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Session n°5:

Agriculture Trade : opportunities for SMEs and businesses in export markets



Caribbean Agrifood Business Series



IICA-COLEACP - Caribbean Agrifood Business Session: opportunities for SMEs and businesses in export markets 31.03.2022

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Christophe SUREAU

Managing Director

SURAL-SACICC and AMAZON CARIBBEAN GUYANA LTD





Sural-Sacicc ... briefly

Family owned funded in 1958 located near Paris, France.

Import and Sales of canned seafood, fruits and vegetables.

Products:

- Wild hearts of palm certified organic
- Cultivated hearts of palm
- Tropical fruits certified organic
- Coconut milk
- Virgin Coconut Oil
- Cod liver

Main customers:

- **Supermarket chains**, mainly in private labels : Carrefour, Leclerc, Auchan, Super U,
- Casino, Monoprix, Franprix, Cora, Match ...
- **Specialized organic stores**: Biocoop, La Vie Claire, ...

Turnover 2021: 7,6 M€

Volumes in unit 2021
6 million

Amazon Caribbean Guyana ... briefly



Family owned funded in
1986 located Guyana

1 factory in region 1 North
West

1 factory in region 5 Berbice

200 employees

500 harvesters

Products:

- Wild hearts of palm certified organic
- Pineapple chunks in glass jars
- Tropical fruits juice
- Açai juice

Main customers:

- E.U.
- U.S.
- Middle East

Turnover

2021

3.5 M USD

Production Volumes

2021

53 containers

Wild hearts of palm called “Manicole” or “Açaí” Organic certified (sp. *Euterpe Oleracea*)

- Harvested wild in the Amazonian rainforest of Guyana, mainly by indigenous communities
- Regenerating and sustainable palm



Wild hearts of palm as a finish product (*Euterpe Oleracea*)

- In salads or as appetizer deep in a sauce or simply as a snack
- Rich in fibers; low carb



Organic certified pineapple chunks in pineapple juice

- Exclusively from ripe pineapple and pineapple juice
- No added sugar





The first questions ...

Before thinking about offering a product to any international prospects couple steps to pass :

- First, does my added value products fit for the destination market ?
- Is my raw material competitive internationally ?
- Is my product certified IFS Food or British Retail Consortium (BRC) ?
- Are you ready for been audited according to International Social standards ? The main social standards are International Classification for Standards (ICS) and Business Social Compliance Initiative (BSCI).
- Do you have a packaging that fits for the destination market ?
- Is the label of the packaging approved ?



A few advises ...

- First make sure you are competitive with your raw material. Check what prices competitors are calculating from (ex. Pineapple).
- Target a niche market with your final product. Do not try to compete with mass market.
- Offer the best product as Premium and/or Organic and/or Fair Trade certified.
- The Caribbean fruits and vegetables have a good image in EU. Let's build up the same trend that made the success of the Mexican, Japanese, Chinese or Thai cuisine. The Caribbean cuisine is not represented enough. There is a lot to do to make it as famous as it deserves.
- Don't believe it is a good product because you like it. Look first at what your customers like.





Some challenges to face ...

- The local logistics is often not enough efficient.
- The poor infrastructure limits the access to big vessel and few international company lines are coming. Less and less calls of boats and increasing rates.
- For the next year, 2023, the IMO (International Maritime Organization) provides measures on cargo vessels for the reduction of carbon emissions which will be a big challenge for getting access to some feeders.
- To export we need to be certified IFS or BRC and social standards ... There is few accredited auditors in the region.
- To export we need to do some laboratory analysis to be approved by customers.
- Machinery equipment, maintenance, parts ...
- Cost of energy





A few example of products prospects are looking for in EU ...

- Organic certified
- Coconut milk
- Coconut water
- Virgin coconut oil
- Tropical fruits juice
- Dried tropical fruits
- Cashew nuts (and other nuts)



Thank you for your attention

Thank you

