



SRC – PROVIDING OPPORTUNITIES FOR MSME

Roselyn Fisher - General Manager, Marketech Limited JAMPRO Workshop, March 27, 2015

SRC - Agency of MSTEM

Fulfills Its Mandate by:

SRC is an agency of the Government of Jamaica that supports the growth and development of the agro-industrial sector in Jamaica through:

- Research
- Adaptation of Available Technologies that are Appropriate to the Jamaican Situation





SRC Fulfills Its Mandate (Contd.):

- Provision of Training and Technical Assistance
- Technology Transfer for commercialization
- Popularization of Science and Technology (S&T) especially among the youth, to improve quality of life





Core Activity Areas



- **✓ Information Services**
- ✓ Process Development
- ✓ Product Research & Development (Agro-based)





How can You benefit from SRC?

Product Development –

- > Food Formulations
- ➤ Personal care products e.g. body wash, shampoo, lotion

Contract Research & Development





How can You Benefit from SRC?

- > Technology Transfer (Training)
- > Plant Biotechnology Tissue Culture; Diagnostic tests (plant diseases)
- > Services Analytical, Sensory, Shelf-Life, Nutritional Facts
- ➤ Market Surveys Demand Studies etc
- > Audits Quality, Environmental





How can You Benefit from SRC?

- Selection & Use of appropriate packaging
- Factory layout and equipment guide
- Cleaner Production Technology
- Good Manufacturing Practices
- Cost Effective Treatment of Wastewater (By-products are biogas, treated wastewater, and organic fertilizer)
- Use of Food Pilot Plant





Two Exciting Areas....



Intermediary Food Products



Natural Products





Startling Facts!!

- SRC's emphasis: adding value to local raw materials
- Locally produced foods contain mostly imported inputs
- Trend towards "Mix; blends, package & Sell"
- SRC has many food formulations for commercialization....

\$uccess begins with a good idea!!





Opportunities Abound



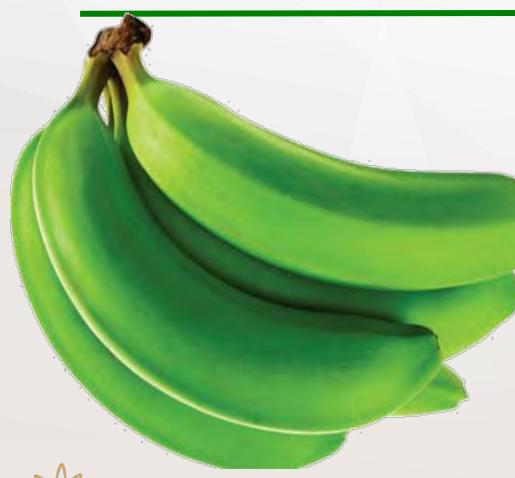
- Soups (vegetarian & non-vegetarian)
- Minimally processed foods
- Beverage (hot or cold)
- Toppings
- Condiments & Sauces
- Chutneys
- Dried herbs & spices







Minimally Processed Foods



Sliced Yam

Sliced Sweet Potato

Peeled Green Bananas

Treated to minimize cooking time.

Health & Convenience





Fruit Based Products



- Fruit juice concentrate
- Toppings e.g. sorrel
- Fruit sauces
- Chutneys sorrel, tomato
- Cocktail bases (e.g. Bloody Mary, Pina colada)



Natural Products

- Jamaica Brand, Hot Spot !!!
- 5th among islands of the world in biodiversity
- Already established reputation for excellent flavours & "quality" products
- History of export of essential oils (pimento, citrus)
- Nutraceuticals & Functional Foods current wave in global marketplace.

Nutraceuticals & Functional Foods

Easy to cultivate

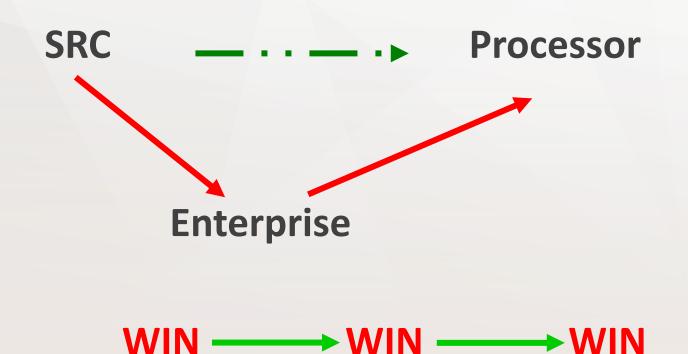
Opportunity for extracting essential oils

Amenable to sun drying





EVERYONE BENEFITS!!







PARTNERSHIPS...for Success

- ➤ Jamaica Promotions Corporation (JAMPRO)
- ➤ Jamaica Business Development Corporation (JBDC)
- ➤ Bureau of Standards Jamaica (BSJ)
- > Rural Agricultural Development Authority (RADA)
- > Jamaica Manufacturers' Association (JMA)
- ➤ Micro Financial Sector e.g. DBJ; EXIM



SRCat your service !!!!



- √ Technology Sale
- ✓ Training
- √ "Hand-holding"
- ✓ Market Intelligence
- ✓ Quality Service





THANKS for listening

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