9 June 2021

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



Caribbean Agrifood Business Series •••







The Story of ARYA'S FRESH CUT Merging Science, Mentorship and Support



- The brainchild of Arya's Fresh Cut was that of Diana Persaud,
- Preparation of Daily Meals for her family stemmed a conversation for a business Idea
- Preparation and Refrigeration
- In a joke, she was told that she can make people's life a bit easier with her skills This was taken a bit more seriously than expected.
- "It took about nine months of ground work and local research before the first package of Arya's Fresh Cut – Farm Fresh, Healthy Living produce was produced and sold



We've seen how fresh veggies are being handled, and as a professional who is trained in agriculture and food safety, it was our idea to package fresh wholesome safe vegetables for consumers."

The name Arya, which means 'Noble', was chosen to brand the idea.

Rising consumer demand has also come with greater awareness of food safety, quality, and increased need for convenience and efficient service.

Involving Science in Farming

- Arya's is geared to provide convenience in a package.
- "You don't have to worry about getting spoiled produce, or damaged produce, or muddy/unclean produce".
- All Arya's produce are hand-selected, graded and triplewashed, with the final wash being a high oxygen wash which removes all organic matter, including bacteria, viruses, fungi, etc.
- This is the hallmark of the production line, which ensures that the highest quality gets into the hands of the consumer,

Mentorship – Is it Valuable?

- Bounty Farms
- Bounty Supermarkets
- Survival Supermarkets
- Beharry Group of Companies
- Baron Products St. Lucia
- Umami Guyana

Support-Is it Important?

A strong support system in • business has many positive benefits, such as higher levels of well-being, better coping skills, and higher returns on investments We experienced continuous • support from our customers, local supermarkets and Franchises

From Farm to Doorstep





From Farm to Doorstep

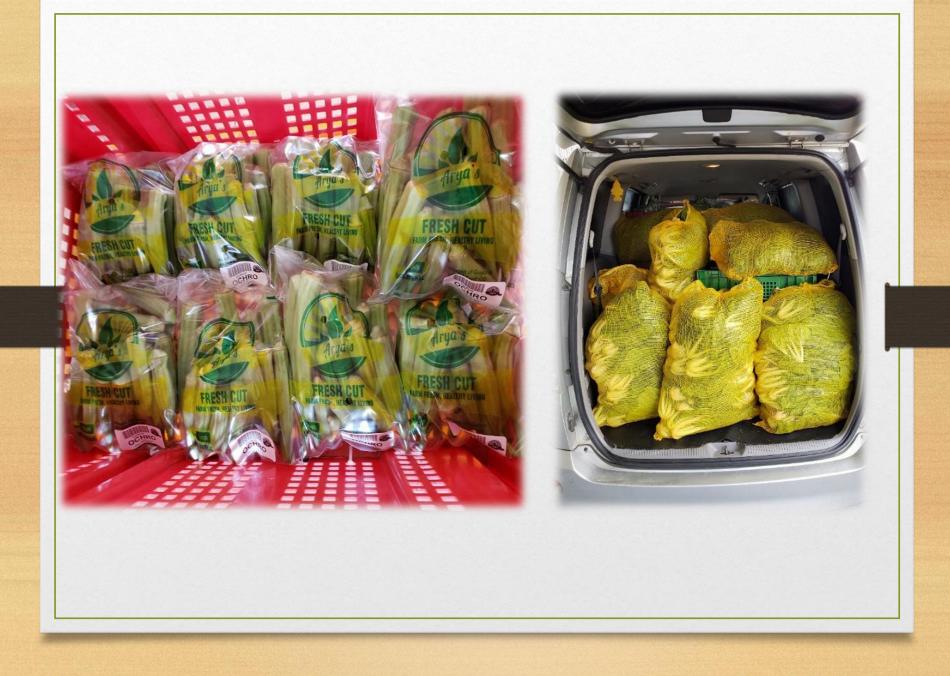


From Farm to Doorstep

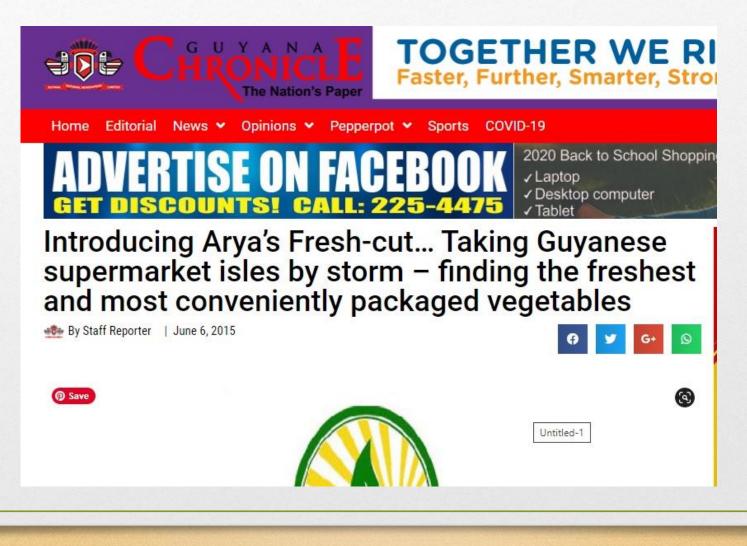








What the Media Said?



What the Media Said?

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Arya's Fresh Cut: Delivering high quality farm produce at affordable prices

🗂 Jul 27, 2020 🖉 News Comments Off

6 Many persons have asked if we make (a lot) of money in this business. (But) it's not about the money. It's a feeling of satisfaction that you get from giving to others, something that you are trained to do and you're proud of doing it... You will have losses, but don't you let that dissuade you.

By Renay Sambach

After emerging on the local market five years ago, Arya's Fresh Cut has proven to consumers that it is one of the nation's most reliable sources of high

quality vegetables. Even in the midst of the COVID-19 crisis, the company has neither waivered in its ability to offer well-packaged cr

ops at an affordable price nor its love for offering moms and dads, innovative assortments to make their everyday cooking plans easier.

During an interview with Kaieteur News, the owner and manager of Arya's Fresh Cut, Diana Persaud, shared that the business is 90% driven by the enthusiasm of hardworking young women. In fact, Persaud intimated that the processing management and operating processes are



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What the Media Said?

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BUSINESS

Arya's fresh cut agro processors taking on the big markets

By Stabroek News July 24, 2015

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Arya's Fresh Cut is a small scale, home-grown agro processing venture that aims to invade local supermarkets and open air markets with affordable and convenient choices in vegetables.

Where We Are Today!

Guyana's First Online Fresh Food Store

www.aryasfreshcut.com





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



