



# MARKETING JAMAICA'S CASTOR OIL



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and

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JCIA



# MARKETING MANDATE

The mandate of the JCIA is to ensure that Jamaica becomes the globally recognized sole producer of JBCO and that Jamaica Castor Industry Association becomes the institution for the establishment of standards and protocols governing the development and marketing of Castor Oil



# The Product

## Three distinct categories

1. Traditional JBCO Flagship product

**Beans roasted and mortar beaten then boiled**

2. Mechanical assisted production

**Beans roasted and pressed**

**Beans pressed and boiled**

3. Commercial Grade Castor oil

**Cold pressed Castor oil**



# The PRICE

- To be determined jointly by members and Board of JCIA
- Set price to be strictly adhered to
- JCIA **STAMP OF QUALITY and STANDARD** to become passport for industry



# PLACE

- ▶ JCIA will FOCUS on the full diversity of Castor oil in general and JBCO in particular to explore a number of markets
  - ▶ Able to address all market segments and purchasing demographic
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# PLACE

- ▶ JClA will position JBCO in a variety of niche markets
  - ▶ **Premium JBCO** (Traditional mortar beaten)  
Cosmetic ingredient, cosmetic, Natural, Organic, Fair Trade, Traditional Living, Sustainably produced, Nutraceuticals, Spa trade
  - ▶ **JBCO- Mechanically assisted production pressed and boiled** – as above



# PLACE

- ▶ **Mechanically Produced Cold Pressed**

Industrial/ commercial grade Castor oil  
Used in over 3000 products and twenty six industries

Completes the value chain for Castor Oil creating a myriad of tertiary products



# PROMOTION



- JCIA will work closely with our primary partner JAMPRO to increase local awareness and access to global markets
- Local promotion through working with key government agencies Scientific Research Council, Bureau of Standards. Education, Agricultural, Tourism institutions
- Presence on electronic media through partnerships/liaisons with recognized cyber marketplace platforms Amazon. eBay





# PROMOTION




**Launching a KNOW YOUR JBCO media campaign**

**JCIA will have a continuous presence at global Trade Shows and exhibitions**

**Foster relationships with prominent personalities and trade ambassadors for endorsements**



# PROCESS

- JCIA will deliver fair and impartial assistance to its membership through the dissemination of relevant correct information on the industry and global trends in Castor Oil.
  - Holding members to highest standards of ethical and moral business practices
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# CONTACT

- **Feedback and contribution**

- Shirley Lindo

- Director

- Marketing of Castor Oil

- Preservation of Culture of JBCO