THE CARIBBEAN BASIN MARKETS:




NEW OPPORTUNITY FOR GEORGIA FRUITS AND VEGETABLES

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THE CARIBBEAN BASIN MARKETS: NEW OPPORTUNITIES FOR GEORGIA FRUITS AND VEGETABLES

Introduction

The recent increase in U.S. agricultural trade was triggered by several factors such as population growth, changes in macroeconomic performance, the depreciation of the U.S. dollar against the euro and other developed economy currencies, and unfavorable weather conditions that affected some competitors. Conversely, the strong U.S. dollar against the yen and other foreign currencies has an adverse effect on the overall U.S. agricultural trade balances. For instance, China has recently become the export leader of fresh and frozen fruits and vegetables to Japan, a position that the United States maintained for over a decade. In 2000, China had already captured 35% of Japanese market for fruits and vegetables, up from 6% in 1990. Furthermore, the implementation of the North American Free Trade Agreement (NAFTA) was instrumental in boosting trade ties between Canada, Mexico and the United States (Whitton, 2002; Huang, 2002).

Consequently, Canada has outpaced Japan to now become the U.S. number one trading partner and a principal importer of U.S. fruits, vegetables, grains, oilseed and meat in 2002. Even though Georgia, California and Florida are the principal squash producing states, Mexico still remains the main competitor as 98% of total U.S. squash import in 2000 originated from Mexico (Whitton and Carter, 2002). Presently, Georgia's supply of onions, watermelons, cabbages, cucumbers, bell pepper, peaches, snap beans, eggplants, pecans and lima beans surpasses local/domestic demand (Wolf and Fonsah, 2002; Fonsah et. al., 2002).

The problem at hand is how to develop new markets for Georgia fruits and vegetables that would absorb the excess production. As a result, the primary objective was to seek and/or develop alternative export market opportunities for our growers, since the existing domestic markets are either saturated or at the verge of saturation with very little opportunity for increase. The Caribbean basin markets, primarily St Maarten, Barbados and Trinidad, were targeted for the following reasons: (1) proximity to the United States, (2) willingness to adopt American culture (3) large population base (4) receptiveness to U.S. products (5) easy access by air and sea freight, and (6) influx of American tourists.

Methods

Two sets of marketing questionnaires were developed for this research. Copies of "Food and Agricultural Products Available From the State of Georgia, U.S.A." survey was obtained from Georgia Department of Agriculture, Office of International Trade. This questionnaire listed a total of 45 products produced in Georgia, from bakery, beef, pork, poultry to fruits vegetables and nuts. There was separate room for "other products" and "all products". Thirty surveys were distributed, with 23 (77%) responses.

A second comprehensive and exhaustive marketing survey was developed at the University of Georgia, Department of Agriculture and Applied Economics. It was strictly based on fresh and frozen fruits, nuts and vegetables produced in the State of Georgia. These survey/questionnaires were purposively developed to gather information on marketing channel, structure, levels of satisfaction and to determine the sources and preference of supply to the Caribbean Basin Markets in general and to St. Maarten, Barbados and Trinidad in particular. These questionnaires were distributed to Supermarkets operators, Import/Export distributors, Hotel and Restaurant Managers (HRI) who attended the Caribbean Basin Trade Mission in St. Maarten, Barbados and Trinidad from June 09 – 15, 2002. Only six, or 29% of the total 21 copies distributed, responded.

Country Profile

St. Marten

A USDA/FAS report published in 2001 reveals that the hotels, restaurants and institutions (HRI) sector of St. Marten generated $68 million of food service imports. This Island enjoys duty free status and the United States has captured a substantial portion, approximately 80-85% of the market. The soil characteristics and water limitations render even subsistent agriculture impracticable. However, due to its duty free status, this island now serves as the distribution center for the neighboring islands such as Anguilla, Saba, St. Barthelmey, St. Kitts and Nevis and St. Eustatius (Benton, 2001 and 2002). Some advantages and challenges in penetrating St. Maarten market are listed in Table 1.

Table 1: Advantages and Challenges in Penetrating St. Maarten Market

Advantages	Challenges
This island enjoys an efficient and well-established distribution infrastructure.	Wholesalers typically already represent major brands; it may be difficult to find a wholesaler not representing a competing brand
Food imports are fairly even throughout the year as tourism fluctuates little from month to month	Slow economic and tourism recovery after the hurricanes in 1995, 1996 and 1999 slowed food service sales.
St. Maarten has strong product influence from and purchasing ties to the United States.	St. Maarten has strong ties to product influence from and purchasing ties to France.
Wholesalers have strong distribution links to the food service sectors in surrounding islands.	Restaurants, feeling the hard times, are taking longer to pay their wholesalers.
Thirty-seven percent of the stay-over tourists are Americans who demand U.S. food products.	The larger number of cruise passengers and their positive growth rate does little to spur food sales as most passengers eat on board.

Source: Benton (2002). Caribbean Basin: HRI Food Service Sector, Sint Maarten/Saint Martin, USDA/FAS Gain Report # C11014, Jan. 16.

Barbados

Unlike St. Maarten, the USDA/FAS report shows that the Barbados market requires strict compliance with food laws, such as “Best Before” (Rousseau, 2000), “The Miscellaneous Control Act, Chapter 329 of 1994" and its implementing regulations requiring licensing for selected agricultural products [and] “The Specification for Labeling of Prepackaged Food”. Imported fruits and vegetables to Barbados must meet the following requirements: (1) name of food (2) list of ingredients (3) net contents and drained weight (4) name and address (5) country of origin (6) lot identification (7) date marking and storage instructions (8) instructions for use, and (9) grade designations. The country of origin requirement (#5 item above) was also specified in the United States 2002 Farm Bill. Fortunately however, fresh fruits and vegetables, including potatoes, are exempted from the date marking and storage requirements (#7 item above) (Gonzalez, 2002).

It is worthwhile mentioning that the Barbados government/market is adopting the “In-quota System” equivalent to 4.6% of total domestic consumption, on a first come first serve basis (Arias, 2002). This system is expected to increase from January 1, 2003 and 2004 to meet with the World Trade Organization (WTO) commitment for export of vegetables such as cauliflowers, cucumbers, eggplants, okras, pumpkins, sweet corn, sweet peppers, hot peppers, and melons. Irrespective of all these constraints, U.N. trade data indicate that Barbados imported $131.4 million worth of food products in 2002 with an expected 3% trade increase in 2002. The U.S. market share in 2001 was only 36.3%, thus, there is room for improvement, if and only if our growers are willing to take the bull by the horn and comply with local regulations (Arias, 2002a).

Supermarkets and Club Outlets are the preferred market outlets for upper socio-economic class and they represent 70% of the total retail sales per sector. Convenient stores and “Mom and Pop” shops represent 10% while Gas Marts and Wet Market/Produce Stands represent 5%. The total number of stores and the representative percentage are illustrated in Table 2.

Table 2: Types of Stores, number and percentage

Retailers	No. of Stores	Percentage of Imports
Supermarkets	25	70%
Club Outlets	1	Included in supermarkets
Convenient Stores	40+	10%
Gas Marts	18	5%
“Mom & Pop” Shops	125+	10%
Wet Market/Produce Stands	N/A	5%

Source: Aries, A (2002a) “Barbados Retail Food Sector Report”, FAS/USDA GAIN Report #BB2003, May 1.

Trinidad & Tobago

According to U.S. Trade data, the United States export to Trinidad and Tobago (TT) was about $40 million in 2001, up from $23, $28, $29 and $35 million from 1997, 1998, 1999 and 2000 respectively. Agricultural products, such as snack foods, fresh fruits and vegetables, fruits and vegetables juices will perform well in this market, especially as the population of 1.3 million people is extremely receptive to U.S. products (Gonzalez, 2002).

It is however important for first timers to familiarize themselves with the local business practices and import requirements, which can be viewed on-line from the U.S. Department of State and Commerce, Country Commercial Guide (CCG). For instance, even though TT is strict in labeling regulations and requirements, sanitary registration of food products is not required. Furthermore, TT accepts the standard U.S. nutritional fact sheet label since the country has yet to develop one. The Ministry of Health's Chemistry, Food and Drugs Division (simply called "Food & Drugs") may request additional certifications only when imported products are "queried" (Gonzalez, 2002b). Further information about TT can be obtained from USDA's Foreign Agricultural Service on-line Food & Agricultural Import Regulations and Standards (FAIRS).

Additionally, two emerging niche markets have been identified in TT namely: (a) The Catering Market for offshore Oil and Natural Gas Operations and (b) The Yacht Provisioning Market. With an estimated 154 new wells, drilling activities are expected to escalate and to generate approximately $637 million in 2002, up from $163 million in 2001. Since a permanent production platform requires about 30-36 workers who generally work in shifts of either "1 week on and 1 week off" or "2 weeks on and 2 weeks off", there is need for a permanent and consistent food supply in these facilities.

The food supplied in this niche market is usually subcontracted to local catering businesses and the quality is usually high as the expatriates' staff members are either U.S. or British citizens. The following products can easily be found on their menu: canned vegetables such as asparagus, peas, beans, chocolates and other sweets, ice cream powder, fresh fruits (apples, pears, grapes), frozen dough, ground roasted coffee, and beef (tenderloins, rib-eye and T-bone steak). Direct contact is the best market penetration strategy (Gonzalez, 2002). Growers interested in this niche market should see appendix 5 for contact information.

On the other hand, although unstructured and informal, the yacht niche market is fast growing. The reasons for this rapidly emerging market are: (a) since the principal yacht zone is well protected from rough weather and storms, boaters have been obtaining competitive insurance rate/premium,
(b) there are inexpensive and good long term storage, maintenance, and haul-out facilities, (c) availability of direct flights to and from the U.S. and Europe, and (d) availability of excellent teaks. As a result of the aforementioned facts, TT yacht arrivals escalated from 637 in 1990 to a peak of 3249 in 2000 and slightly dropped to 2736 in 2001 due to the 2001 hurricane, the global economic crisis, the September 11, 2001 terrorist attacks and fierce competition from the neighboring Grenada.

Why is the TT yacht industry a growing market? Studies have revealed that approximately 2.5 people are on board an arriving boat, 45% are from the United States and Canada and 55% from Europe, South Africa, Australia and other countries. When they arrive, they stay for 3 to 6 months. Their popular menu includes beer, wine, steaks, fresh produce, pasta and pasta sauce, canned fruits and vegetables, bread, cheese etc. Getting in touch directly with the importers is the best method to penetrate this market (Gonzalez, 2002).

Results and Discussions

The following are some of the research findings obtained from the two marketing surveys conducted in at the Caribbean Basin Trade Show in St. Maarten, Barbados and Trinidad respectively.

Q1. The respondents were asked to indicate which products interested them from a list of 45 different products, including fruits and vegetables produced in Georgia.

Out of the total respondents, 71% indicated vegetables, beef and beef products; 64% indicated dairy products, fruits, pork and pork products, 57% selected frozen foods, poultry and poultry products and 50% were interested in canned goods, egg and egg products, grocery and value-added products and seafood. Fruits and vegetables definitely stood out with a significantly high preference. There were 14 companies that responded to the questionnaires in St. Maarten (Table 3).

Table 3: Products from Georgia that Interest Buyers in St. Maarten

Products	**Percentage**
Beef & beef products	71
Canned goods	50
Dairy products	64
Egg & egg products	50
Frozen foods	57
Fruits	64
Grocery & value-added products	50
Pork and pork products	64
Poultry and poultry products	57
Seafood	50
Vegetables	71

Source: Fonsah (2001) Survey Questionnaire Results.

In Barbados, 12 out 45 different products from Georgia ranked above 50% in their scale of preference (Table 4). These products included bakery products and ingredients, beef and beef products, canned goods, dairy products, frozen foods, juices, peaches, peanut butter, sauces and salad dressings and vegetables. However, fruits and seafood were at the top of their preference, scoring 80%, followed by vegetables and other products. It was also interesting to note that this market outlet actually sorted out peaches from fruits category. Although only 5 companies actually responded to the questionnaire provided, the information was usable and provided adequate information needed for the analysis.

Table 4: Products from Georgia that Interest Buyers in Barbados

Products from Georgia	**Percentage**
Bakery products & ingredients	60
Beef & beef products	60
Canned goods	60
Dairy products	60
Frozen foods	60
Fruits	80
Juices	60
Peaches	60
Peanut butter	60
Sauces & salad dressings	60
Seafood	80
Vegetables	60

Source: Fonsah (2001) Survey Questionnaire Results.

In Trinidad, 10 categories of products hit their preference list (Table 5). The study reveals that the most preferred products in this market were frozen foods, fruits, pork and pork products, spices, flavoring and extracts and vegetables, scoring 75% respectively. Only 4 companies responded to this marketing survey in Trinidad, but the information obtained was usable and provided an insight into the market situation of the country.

Table 5: Products from Georgia that Interest Buyers in Trinidad

Products from Georgia	**Percentage**
Bakery products & ingredients	50
Beef & beef products	50
Canned goods	50
Dairy products	50
Frozen foods	75
Fruits	75
Juices	50
Pork & pork products	75
Spices, flavorings, extracts	75
Vegetables	75

Source: Fonsah (2001) Survey Questionnaire Results.

Q2. Indicate frequently purchased fresh fruits and vegetables and their sources of supply.

The study revealed that about 14 fruits and vegetables produced in Georgia were in high demand in the Caribbean Basin Markets and most (if not all) are imported from the United States. Out of the 14 products, 36% (watermelon, snap beans, cherry tomatoes, yellow squash, and zucchini) recorded 100% import (Table 6). Interestingly, 22% of the total peach sales volume was imported from Georgia. Furthermore, the studies show that a small quantity of crops such as cucumber, eggplants, spinach, and green onions were produced locally, thus posing competition for the U.S. producers, even though the overwhelming indication was that the quality of the domestic produce was not as good as the imported counterpart. Other fruits and vegetables that scored high on their scale of preference of imported products from the United States were: Cantaloupes, 96%, Peaches, 83%, Cabbage 95%, Carrots 96%, eggplants 67%, green onions 78%, and bell pepper 88%.

Table 6: Frequently Purchased Fresh Fruits and Vegetables and Their Sources of Supply

Products	**% Fresh Purchase**	**% Imported from the US**	**% Local purchase**	**% Georgia Purchase**
Cantaloupes	83	96	4	0
Peaches	83	78	0	22
Watermelon	83	100	0	Not sure
Snap bean	50	100	0	0
Cabbage	83	95	5	0
Carrots	100	96	4	Not sure
Cucumber	50	50	50	Not sure
Eggplants	67	67	33	0
Spinach	50	50	50	0
Green Onions	87	78	22	0
Bell Pepper	100	88	12	0
Cherry tomatoes	50	100	0	0
Yellow squash	67	100	0	0
Zucchini	83	100	0	0

Source: Fonsah (2001) Survey Questionnaire Results.

Q3. The respondents were asked their fresh product purchasing requirements.

Quality, price, reliability and convenience were top priorities, as they ranked high on the table. Business partner relationship, follow-ups and dependability were important factors that influenced purchasing decision and were classified as "others"(Table 7).

Table 7. Average Ranking of Wholesalers and Distributors Purchase Decision for Fresh Produce

Importance of Specific Factors in Wholesalers/Distributors Purchase Decision for Fresh Produce -Ranked Most to Least Important (n=23)	
Factor	**Average Ranking**
Quality	2.0
Price	2.5
Reliability	2.6
Convenience	2.8
Transportation	3.4
Quantity	4.4
Origin	5.8

Conclusion

This study indicates that the Caribbean Basin is a potential export market for Georgia fruits and vegetables. These countries rely heavily on U.S. products including fruits and vegetables. Unfortunately, Georgia farmers have yet to take advantage of this booming opportunity to penetrate these growing markets to dispose of the excess fruit and vegetable production.

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APPENDICES

Appendix 1: Contact and additional Information

Additional information on Barbados can be obtained from the following contact:

A. Caribbean Basin Agricultural Trade Office
Foreign Agricultural Service
United States Department of Agriculture
909 SE 1st Ave. Suite 720
Miami, FL 33131
Phone: (305) 536-5300
Fax: (305) 536 7577
E-mail: cbato@attglobal.net

Margie Bauer, Director
Email: mbauer02@attglobal.net

Omar Gonzalez, Deputy Director
Email omarg01@attglobal.net

Graciella Juelle, Administrative Assistant
Email: gjuelle@attglobal.net

Appendix 2: Website for Barbados and other Caribbean Islands

Website for Barbados and other Caribbean Islands:
www.cbato.fas.usda.gov

This website will provide central intelligence Fact book:
www.odci.gov.cia/publications/factbook

This website will provide information on country commercial guide
www.state.gov/www/about state/business/com guides/2001/wha/index.html

This website will provide information on Barbados Tourism Authority
www.barbados.org

The Barbados complete retail report can be found at:
www.fas.usda.gov/gainfiles/200205/145683504.pdf

Appendix 3: Barbados Market Summary

Table 8: BARBADOS MARKET SUMMARY

Companies	Business Type	Imported Products	Interested Products	Special Notes
Hanshell Inniss Hunte: Ann Marie Wiltshire Ann_marie_Wiltshire@godent.com Tel: 246 426 3544 Fax: 246 427 6938	Importer and Distributor	Alcoholic beverages, non-alcoholic beverages, dairy products, dry goods, high-end specialty foods, beef, poultry, eggs, pork, seafood/fish, and **fresh produce.**	Dairy products, dry goods, high-end specialty foods, beef, pork, seafood/fish, fresh produce and convenience foods	One of the largest importers and food manufacturers. Supplies primarily the food service sector
Sunshine Industries David Gill sunind@caribsurf.com Tel: 246-435-0858 Fax: 246 436 5209	Importer and Distributor	Non-alcoholic beverages, beef, seafood/fish and dry goods	Non-alcoholic beverages, dry goods, dairy products, kosher foods, convenience foods, low fat/health foods, and ethnic foods	Supplies both retail and food service. Also represents Caribbean Grocery Brokers, Inc. caribbroker@hargray.com
H. Jason Jones Sharon Christie sac@sunbeach.net Tel: 246-429-7209 Fax: 246-429-2911	Importer and Distributor	Non-alcoholic beverages, bakery and deli items, dairy products, dry goods, high-end specialty foods, beef, poultry, eggs, pork, seafood/fish, lamb, and **fresh produce**.	Non-alcoholic beverages, bakery and deli items, dairy products, high-end specialty foods, beef, poultry, eggs, pork, seafood/fish, lamb, convenience foods **organic products** and low fat/health foods.	

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

Super Center David Nielands d_neilands@supercenterjbs.com Tel: 246-435-9592 Fax: 246-435-7209	Retailer	Alcoholic beverages, non-alcoholic beverages, bakery and deli items, dairy products, dry goods, high-end specialty foods, beef, poultry, eggs, pork, seafood/fish, and **fresh produce**	Dairy products, dry goods, high-end specialty foods, seafood/fish, **fresh produce** and low fat/health foods	(Part of BS&T)
Al Supermarket Andrew Bynoe aone@sunbeach.net Tel: 246-425-1097 Fax: 246-424-6975	Retailer	Alcoholic beverages, non-alcoholic beverages, dairy products, dry goods, high-end specialty foods, beef, poultry, eggs, pork, seafood/fish, and **fresh produce**	Alcoholic beverages, non-alcoholic beverages, diary products, dry goods, high-end specialty foods, beef, poultry, eggs, pork, seafood/fish, and **fresh produce**	
M. E. R. Bourne Paul Bourne Tel: 246-435-7843 Fax: 246435-7790	Importer/ Distributor	Alcoholic beverages, non-alcoholic beverages, dairy products, beef, pork, dry goods, and high-end specialty foods	Convenience and Health foods	(Part of BS&T) Supplies primarily Retail sector
Big B. Supermarket		Alcoholic beverages, non-alcoholic beverages, dairy products, beef, pork, lamb, dry goods, **fresh produce** and high-end specialty foods		(Part of BS&T)

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

AS Bryden & Sons Margaret Haynes Margaret.Haynes@brydens.com Arthur Alleyne food.Barbados@brydens.com Tel: 246-431-2600 Fax: 246-431-2659	Importer and Distributor	Alcoholic beverages**,** non-alcoholic beverages, diary products, and dry goods.	Non-alcoholic beverages, alcoholic beverages, dry goods and low fat/health foods.	One of the largest distribution companies with branches also in Barbados, Antigua and a buying office in Miami. Supplies primarily retail sector.
Armstrong Agencies Peter Armstrong peter@armstrong.com.bb Tel: 246-426-2767 Fax: 246-429-2767	Importer and Distributor	Alcoholic beverages, non-alcoholic beverages, and dry goods	Dry goods, **organic products** and convenience foods	Supplies primarily the retail sector
Spring Garden Foods Inc. William Brace Trevor_brace@springgardenfoods.com Charlie Thornton Tel: 246-424-9983 Fax: 246-438-1379	Importer and Distributor	Alcoholic beverages, non-alcoholic beverages, dairy products, dry goods, **fresh produce,** and high-end specialty foods.	Non-alcoholic beverages, alcoholic beverages, high-end specialty foods, dry goods, and low fat/health foods.	(Part of BS&T) Supplies primarily retail sector.
Hotel Food Supplies Anthony Pickering Tel: 246-424-7263 Fax: 246-438-1298	Importer and Distributor	Alcoholic beverages, non-alcoholic beverages, dairy products, dry goods, high-end specialty foods, beef, poultry, eggs, pork, seafood/fish, and **fresh produce.**	Dairy products, dry goods, high-end specialty foods, seafood/fish, **fresh produce,** and low fat/health foods.	Specializes in food service trade.

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

Appendix 4: St. Maarten Market Summary

Table 9: St. Maarten – Market Summary

Companies	Business Type	Imported Products	Interested Products	Special Notes
Afoo Group Fannie Lee-Cheng afoo@sintmaarten.net Tel: 599 542 3752 Fax: 599 542 5854	Retailer Importer/ Distributor	Full retail line and full range of Asian products	All retail categories	Largest chain with 5 retail outlets.
Divico Thierry Vallard Tel: 599-542-6664/4241 Fax: 599-542-2388	Importer/ Distributor	Mostly multinational brand dry products.	Dry products	Retail and food service
Guichard International Christian Guichard guichard@powerantilles.com Alain Garcia alainleo.Garcia@wanadoo.fr Tel: 590-590-29-02-31 Fax: 590-590-29-01-47	Importer/ Distributor	Full line food service products	All, particularly beef and produce	Food service
Merchants Market Jeffrey Hayes Tel: 544-44248 Fax: 544-44242	Importer/ Distributor	Full line	All	Food service buying office is in Miami will be present in St. Maarten. Also has distribution centers in Anguilla, St. Thomas and BVI.

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

Prime Distributors Audrey De La Salle Audrey_de_la_sale@hotmail.com Tel: 599-544-3700 Fax: 599-544-4289 prime@sintmaarten.net	Retailer Importer/ Distributor	Full line retail and food service products.	**All**	One of the larger importers.
Ram's Food World Ashok Tekwani ashoktekwani@rammsxm.net Tel: 599-542-2800/2923 Fax: 599-542-4703	Retailer Importer/ Distributor	Full line retail and food service products	All	One of the largest retail outlets and wholesalers on the island. Well known for having the most diverse range of products
U.S. Import-Export Serge Ubelmann Us.import@wanadoo.fr Tel: 590-590-87-03-80 Fax: 590-590-87-03-69	Retailer Importer	Full line retail	All	One retail outlet on French side
Sang's Supermarket Roberto Sang <sangstrading@sintmaarten.net Tel: 599-542-3447 Fax: 599-542-3189	Retailer/Importer Distributor/Wholesaler	Full line retail and full range of Asian products.	All	One outlet is in the process of opening a new store. Also services ships.
Inter Caraibes Seafood Xavier Fax: 590-590-87-89-06 Tel: 590-590-87-20-79	Importer	Seafood	Seafood	Food service

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

Companies-Anguilla	Business Type	Imported Products	Products Interested	Special Notes
Fair Play (IGA) Quincy & Vincia Gumbs (Owners) Joslyn Lake (GM) sjslake@anuillanet.com Tel: 264-497-5533/99 Fax: 264-497-3303	Retailer Importer	Full line retail, club store size merchandise, very American product oriented. Some food service	All	IGA Store one of four primary retailer in Anguilla
Merchants Market Roland Webster merchants@anguillanet.com Renea Lesley renealesley@hotmail.com Tel: 264 497 5533/99 Fax: 264 497 5530	Retailer Importer	Full line food service	All	About 60% of food service market, very little retail. Buying office is in Miami, representative will be in St. Maarten.
Alberts Susan Marlin Tel: 264 497 2240 Fax: 264 497 2511	Retailer Importer Distributor	Full retail line, some food service	All	One of four primary retailers in Anguilla
J W Proctors Wendell Proctor Tel: 264 497 2445 Fax: 264 497 2073 jwproctors@anguillanet.com	Retailer Importer Distributor	Full retail line, some food service	All	One of four primary retailers in Anguilla
Ashley & Sons Connie Brooks ashleys@anguillanet.com. Tel: 2644972641 Fax: 264 497 3084	Retailer Importer Distributor	Full retail line, some food service	All	Very active in traveling to the U.S. for new products lines. One of four primary retailer in Anguilla

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

Companies-St Barts	Business Type	Imported Products	Products Interested	Special Notes
AMC Mr. Magras Amc.stbarth@wanadoo.fr. Tel: 590-590-27-78-16 Fax: 590-590-27-96-81	Importer/ Distributor	Full retail line and food service	American national brands	Largest retailer with four (4) outlets. Supplies both retail and food service sectors.
Consolidated Karin Barnes smtasbtt@wanadoo.fr Tel: 590-590-27-61-40 Fax: 590-590-27-60-00	Importer/ Distributor	Mainly snacks and beverages	Wants sole distributor contracts	Currently is sole distributor for Frito Lay and Coke on island. Supplies both retail and food service vendors.
Oak Import/Export Michele Bricout o.a.k.@wanadoo.fr Tel: 590-590-27-57-51 Fax: 590-590-27-53-24	Importer/ Distributor	Specialty, gourmet products for food service	High-end specialty products	Supplies primarily food service sector
Jojo Primeurs Georges (Jojo) Berry Jojo.supermarche@wanadoo.fr. Tel: 590-590-27-80-01 Fax: 590-590-27-69-41	Importer/ Distributor	Full-line retail	Meats & fresh produce	Owner only speaks French
Supermarche Match Philippe Baclet pbaclet@primisteresreynoiro.fr Tel: 590-590-27-68-16 Fax: 590-590-27-79-70	Importer/ Distributor	Part of the large French retail chain	All	Manager only speaks French

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

Appendix 5: Trinidad Market Summary

Table 10: TRINIDAD – MARKET SUMMARY

Companies	Business Type	Imported Products	Products Interested	Special Notes
Classic Caterers Limited Gerard Ferrerra – CEO 21 Edward Lee St. San Fernando Tel: 868-657-0236/0237 Fax: 868-653-38533 classic@tst.net.tt	Catering (On/Off Premise), Independent	In not currently importing but would like to do so	Catering Products Distribution Products All Products	www.classic.com. Leading caterer of off shore oil & natural gas rigs/platforms. Also caters to some on-shore operations.
Malabar Farms Food Service George Bovell, Managing Director Carapo Village, Arima P.O. Box 1310, Port of Spain Tel: 868-642-6329 Fax: 868-692-7047 malabar@tstt.net.tt.	Food Distributor	Full line food service	Beef & Beef products Canned Goods, Dairy Products, Sauces & Salad Dressings, Seafood, frozen vegetables	Well known for having a diverse range of products.
Allied Caterers Edmund Ramtahal allied@tstt.net.tt James Chang Kit alliedcaterers@hotmail.com Tel: 868-669-4213 Ext. 29 Fax: 868-669-3359	Food Service/ Importer			Airline, marine & industrial caterer.
Banfield Enterprises Robert Banfield banfield@tstt.net.tt. Tel/Fax: 868-625-1052	Importer/ Distributor	Meats and dry products		

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

Ibrahims Usha Ali Tel: 868-623-5501 Fax: 868-624-4303	Importer	Poultry/Pet Food/Fruits		
HADCO Jersiel Garcia jghadco@tstt.net.tt Robert Hadad rhhadco@tstt.net.tt. Tel: 868-675-7628 Fax: 868-675-2641	Importer/ Distributor	Full range retail and food service		One of the largest importers of food products
Solimar Joe Brown solimar@wow.net Tel: 868-624-6267	Restaurant/ Importer			
Hi-Lo Food Stores Aura Watson awatson@hilofoodstores.com Tel: 868-627-7482 Fax: 868-625-1760	Importer/ Distributor	Full line retail		Largest retailer in TT. IGA affiliated.
Ramish & Leela Supermarket Wayne Pierre mkn@Trinidad.net Tel: 868-638-8592 Fax: 868-675-7440	Retail/ Importer			
P.R. Trinidad Limited Terry Ali Tel: 868-640-4448 Fax: 868-640-5303	Liquor/ Wine Importer			

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

El Chico Ltd. Michael D'Prnellas Tel: 868-673-3447 Fax: 868-673-2230	Egg Importer	Dry goods		Off-shore caterer. Not attending trade mission meetings since they only deal in dry goods.
AS Bryden & Sons Stephen Welch swelch@asbryden.co.tt Tel: 868-623-4696 Fax: 868-627-5655 food@asbryden.co.tt	Importer/ Distributor	Grocery items, wine & spirits		One of the largest distribution companies with branches also in Barbados and Antigua and a buying office in Miami.
Supermix – Arawak Robin Phillips Tel: 868-643-2435 Fax: 868-643-2709	Importer/ Distributor	Poultry		
Maersk Sealand David Bindler postop@maersk.com Tel: 868-623-1723 Fax: 868-627-7533	Shipping Line	All		One of the major shipping lines
C. Yip Choy Baillie Cynthia Pataysingh cvpataysingh@ycbdirect.com> Tel: 868-637-4449 Fax: 868-637-5034	Caterer			Also supplies off-shore operations

Source: Caribbean Basin Agricultural Trade Office, Foreign Agricultural Service, U.S. Department of Agriculture, Miami.

Appendix 6: Required Import Documents.

1. Import License (if applicable). It is important for U.S. exporters to find out from their importing counterpart whether any license is required prior to shipping any products.
2. Commercial Invoice
3. Bill of Lading or Air Waybill
4. Packing List
5. Certificate of Origin
6. Health or Sanitary Certificate (if applicable).

The entire import clearance procedure takes approximately 3-5 days and can be painstaking even though priority is usually given to perishable goods. Experienced custom/brokers can facilitate easy flow through the system. However, it is preferable to let your importing counterpart handle/arrange for custom/broker transactions. Additional information on government regulatory agencies, custom brokers/agents and other import specialists can be obtained from the Caribbean Basin Agricultural Trade Office, Miami: Tel: 305-536-5300, Email: cbato@attglobal.net.

Appendix 7: How to determine FOB or CIF Price of Product.

Usually, the importing counterpart would like to know how much your fruits or vegetables cost. The underlying factor is to make profit and this applies to the importer as well as the exporter. Importers in the Caribbean expressed concern over this issue because they usually received additional billing from the U.S. exporters after the deal was closed. Reasons being that, some U.S. exporters forget to include certain cost items when making their price list. The following is an example of cost items to consider when determining free on board (F.O.B) and/or cost insurance freight (CIF) price.

Examples – FOB (named exit port)

The export or seller is obligated to get the goods over the rail at the named exit port. The buyer bears all costs and risks of loss from that point on. The seller must clear the goods for export. The following cost component must be taken into consideration:

1. Selling Price ……………………………		$ 3000
2. Preparation for shipping ………………...	+	200
3. Inland transportation to pier/terminal ……	+	100
4. Pier "gate" charges ………………………	+	50
5. Loading ship at U.S. port...........................	+	25

FOB Cost		$ 3375

Note: This is just an example

Examples – CIF (named entry port)

The exporter (seller) is responsible for all cost and freight necessary to deliver the goods to the named entry port. Risk of loss and any additional costs after goods are delivered to the vessel are transferred to the buyer when goods pass the ship's rail. The exporter (seller) must obtain marine insurance and clear goods for export. The following cost component must be taken into consideration:

1. Selling Price ……………………………		$ 3000	
2. Preparation for shipping ………………...	+	200	
3. Inland transportation to pier/terminal……	+	100	
4. Pier "gate" charges ………………………	+	50	
5. Forwarding fees …………………………..		+	100
6. Ocean freight charges …………………….		+	500
7. Marine Insurance …………………………		+	50

CIF Cost		$ 4 000	
		=====	

Note: This is just an example.

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