17 NOVEMBER 2026

Session n°23:

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





Caribbean Agrifood Business Series ...

NuAgro
PEOPLE | PRODUCE | MARKETS | STRONGER TOMORROWS

WindBlow Inc.

Local Farmers. Brighter Possibilities.

IICA – COLEAD Session 23

Beyond Grants:

Building Sustainable Caribbean Agriculture Through Markets, Data & Technology

How WindB/ow Inc. is using *an* integrated *farmer* network and digita/ p/atform to connect production with rea/ demand, improve farm management and dui/d commercia//y sustainab/e agricu/tura/ enterprises.

- Organize Farmers
- Use Agricultural Data
- Manage Production
- Improve Farm Business
- Connect to Markets
- **Build** Sustainable Growth



IICA | COLEAD

Caribbean Agrifood Business Series —Session 23
Smart food proc/uct.'ion *and* digitization :
how Caribbean ag«"f•od entrepreneurs *can use data and technology*

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The Problem

We Are Solving

A disconnected food system limits farmer income, market supply and growth in Caribbean agriculture.

Production without demand
Farmers often grow without confirmed market needs.

Inconsistent supply
Buyers struggle to get the right volume and quality, consistently.

Fragmented information
Data on farmers, production and market demand is scattered.

Disconnected markets
Limited coordination between farmers, buyers and support services.



NuAgro
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NuAgro WindBlow Inc.

Local Farmers. Brighter Possibilities.

WE2U + NuGrow Genesis

From Farmer Ne Morkto Digital Coordination

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Farmer Records
Register farmers, farms, plots and production.

NuMarket
Connects growers with real buyer demand.

Dr. NuG
AI agricultural advisor for crop, pest, disease and best practice guidance.

NuMSG
Targeted communication, alerts and updates.

NuBooks
Record income, expenses and farm performance.

Production Tracking
Plan, monitor and manage crop production from planting to harvest.

{tttj THE RESULT:

- Better production planning
- Stronger market connections
- Improved farm business management
- Data&riven decisions for greater resilience

Agriculture ! A Stronger Tomor

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WindBlow Inc.

Local Farmers. Brighter Possibilities.

Beyond Grants:

Building Sustainable Agriculture Through Mark6s, Data&Tmhnology,



- **Connect Farmers to Markets**
  Grow what buyers need.
- **Use Data for BeNer Decisions**
  Plan, produce and manage profitably.
- **Improve Productivity &Efficiency**
  More yield, lower costs, less waste.
- **Build Long-TermSustainability**
  A market-led model, not grant-dependent.

Agriculture Today. A Stronger Tomorrow.

WindBlow Inc. • NuAgro • NuGrow Genesis • WE2U | Powered by WAIS, WindBlow AI & IT Systems

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WindBlow Inc.

Local Farmers. Brighter Possibilities.

Why Farmers Will Use It

Pra6ical Tools for Everyday Farming

Get expert advice and answers when you need it.

Keep simple, organized farm and business records.

Stay connected with your farm team and support network.

Find and sell to real buyers through the marketplace.

Receive timely alerts, opportunities and important updates.



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Our Approach

From Farmers to Markets with Data & Technology

The NuGrow Genesis Agricultural Platform



Organize

Build and manage our network of farmers (WE2U) and production plans.

Produce

Use data and digital tools to plan, monitor and improve on-farm productivity.

Market

Connect farmers to real buyer demand through NuMarket.

Manase

Keep farm and business records with NuBooks (costs, sales, profitability).

Support

Get real-time guidance from Dr. NuG, our AI agricultural assistant.

Sustainable Agriculture. Stronger Communities.

Thank you



