



*Pomeroon Women Agro-Processor  
Association, Guyana*  
Coconut Oil production

*Rosemund Benn, President,*  
Brussels Briefing, 17 September 2015

# Pomeroon Women's Agro-Processors Association



# Pomeroon Women's Agro-processors Association

- Formed 2001 registered 2002
- 14 Women, wives and single mothers
- Working 3 days/week volunteering
- Processing Starfruit to make into cakemix
- Sold to raise funds and each contributed Guyana \$20k working capital

- Local Govt donated unused building but it needed renovation with help of CIDA and IFAD
- 2006: Acquire Certification and licensing to sell products
- 2007: Started paying the ladies working in the premises
- Four products: Starfruit cakemix, seasoning sauce, hot pepper sauce & fruit wine

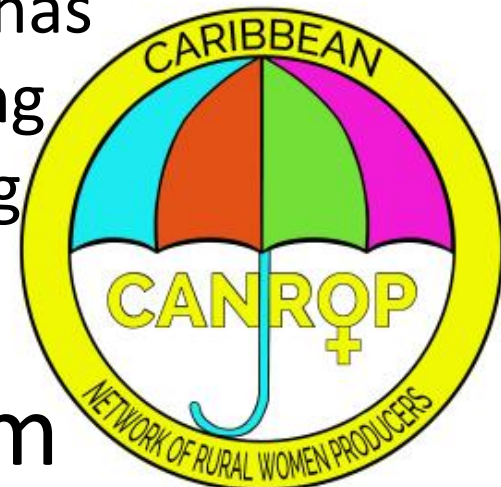


# Capacity building

- Through IICA
  - Management
  - Food preparation, sanitisation
  - Brand development – *Pomeroon Delight*
- Ministry of Agriculture support
  - Assisted with exhibitions e.g. Guyana International EXPO since 2009 and marketing
- Voluntary Service Overseas
  - Volunteers to work with the project
  - Business record keeping
  - Developing labelling, Packaging and Marketing
- 2010 UN Barbados meeting
  - Virgin coconut oil wins prize which contributed to product development

# Network

- WADDNET
  - Formed National network as part of CANROP July 2011 Women agroprocessors development network
- CANROP
  - Rural women Producers Association has supported with training on advertising and marketing online and networking



<http://canrop.com>



## We Are CANROP

Empowering Caribbean Rural Women Producers



[CANROP News and Stories](#) [About CANROP](#) [The people of CANROP](#) [CANROP Products](#) ▾

[CANROP Chapters and Clusters](#) ▾ [Our Partners and Projects](#) [CANROP Members Area](#) ▾

## Women's Agro-Processors Development Network (Guyana)

### WHO WE ARE



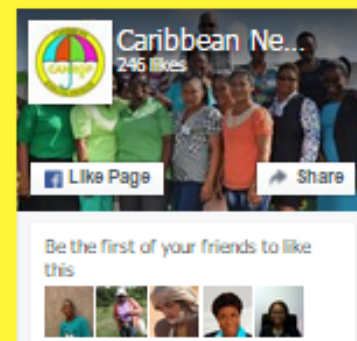
The Women's Agro-Processors Development Network is a Registered Friendly Society in Guyana. It aims to empower its member groups specifically through improving their entrepreneurial skills. The Network is also a member of the Caribbean Network of Rural Women Producers (CANROP).

# MEMBERS

### WADN Guyana

Members consist of women agro-processing groups, all based in rural

### CANROP on Facebook



Follow CANROP on  
Twitter

# Products today

- Starfruit cakemix,
- Seasoning suce,
- Hot pepper sauce
- Fruit wine
- Green seasoning
- Green Mango Achar
- Virgin Coconut Oil





# Scaling up

- Guyana \$4million
  - Addition to building
- Trucks
- But still need
  - New fireplace needs extra funding
  - Equipment – to replace kitchen equipment



# Staffing and sharing revenue

- Four members working full-time
- Assisted by others at rush times
- End of year profit from sales divided and shared among members reserving enough to run business.
- Impact on women economic independence and decision-making (travel here for sharing experience...)

# Markets

- Today we serve 5 supermarkets and over 100 small shops locally from a start of 5 shops in 2002
- Guyana \$600,000 - \$800,000 per month
- Main expansion over the last 5 years due to recognition of *Pomeroon Delight* brand
- Currently 10% of all our *Pomeroon Delight* products are sold at *Guyana Shop* in Georgetown (shop controlled by Guyana marketing corporation)



**Pomeroon Delight  
Carambola Fruit Mix**



**Pomeroon Delight  
Green Mango Achar**



**Pomeroon Hot  
Pepper Sauce**



**Pomeroon Green  
Seasoning**



**Pomeroon VIRGIN  
Coconut Oil**

# Future plans

- Purchase of own vehicle
- Expand marketing to other supermarkets in Georgetown and the Caribbean region (for virgin coconut oil, we started selling to St Vincent last year and Antigua last month)
- Plans to increase to 20 members (attracting young women entrepreneurs) in the next 3 years
- Add three new products (jams, jellies, plantain and corn flower)
- Need for computer literacy (computer currently use for record keeping only)