



Jamaica Castor Association

Jamaica Black Castor Oil
Producers and Castor
Growers

Joel Harris, Shavuot Farms

Begin the Journey

Jamaica Black Castor Oil is recognized internationally amongst the natural hair movements as an oil with great benefits for regenerative scalp and hair growth treatments as well as for skin conditions. However this industry is unorganized and faces many challenges.

Challenges

- Unable to compete competitively with knock off products that are sold 125% cheaper
- Unable to source local castor seeds to meet demand.
- Obtaining premium sales value for each market.

Objectives

- Create an identified mark that represents the certification of Authenticity and Origin.
- Creating a quality control standard that we can identify as true Jamaica Black Castor Oil.
- Create a registered list of castor grower and oil producer groups through membership.
- Expose castor growers to best farming practices to ensure longevity and increase in yield.
- Expose Oil producers to market opportunities to increase market awareness of Jamaica Black Castor Oil.

Application for G.I/ Certification mark

- How do we protect our industry?
- By registering a mark through the Jamaica Castor Association we are able to gain leverage in preventing other countries in copying our products. This protection can be in the form of trade agreements between Jamaica and other countries, lawsuits and property rights, increase customer based knowledge of our association and registered list of Jamaica Black Castor Oil Producers etc.

Benefits

- Increased Revenue
- Increased customer satisfaction
- Increased employment of Jamaicans by providing Job opportunities through growth.
- Sustainable supply