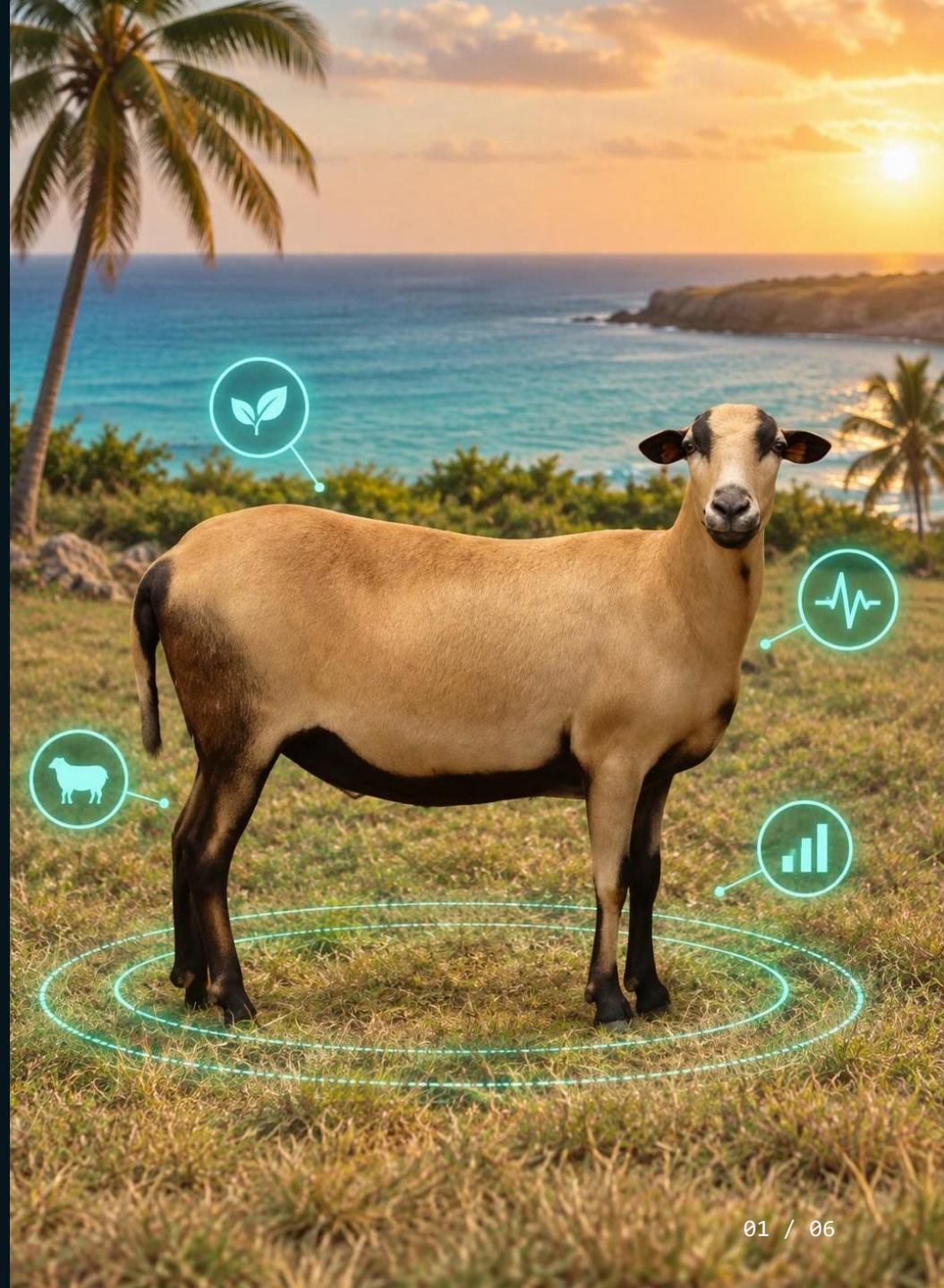
From Memory to True Data

Terata Ames
Founder, One Agri Co Ltd · Barbados

16 yrs
working directly with farmers across the Caribbean

Technical Expertise
Livestock & veterinary technician by profession

Founder
One Agri Co Ltd, building digital tools for farms



You can't close an import gap you can't measure.

>60%

of the food the Caribbean consumes is imported

US$5.12B

CARICOM food import bill in 2024

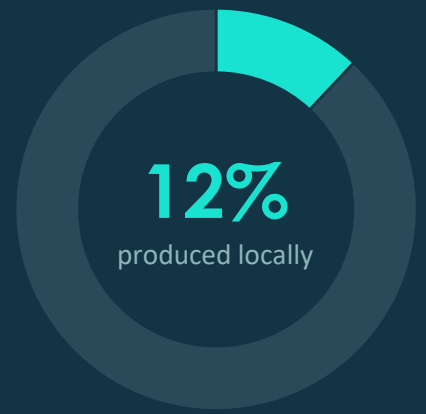
US$957M

Barbados annual food import bill

+24%

production growth 2022–2024 under Vision 25 by 2025 — yet imports still rise

BARBADOS · FOOD SUPPLY



■ 12% produced locally ■ 88% not produced locally

The measurement gap: farmers decide without records, and governments fund programmes without farm-level data.



OneHerd: every animal on record, in the farmer's pocket

Animal health logs
A complete digital record of every animal

Breeding records
Kept alongside health history

Species biosecurity checklists
ASF protocols for pigs, avian flu for poultry

QR code on the farm gate
Every visitor logged automatically

CSV export of every record
For vet visits, ministry inspections, reporting

No records means no finance, no export buyers, no proof of value.



// 04 — THE ECOSYSTEM

The One Agri Co Ecosystem

OneHerd

Livestock management platform
Live on Google Play

OneCrop

Crop management platform

AgriXent by One Agri Co

Digital infrastructure for agricultural governance and enterprise
“Intelligence Behind Every Operation”

Domain expertise plus the right tools beats a big team.

COST

Priced for the smallholder

- SmallHolding tier is accessible without grant funding or institutional support
- Farm data becomes the farmer's most valuable asset: loans, insurance, programme eligibility, export traceability

FINANCING

Self-financed, solo founder

- Used my own data and development background to build both platforms
- Costs well below traditional software development, with no external investment
- Faster and cheaper to market than hiring a dev team

WHAT I'D DO DIFFERENTLY

Scope version one smaller

- I built features before farmers used the core product
- Technology is the easy part; behaviour change takes longer
- One farmer for a week teaches more than six months in isolation

Advice for an earlier-stage business: get one thing working, put it in the hands of five real farmers, and let their feedback build the next version.

Building this with partners across the Caribbean.

Regional partnerships

Bring both platforms to farmers across the Caribbean

Institutional pilots

Put OneHerd and OneCrop to work inside institutions

Development agency collaboration

Co-create with partners who share the mission

Ministry partnerships

Modernise institutional systems at government level

The future of agriculture is NOW.

oneagrico.com

Scan the code, then drop your contact in the Zoom chat

Thank you



