

25 AUGUST 2022

Session n°6:

# High-end market opportunities for Caribbean agrifood products



*Caribbean Agrifood Business Series ...*





NALEDO TRULY TURMERIC



**Let us introduce you to Truly Turmeric, the world's first wildcrafted, fresh turmeric paste!**



Short video available using the link below:

<https://www.youtube.com/watch?v=jAQQxRpnbQ8>



# There are two types of businesses today....

**The ones with purpose and impact....**



**The ones that will not survive for long...**



# Consumer trends....

- 65% of consumers look for products that can help them live a more sustainable and socially responsible life.
- 60% of consumers buy products from companies that are socially and or environmentally responsible.
- 54% of consumers try to purchase products or services from brands that take a stand on social or environmental issues.
- 43% tend to purchase products and services from high purpose brands more than from their low purpose competitors.

# THE WORLD’S LARGEST MARKETS FOR NATURAL FOOD + BEVERAGE PRODUCTS

RETAIL SALES VALUE  
BY COUNTRY IN 2013





# Naledo is a proud B Corp™

**Certified**



®

**Corporation**

**This company meets the  
highest standards of social  
and environmental impact**



# We are creating a more sustainable and equitable supply chain.

## Naledo's Spices Journey VS Traditional Journey of Spices



Farmer



Naledo



You!



Farmer



Spice Auction House



Spice Traders



Importer/Exporters



Brand



You!



## Sustainable Sourcing

Careful Selection of Suppliers

Truly Turmeric is truly sustainable from forest to fridge.

Turmeric grown with no Agricultural Inputs! Our unique method of wild crafting means we do not require any additional agricultural inputs, not even watering! Our coconut oil, limes, and black pepper are also sourced directly from other Belizean producers that maintain sustainable growing practices.







## Empowering Communities

### Direct Trading

Our Growers earn 6 x more than the fair trade price for fresh turmeric. We direct trade so that our supply chain is more equitable and puts more money in the hands of the people that grow our food, rather than middle trading agents. It's a win-win! Growers get paid fairly for their hard work and we all get amazingly fresh turmeric! With this extra income growers are able to invest in quality education, health care, improved nutrition, and much more building a brighter, secure future for their families and communities.



NALEDO TRULY TURMERIC





NALEDO TRULY TURMERIC

1,500+ Retail Partners in Canada and the US

Product placement in spice or natural food aisle

EREWON

Nugget



metro



save on foods



Amaranth  
— Your local health food store —

Rachelle  
Béry



Nature's  
EMPORIUM

Blush Lane  
ORGANIC MARKET



Online  
Channels

available at  
**amazon**



And more...



# In the Media



Forbes

BRIT + CO



allrecipes!



# Questions?

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*The IICA-COLEACP Caribbean Agrifood Business Series focuses on innovations and successes of Caribbean farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.*



# Thank you

