

BUILDING A COMPETITIVE AGRI-BUSINESS SECTOR

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TTABA

C.E.O

COMPETITIVENESS RANKING

Country/Economy	Rank
United States	5
Netherlands	7
United Kingdom	10
Canada	12
Taiwan, China	13
France	18
Australia	20
Malaysia	21
New Zealand	25
China	26
Chile	31
Thailand	39
Indonesia	46
Brazil	53
Mexico	58
Costa Rica	61
Trinidad and Tobago	81
Argentina	85

COMPETITION

Competing countries have;

- **Strong Agricultural Sector** (Cargill/Monsanto, Novartis/ADM/IBP, and ConAgra, Dole & Chiquita)
- **Strong Food Processing & Manufacturing.**
(UNILEVER, KRAFT, NESTLE, CARGILL, CAMPBELLS, PHILIP MORRIS KELLOGS, PEPSI, DOLE.)
- **Strong and extensive food service sector (retailing, restaurants, hotels)** Tesco (UK), Ahold (Netherlands), Carrefour (France), and Wal-Mart (USA) and whose policies impact significantly on market access all major ffr, many major hotels)

Competition

- There is a strong preference for imported products.
- Importers like doing business with U.S. exporters because they are viewed as reliable and trustworthy.
- The majority of the populations perceive U.S. products as higher quality and safer than local foods.
- Many imported products have strong name recognition and set the standard for the competition.

Creating a Competitive Local Agri-business Sector

REQUIRED GOALS & POLICIES

GOAL 1: TARGET MINIMUM LEVEL OF FOOD SECURITY.

POLICIES

- 1. TARGETED % COMMODITIES /PRODUCTS FOR IMPORT DISPLACEMENT**
- 2. PRODUCTS FOR SPECIAL TREATMENT.**
- 3. EFFECTIVE C.E.T AND BOUND RATES.**
- 4. FAIR COMPETITION POLICY.(Antidumping)**
- 5. INDUSTRY DEVELOPMENT PLAN.**
- 6. DOMESTIC SUPPORT MEASURES**

GOAL:2 INTERNATIONAL COMPETITIVENESS OF SELECTED PRODUCTS.

POLICIES

- **GREATER INVESTMENT IN R&D AND INNOVATION (World class product development centre).**
- **PRUDENT FREE TRADE AGREEMENTS.**
- **EXECUTION OF INDUSTRY DEVELOPMENT PLANS.**
- **FOOD SAFETY & OSHA REGULATIONS.**
- **ENVIRONMENTAL REGULATIONS.**
- **JOINT MARKETING & COMMON BRANDING**

MARKET POSSIBILITIES

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graph TD; A[MARKET POSSIBILITIES] --> B[HEALTH AND NUTRITION MARKET]; A --> C[INDUSTRIAL MARKET]; A --> D[ENVIRONMENTAL PROTECTION MARKET]; B --> B1[Food]; B --> B2[Feed]; B --> B3[Medicinals]; B --> B4[Agro-entertainment]; C --> C1[Fuel]; C --> C2[Lumber]; C --> C3[Garment]; C --> C4[Chemicals]; D --> D1[Bio-fertilizer production]; D --> D2[Tree crop production (carbon sequestration)];
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HEALTH AND NUTRITION MARKET

- Food
- Feed
- Medicinals
- Agro-entertainment

INDUSTRIAL MARKET

- Fuel
- Lumber
- Garment
- Chemicals

ENVIRONMENTAL PROTECTION MARKET

- Bio-fertilizer production
- Tree crop production (carbon sequestration)

IMMEDIATE OPPORTUNITIES ARE IN THE FOOD SECTOR

Item	Average food Imports from 2005-9			
	TT\$ M	Tonnes	% of Total Value	% of Total Volume
Meats	326,344	36,721	10%	5%
Diary	500,228	50,877	15%	6%
Fish & Seafood	143,140	9,625	4%	1%
Staples	694,403	236,667	20%	29%
Vegetables	367,263	115,147	11%	14%
Fruits	259,160	50,217	8%	6%
Sugar	281,956	118,888	8%	15%
Coffe & Teas	87,444	8,062	3%	1%
Spices	19,336	3,658	1%	0%
Fats & Oils	20,596	848	1%	0%
Animal Feed	257,620	139,179	8%	17%
Others	437,126	43,412	13%	5%
TOTAL	3,394,616	813,301	100%	100%

Best Export Prospects (USA STUDY 2010):

- **Snack foods, breakfast cereals and pre-mix bakery products.**
- **Meats, poultry, dairy products.**
- **Fresh and processed fruits and vegetables.**
- **Soups & Beverages**
- **Condiments & Sauces**
- **Ready to Eat Meals.**
- **Pet foods.**

Opportunities – Staples & Cereals 21% market Share

Significant growth, but strongest in the high fibre/complex Carbs, breakfast cereals and snacks,.

Opportunities lie in large scale production for;

Breakfast cereals & Snacks from cassava and sweet potatoes, plantains, bananas, breadfruit

Caribbean Healthy Staples: yams, cassava, sweet potato, eddoe, yams, plantain, green bananas dasheen, breadfruit, for the international health food and regional tourism markets.

Opportunities-- Meats & Dairy 25%

OPPORTUNITIES MAINLY IN;

- **Small ruminants:** Growing demand for fresh meat in all segments, with demand especially for goat meat, far outstripping supply. Rabbit continues to be extremely weak, but assessment for the hospitality sector required.
- **Dairy products:** Particularly from goats milk, specialty chesses and milk based beverages for the domestic and regional markets.

Opportunities- -- Fruits & Related Beverages

14% market share US\$84 Million

Major growth area for fruits driven by health consciousness..
Main areas of opportunity;

- Citrus**
- Coconuts**
- Paw-paw.**
- Golden apple**
- West Indian Cherry**
- Sorrel**
- Melons**
- Mangoes**
- Asian fruits**

Opportunities- -- Fruits & Related Beverage

14% market share

Growth in both alcoholic and non-alcoholic industries.
Greatest potential lies in:

Fresh and Single Strength juice Markets;

-- **coconut water**

-- branded rums for export market

-- spice and herb based rums for all markets

-- fruit based alcoholic drinks for all markets

-- nutraceutical drinks for all markets

- -**cocoa and coffee** drinks particularly organic

Vegetables Market share -11%

Opportunities in HERBAL BEVERAGES ;

With medicinal value; Examples;

- **TUMERIC**
- **MINT**
- **LEMON GRASS**
- **GINGER**
- **SHADON BENI**
- **SORREL**
- **NONI**
- **OTHER LOCAL HERBS (Investigate medicinal benefits)**

Most Attractive Investments

Primary Production

- **Integrate agricultural production with agro-entertainment.** (petting zoo, camp sites, fishing, on farm restaurants, mini-golf, croquet, riding trails, harvesting competition, goat race)

Food manufacturing

- **The home meal replacement market with our ethnic cuisine, using the individual products listed above in various combination;** estimated that only 55% of American meals has a home made component.
- **Nutraceuticals Beverages** (plants with distinctive disease preventative or health enhancement capacity) market segment in USA 7% per annum.

And link them with

Strengths

- Major International **Caribbean Brands** (Sandals, Angostura, Grace).
- Unutilized **low cost direct cargo** capacity to Europe & North America.
- Opportunity to link our unparalleled achievements in **sports and music** with our food
- Our domination of growing market for international **Carnival events.**
- Our position in the **tourism industry as the cruise ship** capital of the world.
- Capacity of the **Social Media (SM)**

TTABA

- Public private sector collaboration aimed at providing mechanism for co-ordinated planning and development;
- Selected commodity for industry development, providing;
 - Research
 - Contract farming
 - Agro-processing
 - Institutional support