

DEVELOPING THE CASTOR OIL OPPORTUNITY

Jamaica Promotions Corporation (JAMPRO)

Castor Forum

Tuesday, August 9 2016



JAMPRO
TRADE & INVESTMENT JAMAICA



Agenda

1. Castor Outlook Summary
2. Why Jamaican Black Castor Oil?
3. Challenges Identified
4. Where Are You On The Value Chain?
5. Castor Bean Farming
6. Castor Oil Processing
7. JBCO Private Label Packaging
8. Branding, Marketing & New Geographic Markets
9. Geographic Indication / Association
10. Commercial Grade Castor Oil

Disclaimer

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Castor Outlook Summary

Positive Findings

The future is without a doubt very bright for Jamaican Black Castor Oil.

End Market Stability

Demand for JBCO products will continue to be strong. This isn't a passing fad.

New Geographic Markets

Outside of the US and Europe, there are many more geographic markets where JBCO could see success and market penetration.

Competitive Advantage

The global castor market will become increasingly competitive as countries seek to take market share from India (Mexico, Brazil, Haiti). But they don't have JBCO

JBCO vs. CGCO

There is very little discernible advantage to entering the Commercial Grade Castor Oil industry at this time.

Castor Oil vs. Castor Bean

This presentation will focus on castor beans as a vital domestic market only.



Castor Outlook Summary

My report follows a timeline of three to five years and originates with the consolidation and standardization of the Jamaican Black Castor Oil (JBCO) industry and culminates with entry into the Commercial Grade Castor Oil (CGCO) market for cosmetics and bio-plastics.

The proposed development interventions follow sequentially in a measured timeline with the intention of achieving revenue generation in the short-term and sustainable and diversified growth in the long-term.

Why Jamaican Black Castor Oil? The Brand

- Brand recognition is everything and the hard work has already been done.
- Widespread positive reputation with consumers.



Best Seller

Jamaican Black Castor Oil 8oz

by Tropic Isle Living

\$10.90

Prime

Get it by **Tuesday, Aug 9**

FREE Shipping on eligible orders

More options available:

\$6.20 Other Sellers

★★★★★ 4,242

Product Features
Hand processed from pure
seeds.

Health, Household & Baby



Tropic Isle Living Jamaican Black Castor Oil 8oz "Pack of 2"

by Tropic Isle Living

\$16.64

Prime

Get it by **Tomorrow, Aug 8**

FREE Shipping on eligible orders

More options available:

\$16.64 Other Sellers

★★★★★ 257

Product Features
Black castor oil has an age
oil.

Health, Household & Baby



SheaMoisture Jamaican Black Castor Oil Reparative Leave-In Conditioner - 16 oz

by Shea Moisture

\$10.69

Prime

Get it by **Tomorrow, Aug 8**

FREE Shipping on eligible orders

More options available:

★★★★★ 715

Product Description
... run your day. With Jama
Health, Household & Baby

ESSENCE

CELEBRITY FASHION BEAUTY HAIR LOVE LIFE VIDEOS PHOTOS FESTIVAL SUBSCRIBE FOLLOW US SEARCH



12 of 24 | COMMENTS



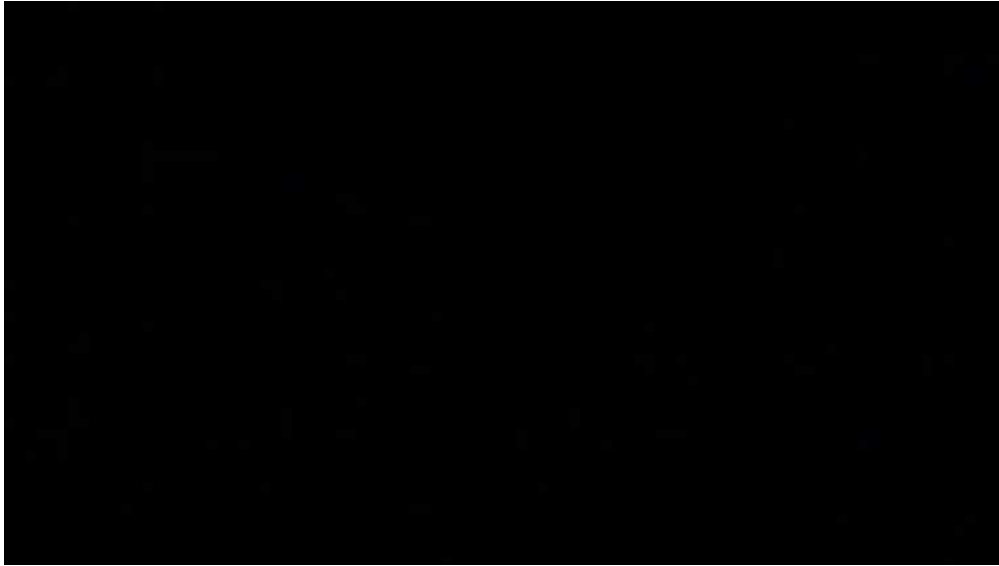
WHAT YOU SAID: YOUR FAVORITE HAIR PRODUCTS, EVER

JAMAICAN BLACK CASTOR OIL

"Jamaican Black castor oil is a BEAST for breakage and hair growth!"



Why Jamaican Black Castor Oil? Kid Tested, Mother Approved (It Works)



JAMAICAN BLACK CASTOR OIL (before/after pics) ~ GROW BACK THINNING EDGES, HAIRLINE
sburke757
4 years ago • 476,171 views
I've been tracking the growth of my edges since using jamaican black castor oil starting May 2 until now July 29... I am VERY ...



My "Wash n Go" Curly Routine | SunKissAlba
SunKissAlba
1 year ago • 406,203 views
Finally here's an updated routine with different products I've been trying out and combining. Let me know if you're interested in a ...



Super Potent Jamaican Black Castor Oil For Hair Loss
PotentBlackCastorOil
4 years ago • 394,313 views
Super Potent Jamaican Black Castor Oil. This is oil is different for the rest and will improve damage hair quickly.... Visit <http://www>.



Fast Hair Growth? Jamaican Blk Castor Oil
ulovemegz
3 years ago • 379,641 views
Hey everyone! This is my personal experience using JBCO. I have been using this oil since May 2013. So far I really love the ...

“It makes my curls pop and it adds shine. Along with using this on my edges, I've been using it on my lashes and they're longer, fuller and shinier too!” - Moni

“A MUST-buy for your hair, eyebrows, and eyelashes! Yes, Eyelashes!! This gem of an oil is our #1 best kept beauty secret ladies! (And gentlemen, of course)” – Madison Edwards

Why Jamaican Black Castor Oil?

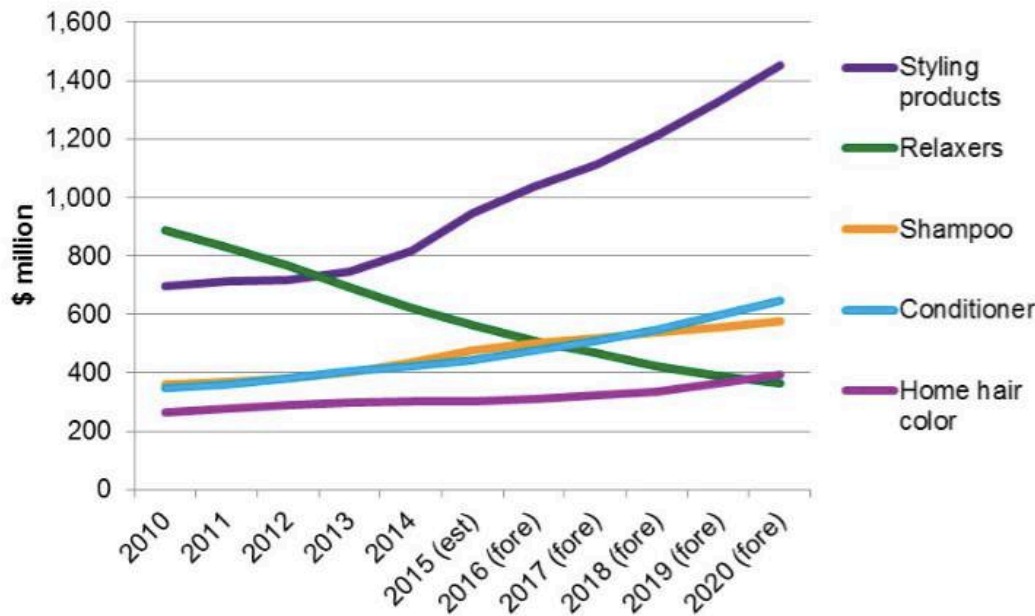
The Market



- Estimate: JBCO and JBCO related products average worldwide annual retail sales of approximately USD \$75 - \$100 million.

- By 2020, sales on Black American hair care products are forecast to reach \$3.4 billion per year (up from \$2.7 in 2015).

- Hair care market experts say the natural hair movement is here to stay and represents a permanent market shift.

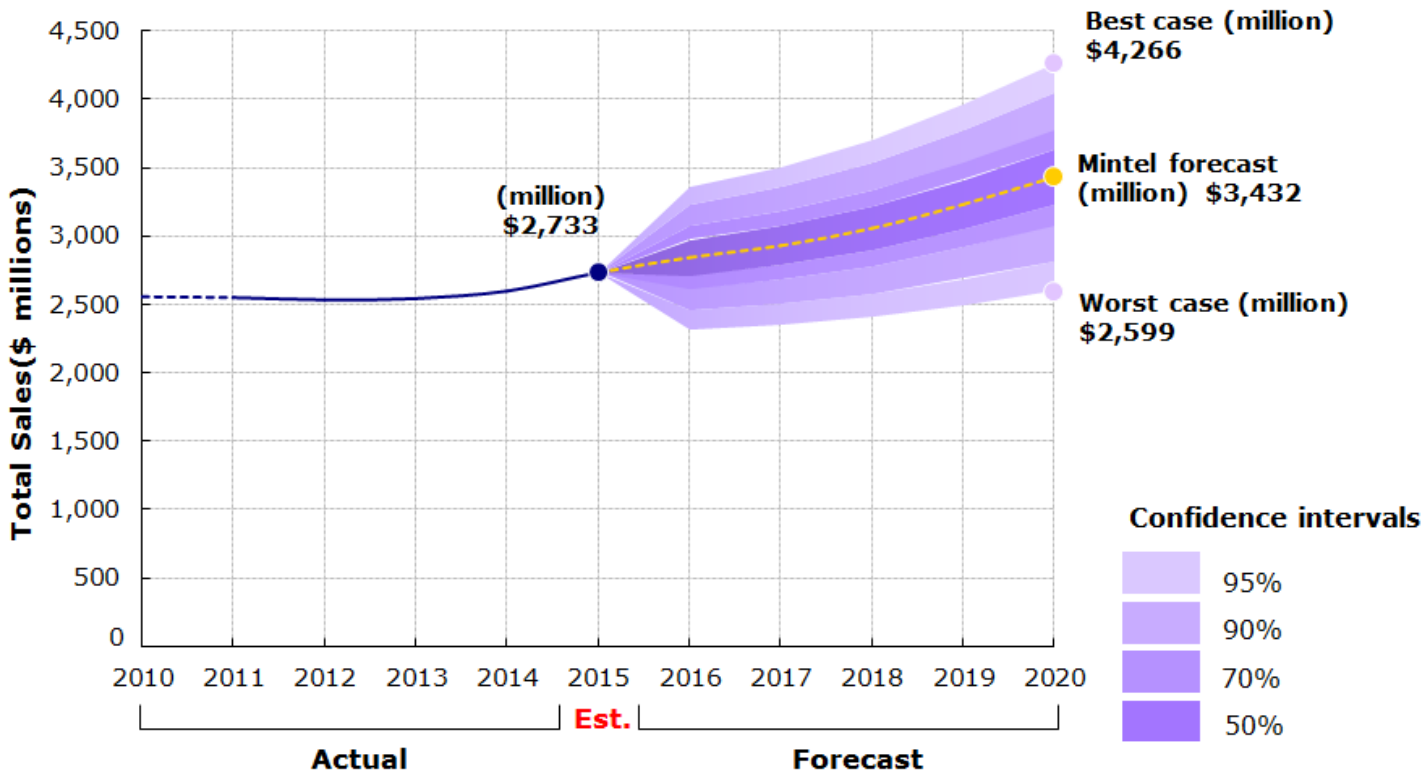


Source: Information Resources Inc., InfoScan Reviews; Bureau of Labor Statistics, Consumer Expenditure Survey; consumer research/Mintel

Why Jamaican Black Castor Oil?

The Market

- Sales in 2015 are up by 5%, and by 2020 sales are forecast to reach \$3.4 billion. Mintel forecasts that these figures could reach as high as \$4.3 billion by 2020. Population growth, rising interest in natural hair, and new product innovations are likely going to drive category growth.



Why Jamaican Black Castor Oil?

Natural | Organic | Environmentally Friendly

- The global organic personal care market is expected to reach USD 15.98 billion by 2020, according to a new report by Grand View Research, Inc.
- Hair care was the second largest product segment and accounted for around 25% of market share in terms of revenue in 2013. The market is expected to witness significant growth, at an estimated CAGR of 9.6% from 2014 to 2020.
- Changing consumer perception towards organic products coupled with growing utilization of environmentally sustainable products has fueled growth of naturally derived products.
- Younger consumers are significantly more likely than their older counterparts to be purchasing natural and organic hair care products.
- Hair oils are gaining popularity, and since oils are naturally sourced, provide a nice bridge between natural ingredients and functional benefits.
- Increasing use of cosmetic products among consumers in India, China and Brazil along with rising awareness towards harmful effects associated with chemical substances is likely to fuel demand for these products.

Why Jamaican Black Castor Oil?

Inclusive Economic Growth

- JBCO industry in Jamaica is currently comprised almost entirely of small to medium sized farms, enterprises and distributors. There is no Coca-Cola or Monsanto.
- There is also a relatively low barrier to market entry. Besides the start up costs for seeds and land, JBCO requires very little mechanization and the castor crop grows well all over the island.
- Accordingly, the industry is perfectly positioned to combat rural unemployment, poverty and promote bottom-up, inclusive economic growth on the island.



Why Jamaican Black Castor Oil?

The Obvious

- JBCO is a JAMAICAN product. Castor oil has been part of the Jamaica's cultural heritage since the middle of the nineteenth century when it was introduced by the colonial government and the oil produced by ex-slaves in rural communities.
- Jamaica is in the unique and enviable position to define exactly what JBCO is, how it is to be made and who can make it.



CHALLENGES + CONSTRAINTS

What's holding back the industry?

Challenges Identified

CHALLENGES

COORDINATION

- Non-existent industrial and market coordination between castor sector actors.
- Insulated competition vs. mutually beneficial cooperation.

TRUST

- Mistrust and uncertainty throughout the castor value chain, which enhances overall risk.

CHALLENGES

REGULATION

- Absence of industry oversight, regulation and communication channels.

STANDARDS

- Varied and secretive JBCO processing standards methods.

CHALLENGES

QUALITY CONTROL

- Lack of product quality control and quality testing instruments.

MARKET LINKAGES

- Information asymmetry between overseas distributors and Jamaican producers.
- Weak internal and external market linkages

THREATS

MECHANIZATION

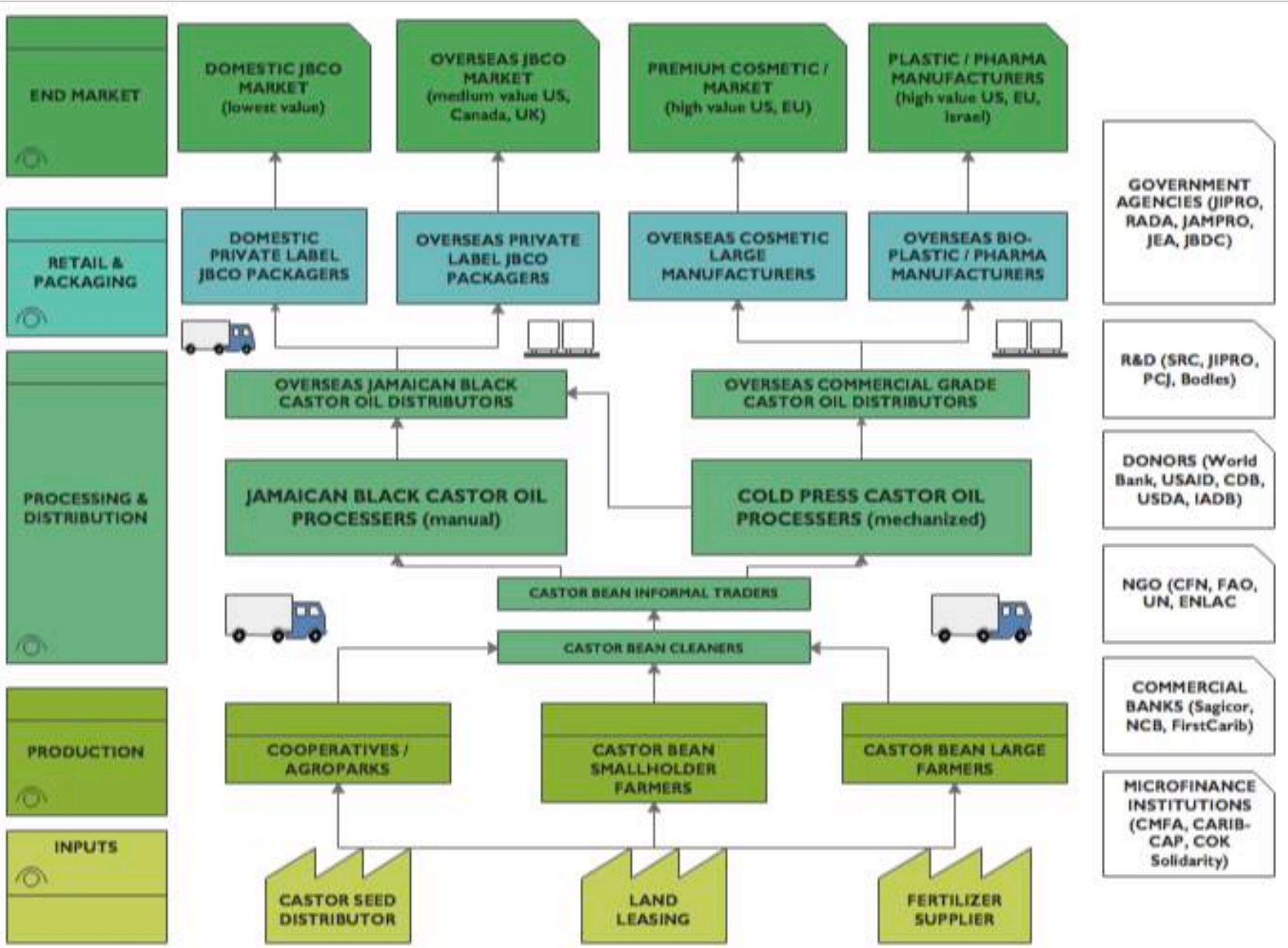
- Prevalence of traditional processing technology and a lack of mechanization.

FUNDING

- Insufficient access to capital and investment.

THE CASTOR VALUE CHAIN

Where are you?



The Castor Value Chain

**Overseas JBCO Private
Label Packagers &
Distributors**



SheaMoisture, Sunny Isle, Tropic Isle, Mango & Lime,
Paradise Oils, Leven Rose

**Domestic JBCO Private
Label Packagers and
Distributors**



Caster Enterprises, Shavout Farms, Outa Earth, Perfect
Hair & Skin

JBCO Processors



Caster Enterprises, Shavout Farms, Outa Earth, Perfect
Hair & Skin

Castor Bean Farmers



Small, medium and large farms spread throughout
Jamaica (1 – 100 Acres).

CASTOR BEAN FARMING

Recommended to Farms with 1 to 35 Acres*

Intercropping + Drip Irrigation

Assessing Castor Bean Oil Content

Castor Cake (Fertilizer)

*Estimates of yields, prices and cost vary greatly, making it difficult for potential growers to make informed investment decisions about growing the crop.

Castor Bean Pricing + Productivity

Castor Bean	Per Pound	55 Pound Bag	Metric Ton
Castor Bean (Jamaica)	\$1 - \$1.50	\$40 - \$55	N/A
Castor Bean (World)	\$.40 - \$.60	\$20 - \$30	\$400 - \$500
Organic Castor Bean (World)	\$.75 - \$1	N/A	\$730 - \$770

- It is recommended that farmers with 1 to 20 acres of castor crop solely focus on growing and selling the castor bean on the domestic market
- Subject to a wide variety of environmental and agricultural factors, the average Jamaican castor bean farmer produces approximately 1000 - 1700 pounds of castor bean per acre from local varieties (stronger foreign varieties can be from 3000 – 4500).

PROJECTED REVENUE :

**One 15 acre castor bean farm with an average yield of 1200 lbs. of bean per acre:
\$21,600 - \$25,000.**

Castor Bean Intercropping + Drip Irrigation

- Castor crop farming needs to be a fairly profitable enterprise for this value chain to operate effectively and enhancing the productivity of small castor farms is a necessary step towards making the industry competitive.
- Implementation of intercropping and drip irrigation schemes can greatly increase overall productivity and income for farmers.



In India, drip fertigation (drip irrigation combined with fertilization) was proven to increase castor productivity from a national average of 1 100 lbs. per acre to 3215 lbs. per acre.

Indian Castor farmers have also proven the feasibility of earning extra income through intercropping. Groundnut, peanut and onions have all shown they can be cultivated alongside castor crops.

ASSESSING CASTOR BEAN OIL CONTENT

There is currently no method for determining the quality of castor seeds for buyers and suppliers. This contributes to a lower price overall for castor farmers product.

Develop simple and cost effective grading tool of castor bean oil content to ensure that farmers are properly rewarded for improved farming practices and seed variety and processors/buyers have greater confidence and transparency in the value of their inputs.



Transformer Oil Water Content Tester/Karl Fischer Titrator Oil Moisture Analyzer

US \$850-2600 / Set

1 Set (Min. Order)

Measuring Range: 0ug-100mg

Resolution: 0.1 ug

Place of Origin: CN;HEB

Brand Name: HZ Water Content ...

Model Number: HZWS-2

Usage: Water Content of Petrol...



laboratory precision moisture analyzer

US \$350-570 / Piece

1 Piece (Min. Order)

Usage: Auto Testing Machine

Power: Electronic

Certificate: ISO, CE

Place of Origin: CN;JIA

Brand Name: WANT

Model Number: DSH-50

Castor Cake (Fertilizer)



- Two main by-products are generated in the castor oil production process: the capsule husks, produced when the seeds are separated from the fruits, and the meal, produced when the oil is extracted from the seed. Assuming that the seed weight corresponds to 62% of the fruit weight and the efficiency of oil extraction is 47%, the production of 1 ton of castor oil results in 1.31 tons of husks and 1.13 ton of meal.
- Nitrogen content in castor meal (7.54%) is similar to cotton meal (8.21%), but higher than traditional fertilizers like sugarcane bagasse (0.24%) and bovine manure (0.77%).
- This product is a combination of an organic fertilizer and pesticide, which can compete with generic industrial products on the market, to provide protection and nourishment for any field crop that utilizes this product (it has pesticide properties that can control the Nematode parasite, which attacks the roots of field crops like tomatoes, soybean, and potatoes.)

CASTOR OIL PROCESSING

- Recommended to Farms of 30 – 100 Acres
- Pricing + Bulk Distribution
- Manual Processing vs. Mechanization (Cold Press)
- JBCO Quality Control & Industrial Standards

Castor Oil Pricing + Bulk Distribution

CGCO	8 oz. Bottle	55 Gallon Drum	Metric Ton
CGCO (World)	\$3 - \$8	\$500 - \$650	\$1,050 – \$1,500
Organic CGCO (World)	\$13 - \$15	\$1,500 - \$1,700	\$2,800 - \$3,000
JBCO	8 oz. Bottle	Per Gallon	55 Gallon Drum
JBCO (Jamaica)	\$12 - \$15	\$140 - \$160	\$6,000 - \$7,500
JBCO (World)	\$7 - \$10	\$80 - \$100	\$3,000 - \$3,500
JBCO (Haiti)	\$15 - \$20	\$90 - \$100	N/A

The production of CGCO is highly mechanized and large Indian and Chinese manufacturers distribute between 500 to 1000 metric tons per month in order to meet global demand. In contrast, JBCO buyers worldwide may only purchase 5 to 10 metric tons of JBCO per annum to meet consumer demand.

Castor Oil Pricing + Bulk Distribution

The per gallon market value of JBCO is **five to ten times** the value per gallon of CGCO. JBCO produced in Jamaica is also twice the average cost of JBCO produced elsewhere (India, China).

This is likely due to a combination of JBCO's strong brand awareness, the ability of overseas distributors to "water down" JBCO to make greater quantities and the specialized, less efficient processing methods.

Depending upon a wide variety of environmental and agricultural factors, 2000 – 2400 pounds of Jamaican castor bean will produce one 55-gallon drum of Jamaican Black Castor Oil.

Total Projected Revenue:

One 50 acre castor bean farm, with an average yield of 1200 lbs. of castor bean, would produce 20 – 30 55-gallon drums of Jamaican Black Castor Oil per yield for a total revenue of: \$125,000 to \$225,000.

Manual Processing vs. Mechanization (Cold Press)



- This video shows a Chinese Oil Press cold screw press extracting oil out of castor bean seeds.
- At half-speed, this machine will make approximately 40 gallons/ 151 Liters a day.
- At full-speed, this machine can produce approximately 70 gallons/ 265 Liters of castor oil per day.
- Depending upon what temperature the cold press is set to, the oil produced can range from yellow to green to dark brown.
- Indian/Chinese manufactures make JBCO in this manner or by adding charcoal or additives to make it black.

Manual Processing vs. Mechanization (Cold Press)

- In this video, Rooted Treasure captures just one of the many ways to make JBCO in the traditional way.
- Traditional processing methods can take anywhere from 5 – 12 total hours per batch.
- Using this method, the highest rate of production I have encountered ranges from 25 – 55 gallons of JBCO per day.

JBCO Quality Control & Industrial Standards

- The lack of clarity on JBCO processing techniques and standards has contributed to a systemic lack of trust and coordination between castor stakeholders.
- No one knows how the product is being made – and who is making it in what way.
- The quality of a JBCO product is critical to success in the highly competitive hair care market and the lack of industrial standards endangers the quality reputation of JBCO products.
- Because the difference in production costs between manual and mechanized are so substantial, farmers are incentivized to keep their operations hidden and avoid mutually beneficial information sharing or aggregation.
- Any JBCO processing standards should protect JBCO quality but ALSO allow for flexibility in production methods.

JBCO Quality Control & Industrial Standards

Jamaican Black Castor Oil

Made in a traditional, hand-processed manner wherein the seed is roasted, beaten with a mortar, pressed and then boiled. A dark black and heavy viscous oil in appearance.

Jamaican Light Castor Oil

Produced by crushing steam cooked or cold pressed Jamaican castor beans in expeller. A dark yellowish green viscous oil in appearance.

Jamaican Virgin Castor Oil

Produced by simply pressing Jamaican castor beans. There is no refinement process. A light yellow viscous oil in appearance.

Jamaican Gold Castor Oil

Produced by cold pressing Jamaican castor beans. There is a refinement process. A very light yellow viscous oil in appearance.



JBCO PRIVATE LABEL PACKAGING:

- Recommended to Farms of 100+ Acres
- Wholesale Pricing
- Premium Branding
- Customer Segmentation & Marketing
- New Geographic Markets

Wholesale Pricing

Jamaican Black Castor Oil (Jamaica)

- The approximate price of a JBCO product produced with Jamaican sourced castor oil is \$12 - \$15.
- Current prices for these products per bottle cannot and should not fall any lower.

Jamaican Black Castor Oil (India, China)

- The approximate price of an 8 oz. JBCO bottle produced with Indian or Chinese sourced castor oil is \$8 - \$10.
- Prices for these products can fall as low as \$5 per 8 oz. bottle.



Wholesale Pricing

- Jamaican JBCO private label packagers must engage in a rebranding effort of their products towards a premium, specialty JBCO product.
- One important and unintended consequence of competing at the Indian/Chinese sourced prices is that it substantiates the false claim that there is no difference in quality or authenticity between the two products.
- If a product is superior, it must be marketed and priced as such.

With a successful rebranding effort, my report advocates that authentic JBCO products should work towards an overseas retail price of approximately \$15 - \$25 per 8 oz. bottle.

Of significance to this product upgrading strategy is that market research has shown that, with the exception of the 18-34 age group, income bears little impact on purchasing behaviors in the natural and organic hair care category.

Premium Branding

A Premium JBCO product should embrace a marketing strategy that is consistently communicating the following information:

- Superior Quality
- Traditional Processing Method
- Handcrafted Production
- Gender Inclusivity (Women in leadership positions)
- Historical and Cultural Value
- Fair Trade Certifications
- Organic Certifications



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DEVE



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Customer Segmentation & Marketing

“IF WE DO NOT KNOW WHO THE
CUSTOMER IS, WE DO NOT KNOW WHAT
QUALITY IS.” – The Lean Start Up

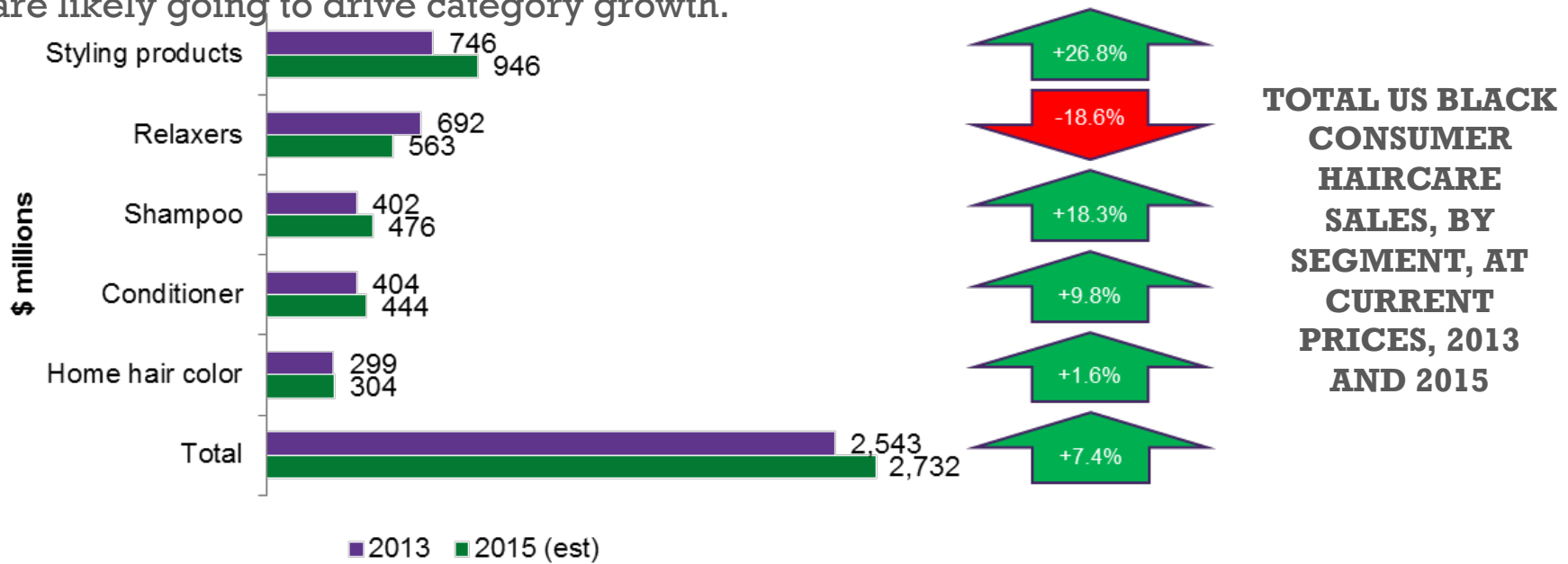
Customer Segmentation & Marketing

- JBCO private label packagers must engage in stronger product development with very specific customer segments in mind.
- The largest consumer of JBCO and JBCO related products are black American women.
- According to a 2015 Mintel Research report, three quarters of black American women used some sort of pre-treatment in their hair in the last twelve months and three in five used a deep conditioning treatment such as JBCO.
- Black American women are more likely to use “black hair care brands” than they are mainstream brands.
- Women are more likely to use Dark & Lovely, Motions, Crème of Nature, ORS, and Shea Moisture



Customer Segmentation

- The combined GDP of Black Americans is \$2.2 trillion (10th highest country in world)
- In 2015, expenditures on hair care among Black American consumers was estimated at \$2.7 billion, which includes sales via various retail channels, including local independent stores. By 2020 sales are forecast to reach \$3.4 billion.
- Population growth, rising interest in natural hair, and new product innovations are likely going to drive category growth.



Customer Segmentation & Marketing

45% of women say they wish there were more hair care products for Black people.

and **28%** say they've bought a lot of products because they can't find the right one.

Innovate JBCO product lines with new offerings products for men such as beard oil, face wash and hair loss treatment.

Capitalize of other Jamaican industries to differentiate product offerings such as hemp seed oil, coconut oil + JBCO or JBCO infused with existing Jamaican essential oils (peppermint, ginger).

One third of men say their hair is an important part of their identity...
and they wish there were more products specifically for Black men.

Customer Segmentation

JBCO products targeted for high-value overseas markets must clearly and concisely communicate the value of their authentic Afro-Caribbean roots in addition to the labor-intensive handmade processing characteristics.

KREYOL  ESSENCE™

100% ORGANIC
REMEDIES FOR
**THICK &
NOURISHED
HEALTHY HAIR**



GO AHEAD, SPOIL YOUR HAIR WITH DELECTABLE TREATMENTS!

Our high performance products are infused with 100% pure and unrefined **Palma Christi: Haitian Black Castor Oil™**.

Our line boasts an unparalleled amount of nourishing **Omega-9 fatty acids** and **potent proteins** to **strengthen, thicken, nourish** hair.

Proven effective for all ethnicities and hair types.

SIGN UP TO RECEIVE EXCLUSIVE LAUNCH SAMPLES AND DISCOUNTS AT WWW.KREYOLESSENCE.COM

Products Featured: 100% Organic & unrefined Palma Christi: Haitian Black Castor Oil™ and Pomad Kreyol™
Find your Organic Remedy at www.kreyolescence.com



Get Remedy.
Read Comments.
Share your future story.

*Limited time offer.

Customer Segmentation

“Targeted messaging is critical – understanding Black American consumers is more important than ever”

As advertising pioneer Tom Burrell famously stated: “Black people are not just dark-skinned White people.”

This notion is very apparent in hair care category. Mintel has identified the following four distinct hair care segments

Trendy Naturalista

Her mindset

She's all about natural, and is determined to be as natural as possible in all areas of her life. Being healthy is the ultimate accessory, and truly reflects her personal beauty. She's very conscious of what she puts in her body and on her skin and hair.

At the same time, she's always on trend even though she may not always be the one setting them. She wears a variety of hairstyles, and needs a range of products to suit her needs.

She has a very strong connection to Black culture. She's a *Cultural Activist*, which means she has a strong preference for culturally relevant advertising and has a heightened sensitivity to what brands are doing in the Black community.



Demos

- 42% 18-34
- 54% iGen/Millennials
- 48% urban
- 71% not married
- 51% are moms

Celebrity persona

- Janelle Monae
- Esperanza Spalding
- Jill Scott
- Alicia Keys
- Erykah Badu

Her theme songs

"Video," India Arie
"Blessed" Jill Scott

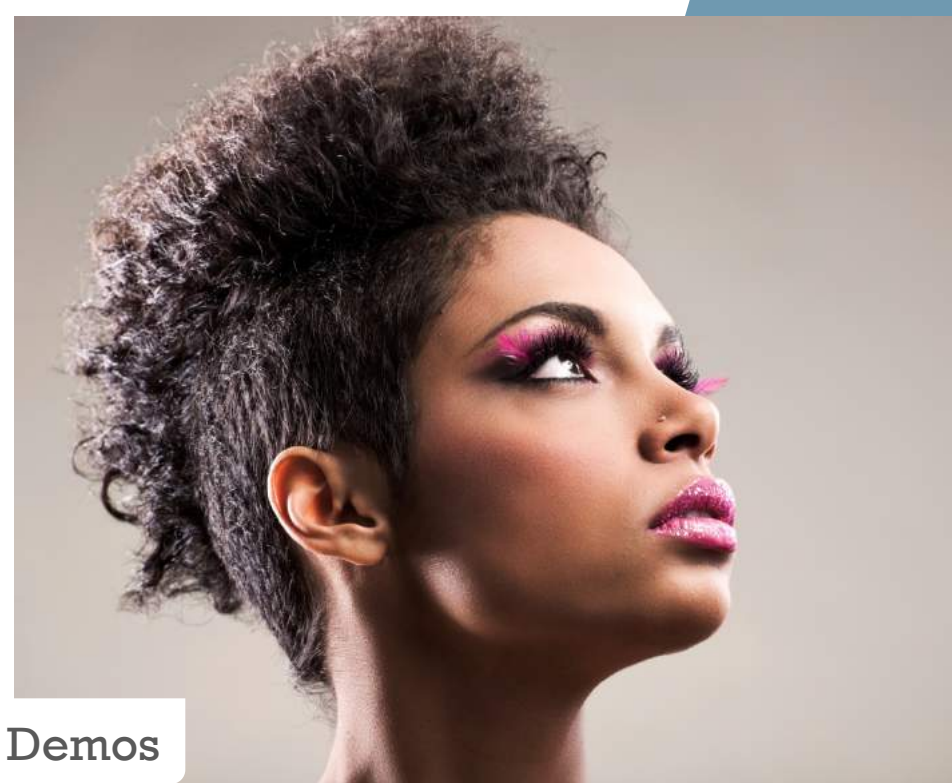
Glam Artist

Her mindset

She likes variety and gets bored easily wearing the same look. When she steps out, all eyes are on her and that's the way she likes it. She likes to experiment and flaunt her beauty. Her hairstyle reflects her adventurous personality.

She's a trendsetter--she wants to stand out and lives in the moment. While being healthy is important to her, it's not at the sacrifice of looking good. She's not into wearing natural styles or natural ingredients.

Glam Artists can be found in the Cultural Activist and Cultural-listic segments. 39% are Cultural-listics – the segment that's least receptive to advertising in general -- subtle approach or experiential works best.



Demos

- 39% aged 18-34
- 47% iGen/Millennials
- 52% suburbanites
- 67% are single
- 62% not a mother

Her theme songs

“Flawless,” Beyonce ft Nicki Minaj
“Feeling Myself,” Nicki Minaj ft Beyonce

Celebrity persona

- Nicki Minaj
- Rihanna
- Beyonce
- Rasheeda (*Love & Hip Hop*)
- Tamar Braxton

Mother Naturale

Her mindset

This lady is almost identical to *Trendy Naturalistas* in her attitudes toward being healthy and natural.

She's very confident, classic and more sophisticated in her style. She's not into following or setting trends. She's more conservative than the other segments—a beautiful appearance is important as long as it's understated.

When it comes to advertising, she's highly receptive, particularly to traditional approaches – but she has her antennae up for any signs of exclusion or stereotypes among brands. Marketers shouldn't take her buying power for granted, because she's more likely to be a *Cultural Activist*.

Demos

- 53% aged 45+
- 42% are Baby Boomers
- 47% urban
- 65% not married
- 71% without kids <18 years



Celebrity persona

- Queen Latifah
- Oprah
- Angela Bassett
- Viola Davis

Her theme songs

"I'm Every Woman," Chaka Khan
"Golden," Jill Scott

Functionista

Her mindset

This segment is almost the polar opposite of *Glam Artists*. *Functionistas* take a minimal and functional approach to her beauty regimen.

She keeps it simple—she tends to wear the same hairstyles—ones that are simple and easy for her to do on her own and that don't require a lot of work.

When it comes to her receptivity to advertising, a larger percentage of them are *Cultural Activists*, but some are also *Cultural-listics*.

Demos

- 65% aged 45+
- 49% are Baby Boomers
- 48% suburbanites (16% live in rural area)
- 65% not married
- 66% without kids <18 years

Celebrity persona

- Halle Berry
- Whoopi Goldberg
- Phylicia Rashad
- Loretta Devine
- India Arie

Her theme songs

**"I'm Fine," Mary J Blige or
"I Am Not My Hair," India Arie**



How To Market Your JBCO Product?

Natural Hair Blogs / YouTube / Instagram

- Naptural85
 - Instagram: [@naptural85](#)
 - YouTube channel: [Naptural85](#)
 - <http://naptural85.com/>

- Mo Knows Hair
 - Her Instagram: [@moknowshair](#)
 - YouTube channel: [MoKnowsHair](#)
 - <http://moknowshair.com/>

- Mahogany Curls
 - Instagram: [@mahogancurls](#)
 - YouTube channel: [MahoganyCurls](#)
 - <http://mahogancurls.tumblr.com/>

- Natural Neiicey
 - Instagram: [@naturalneiicey](#)
 - YouTube channel: [PGneiicey](#)
 -

- Smartista Beauty
 - Instagram: [@thesmartista](#)
 - YouTube channel: [SmartistaBeauty](#)
 - <https://www.facebook.com/Smartistabeauty-1391581797763793/>

- My Natural Sistas
 - Instagram: [@mynaturalsistas](#)
 - YouTube channel: [MyNaturalSistas](#)

- Jessica Pettway
 - Instagram: [@jfashiongirl87](#)
 - YouTube channel: [JessicaPettway](#)

- Etc Blog Mag
 - Instagram: [@etcblogmag](#)
 - YouTube channel: [etcblogmag](#)

- Taren Guy
 - Instagram: [@tarenguy](#)
 - YouTube channel: [Taren916](#)

Where to Distribute?

London
New York
Atlanta
Toronto
Cape Town
Oakland
Memphis
Washington, DC
Sao Paulo
Los Angeles
Bristol
Panama City
Chicago
Miami
Lagos
Nairobi
Salvador

Yelp or Google Natural Hair Store /
Distributor in Target Market (for
example)

Toronto:
Honey Fig
Curl Bar
Kind Hair Shop

London:
Errol Douglas, Knightsbridge
Afrotherapy, Edmonton

Cape Town:
Braid Sensations
Afro Hair Design

New Geographic Markets

- Nigeria
- South Africa
- Kenya
- Cameroon



Tropic Isle Living Jamaican Black Castor oil 8 oz R280.00 inc. VAT

- Over the last few years, the black hair care industry has been booming in many parts of Africa. The biggest growth in 2014 was in Nigeria where people spent more than \$440 million.
- In South Africa the amount of money spent on hair care increased 7% from 2013 to 2014, and in Kenya consumers spent more than \$100 million on hair care, and salon sales were up 8%.
- "The move towards natural hair has raised a lot of questions and inspired a lot of handmade, better quality, mid to high level products that utilize indigenous ingredients that were overlooked in the past e.g. shea butter, coconut oil, and even our local black soap."
- Market research firm, Euromonitor International estimated that approximately \$1.1 billion of shampoos, relaxers and hair lotions were sold across South Africa, Nigeria and Cameroon in 2013 and anticipates Africa's liquid hair care market could grow by about 5 per cent by 2018 in Nigeria and Cameroon

New Geographic Markets

■ Brazil



São Paulo is going to receive its second Natural Hair Pride March (2ª Marcha do Orgulho Crespo) next weekend (Aug 7th), in a moment of growing pride between black people for their aesthetics. The first march, happened in 2015, was very shocking for everyone, including for the black community, because it's not so common to see black people growing their hair and showing pride for their blackness in Brazil. The event took place in Paulista Ave, the heart of the white economic power in Latin America.

- With one of the largest beauty and hair care markets in the world, Brazil is a key country for the global JBCO expansion. Brazil accounted for 9% of all hair care products launched in 2013 worldwide, ahead of the UK (8%) and the US (7%).
- Brazil's hair care market is projected to see double annual digit growth over the next four years to reach an estimated USD \$3.88 billion by 2017.
- In Brazil, 39% of consumers say they use leave-in conditioner, high penetration when compared to developed markets such as France, where 11% of the consumers say they use it and the UK at 10%.
- When it comes to consumer preferences, 35% of Brazilians look for moisturizing / hydrating benefits and 31% prioritize anti-dandruff benefits, both proven effects of JBCO.
- In 2013, 50% of all Brazilian hair care products launched espoused moisturizing and hydrating qualities as opposed to 29% of global hair care product launches globally.

New Geographic Markets

■ United Kingdom

- According to the Office of National Statistics (ONS), black and minority ethnic groups made up almost 16% of the British population in 2011, and are perceived to increase to 35% by 2035
- The Afro-Caribbean hair care market is valued at \$684 million (£427 million), estimated to rise to approximately \$760 million (£475 million) by 2017
- Though representing somewhat of a niche market, behind these figures is a huge demand for ethnic products to suit the unique hair and beauty needs of this minority, particularly in the UK.
- In the UK, ethnic hair products are mainly sold through specialized hair and beauty stores



Jamaican Castor Producers Association

- Increasing coordination across three areas:
 - **Market:** ensure that differences in price are equated with quality, and price is the main market management form
 - **Industrial:** norms or standards and enforce them via instrument-based testing, inspection and certification
 - **Domestic:** JBCO quality is resolved internally, and the identity of the product is guaranteed or 'institutionalized in the repetition of history' by its region or country of origin (i.e. Champagne) or by a brand name (i.e. Chiquita)
 - **Civic:** organize collective action towards resolving and avoiding conflict
- Strengthening the industries collective bargaining power with overseas buyers.
- Establishing industry production standards and grades and pursuing a geographical indication for JCBO.
- Regulating market and value chain linkages to enhance the reliability of industry contracts, procedural efficiency, the degree of dependence which firms have on each other.

Commercial Grade Castor Oil

- Global Castor Oil And Derivatives Market is expected to reach USD 2.33 billion by 2024. Growth of key end-use industries including pharmaceuticals, bio-plastics and cosmetics is expected to drive the global castor oil and derivatives market.
- Cosmetics & pharmaceuticals was the largest application segment and accounted for over 25% of total market volume in 2013.
- Change in the trend towards acceptance of bio-based cosmetics is projected to provide significant gains to Europe market. North America is anticipated to witness reasonable growth in the next few years

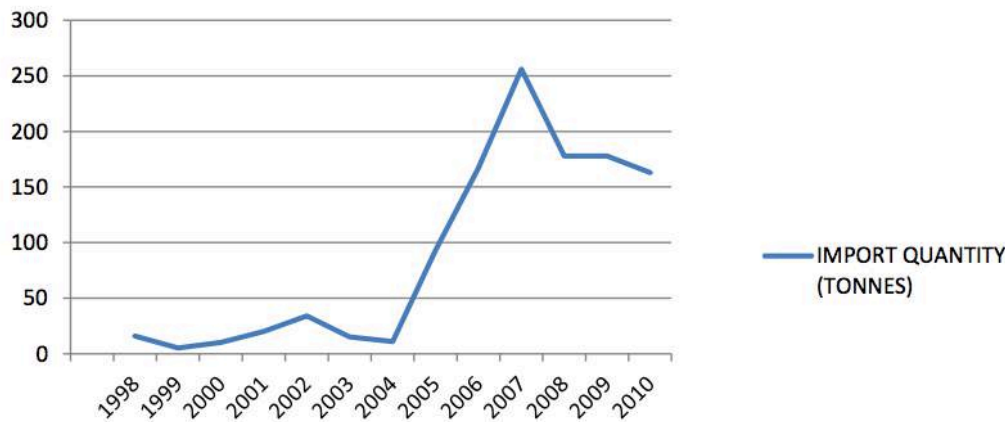


Figure 2 Graph showing castor import quantity (t) from 1998-2010

Growth Prospects for Biobased Products

Market segment	Market size in 2014 (\$billion)	CAGR 2014-20
Biofuels	99	15%
Plant extracts	30	3.5%
Biopolymers	3.7	14.5
Bulk chemicals	23	13.4%
Bio-active ingredients	23-33	7.2%
Oleochemicals	30.3	6.4%
Enzymes	7.1	8.2%

Commercial Grade Castor Oil

- Similar to JBCO, Commercial Grade Castor Oil (CGCO) is set to experience significant market growth over the next decade.
- CGCO is one of the most common grades of castor oil, used in the manufacture of textile chemicals, pharmaceuticals, cosmetics and as a starting raw material for other grades of castor oil derivatives.
- The CGCO derivatives market is expected to reach \$2.33 billion by 2024 (up from 1.8) Growth of key end-use industries including bio-plastics and cosmetics are expected to drive the global castor oil and derivatives market.
- Ford CEO has stated that “developing sustainable composite material could help to reduce the weight of car parts – in turn improving fuel economy – while also negating the need for petrochemicals, decreasing the impact of vehicle production on the environment.”
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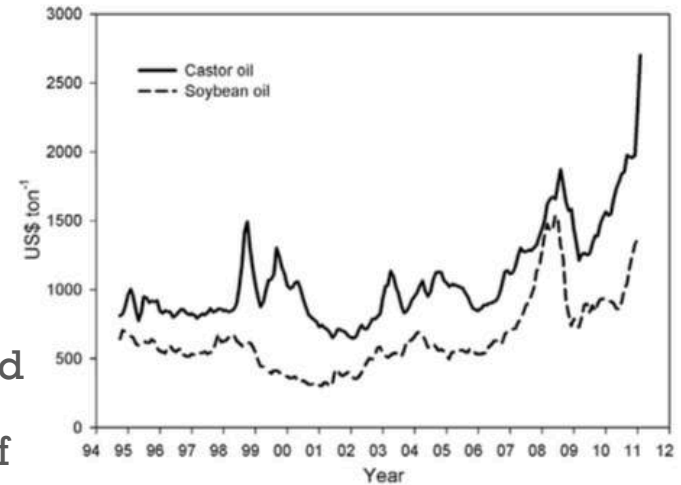


Fig. 3. Prices of castor and soybean oils in Rotterdam, October 2004 to February 2011. Source: Oilworld.biz

CASTOR END MARKETS



Lavera: an organic cosmetic company, uses zing ricinoleate as one of the ingredients in its deodorant and body lotion. It uses hydrogenated castor oil in its sunscreen lotion production.

BioSolar: a Solar cell manufacturer, uses castor derivative as a protective layer on photovoltaic solar modules

Sofila Group: a textile company which has created the first bio-polymer by processing the castor oil



Fujitsu Limited: uses castor oil derivative for small components of notebook PCs and mobile phones, such as connector covers

Ford CEO has stated that “developing sustainable composite material could help to reduce the weight of car parts – in turn improving fuel economy – while also negating the need for petrochemicals, decreasing the impact of vehicle production on the environment.”



Missing Gaps in The Value Chain

- JBCO Wholesalers
- JBCO Distributors
- Marketing Officers
- Seed Providers / Seed Nurseries
- Castor Cake (Fertilizer) Processors
- Business Performance (farms, processors, exporters)
- Castor Bean Warehousing

THANK YOU FOR LISTENING