



Agribusiness Forum: Enhancing Regional Trade and  
adding value to Caribbean agri-food products

Organised by IICA, CTA, CTO  
Grenada, 16-18 November 2014

Topic: Opportunities for Caribbean farmers in  
processed foods for tourism-related markets

Access to Markets - The Supply Chain  
“Transport, Warehousing and Pricing”

Presenter: Beverly Johnson  
JLB International Ltd  
Jamaica & United Kingdom



# DEFINITION OF LOGISTICS & SHIPPING

“Shipping is the physical process of transporting commodities, merchandise goods and cargo (via sea/air/land or rail)” **FULL STOP!**

“Logistics is the **management of the supply chain** in the flow of goods from the **point of origin** to the **point of consumption**, in order to meet market demands and customer satisfaction.

**Re-orders!**



## OBSERVATION

- The Agri-Food industry is one of the Caribbean Region's most important ethnic industries and a major source of our agri-produce, agro-processed foods and beverage.
- The Region's buyers of agri-produce and agro-processed foods must once again begin to look at regional suppliers as part of the supply chain.



## OBSERVATION

- Government of the Region must consciously look at the inefficiencies of the transport links and its effects on regional and global trade
- The need for inter-regional transport system (Sea & Air) not routed via Miami is urgent. Ocean links for small shipments are often proven difficult and are routed via the USA.



# TRANSPORT EFFICIENCIES

## 1. CARRIERS' TO FACILITATE TRADE

The OECS suffers has result of their size

Who remembers WISCO - West Indies Shipping Line?

The “Federation’s Shipping Line”

WISCO facilitated inter-regional ocean transport regardless of the size/population of the Island.

The Region’s Government must begin to speak once again with the support of agencies like CTA, IADB Compete Caribbean, UKTI etc for such a service in the Region to enhance trade



## TRANSPORT EFFICIENCIES

2. **Regulate the Schooner Operators**  
using Trinidad or St. Lucia as their Hub
  
3. **Regional & International Flights**
  - International Airlifts - Seek Reduction in Tariffs, collectively not individually
  
  - CAL, Amerijet & LIAT  
Demand improvement in Service levels





# LOCAL EFFICIENCIES

1. **For Agricultural exports:** A structured Warehousing and Receival System operating as an **Agricultural Marketing Corporation (AMCs)** representing farmers, offering access to global markets.
  - Market & promote the respective Islands produce
  - Buy produce direct from farmers for the Export Markets, Multiples, Hotels and producers of processed foods
  - Standardization, QM, Support & Training to Farmers
  - Secure attractive farm-gate and Export prices**Everyone benefits!**



# GATEWAYS IN FOREIGN MARKETS

## 2. For Processed Foods & Beverages:

Establish “Hubs” outside the region, as Gateways to foreign markets eg: UK, USA, Canada, etc; for easy to Caribbean products as and when needed

**Lets think outside the Box.**

Consider having a Caribbean Processed Food Warehousing Systems operating as OUR “Gateway” to Europe and Africa located in the UK. A similar operation in the USA &/or Canada to serve North America

Our Caribbean products would be available to buyers and consumers as and when needed





## Individualism vs Collectivism?

Each farmer/processor can do their own packaging/marketing/pricing & shipping

## Do So Collectively

Realise significant cost savings in packaging material freight cost and reduce risk from unscrupulous buyers

## Consolidate Shipments



## REGIONAL EXPORTS OPPORTUNITIES WITH SUSTAINABLE PROFIT

- Agri-foods for tourism industry
- Agri-foods to Markets (Multiples)
- Agri-foods for domestic use
- Agri-foods for production of processed foods



## When pricing products for exports...consider

### Cost of production

- Your Export Margins (Mark-up)
- Is the produce/products priced competitively for the Export Market
- Does the price represent the quality of the product
- Does the product sell itself
- Will the Buyers require marketing support

**Marine Insurance** - Protection against, lost or damages

**Cost of Freight** (by air or sea)



# LOGISTICS

CONSIDER THE MOST SUITABLE TERMS OF DELIVERY

i. Ex Works    ii. FOB    iii. C&F    iv. CIF

## SHIPPING DOCUMENTS CALLED IN THE TRANSACTION

- ORIGINAL BILL OF LADING/AIRWAY BILL
- COMMERCIAL INVOICE (with HS Codes)
- PACKING LIST
- MARINE INSURANCE CERTIFICATE (UNLESS SHIPPED AT SHIPPERS/BUYERS RISK)
- LICENSE/PERMITS/CERTIFICATION REQUIRED BY EXPORTING/IMPORTING COUNTRY
- CERTIFICATE ORIGIN



*Thank  
You*

**Beverly Johnson, CEO  
JLB International Ltd  
(Jamaica & UK)**

**Email: [beverlyj@jlbshipping.com](mailto:beverlyj@jlbshipping.com)  
Skype: Beverly-jlb-intl**





# Notes