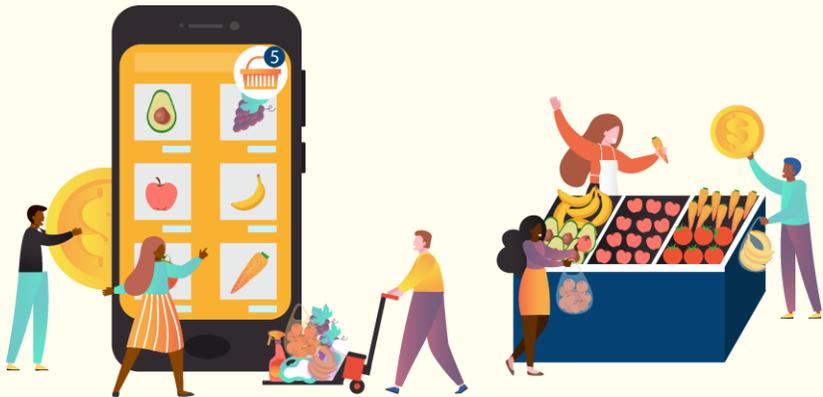


9 June 2021

Session n°1: Post-COVID-19: Resilience building and new opportunities for Caribbean businesses



Caribbean Agrifood Business Series ...





IICA-COLEACP Caribbean Agrifood Series

Post-COVID-19: Resilience building and new opportunities for Caribbean Businesses

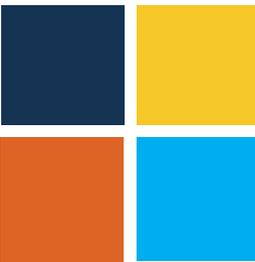
9th June 2021

Presented by Dunstan Demille | Perishables Manager, Massy Stores (SLU)

Massy Stores St. Lucia (Ltd)

Challenges

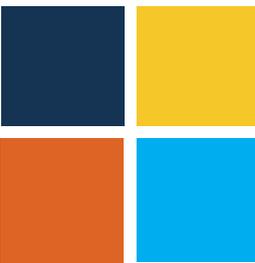
- Panic Buying
- Unplanned Shutdown
- Farmers caught off guard
- Market Contraction
- Health & Safety Concerns
- Recovery and Emerging challenges



Massy Stores St. Lucia (Ltd)

Massy begins rationing in St. Lucia due to coronavirus panic buying

Jonathan Stuart March 19, 2020 03:35 PM ET



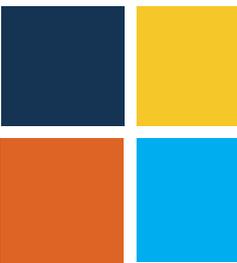
Responding to COVID-19

- WhatsApp groups were created for staff, farmers and suppliers
- Protocols/Measures set up
- Created a plan to resume buying

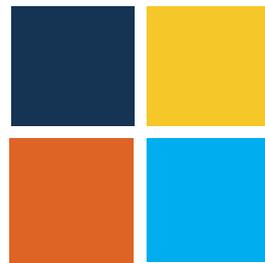


Responding to COVID-19

- Market Access challenges for farmers (caused by extended hotel closures etc.)
- Massy Stores made a strong commitment to work much closer with farmers



Seven Crop Project Premium Corner at Massy Stores

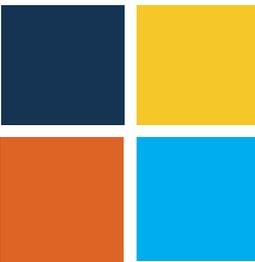
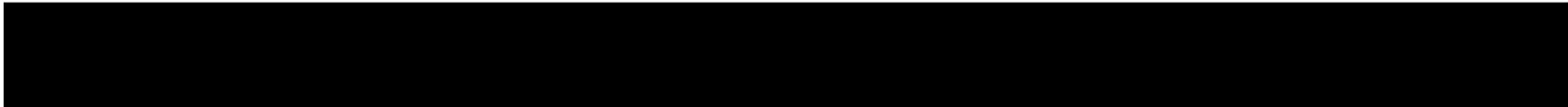
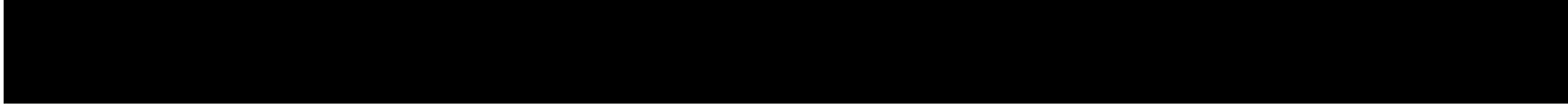


Love St. Lucia – Highlighting Small Manufacturers

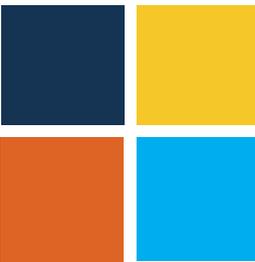
Beyond Farmers

Improved relationships with small/medium local manufactures who supply our stores

Massy Stores Campaign to highlight them, increase visibility and market share



THANK YOU!





This series of events is organised by IICA and COLEACP. COLEACP operates within the framework of development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union (European Development Fund – EDF), with the support of the French Development Agency (AFD).



Thank you

