



Baron Foods ISO Certificate

BARON FOODS LIMITED SCORES ANOTHER FIRST WITH ISO 22000:2005 CERTIFICATION

Baron Foods Ltd has become the first company within the food manufacturing and processing industry in the entire OECS and CARICOM to achieve the prestigious ISO 22000:2005 standard.

The ISO 22000: 2005 is a new standard which offers a global solution in harmonizing requirements towards safety management systems of a food supply chain with its advantage being its synergy with HACCP (Hazard Analysis Critical Control Point). Baron Foods Limited received its ISO 22000:2005 certificate on September 4th, 2008.

The company is proud to have this new and demanding international

standard which is a natural results of its ambition to reinforce its leading position in the regional and international marketplace.

Such an achievement demonstrates the superior level of service and quality of the facility which is at par with international standards in the rest of the world.

Managing director of Baron Foods Limited, Mr. Ronald Ramjattan stated "We may not be the main participant in the international market, but we are cognizant of the fact that we are definitely participating.

Our customers continue to demand high quality products and the focus

on food safety is ever increasing. For us, there has always been importance placed on established quality assurance systems in all aspects of our production capabilities as evidenced by our progression from the HACCP food safety system".

Baron Foods Limited currently manufactures a range of 135 products and employs over 75 employees in their production facility located in St. Lucia. The companies products are exported to the USA, Canada, UK, France, Germany, Guyana and the entire French, English, & Dutch speaking Caribbean.

Courtesy: St Lucia Star Newspaper

In this Issue....

Page 1

Congratulations to Baron Foods Limited

Meet the newest member of the OECS/EDU team

Upcoming Events

Page 2

OSH Project Report
CGCS Report

CHE Report
Lifestyle St. Maarten
Trade Fair

Happy New Year To All Our Valuable Clients from the OECS/EDU Team

From the Executive Director:

Work on the EU programme will be intensified in 2009 as we give new focus to the services sector and developing institutional capacity to national Business Support Organizations. Funding under the 9th EDF continues to facilitate our programme of activities.

EDU's Most Recent Addition

Maxine C. Alleyne, Business Development Officer

Maxine joined the OECS Export Development Unit on September 1, 2008 as a Business Development Officer with special focus on the Film and Music sectors of the Creative Industries.

Her substantive work has been as a Marketing Manager in the Entertainment, Media Production (Video, TV) and Tourism sectors.

Her academic background is development focused (BSc. Management & Economics, UWI Mona) and specialized, with Honours at the postgraduate

level in the Arts & Cultural Enterprise Management programme (ACEM, UWI St. Augustine).



She assisted the OECS/EDU as a Consultant during its 2007 audit of the Film and Music sector in the Eastern Caribbean.

She was a key participant at the OECS 2nd Annual Development Conference on *Promoting and Enhancing the OECS Service Industry (Film & Music)* held on Young Island, St. Vincent & the Grenadines in April 2008.

Upcoming Event MIDEM 2009

MIDEM is one of the world's largest music industry events. This major trade show and conference has now also been augmented with MIDEM NET which focuses specifically on the world of technology and converging media, and the evolution of the digital & mobile music industry.

The Unit will be represented by Maxine Alleyne – BDO responsible for the sector.

In addition, John Francis of Dance Beat out of St. Kitts will be promoting his plan for an online Caribbean music site. This website will facilitate the legal download of Caribbean Music.



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OSH Programme Highlights

*Phase 2 of the Occupational Safety and Health (OSH) Programme
"Further Benefits to More Businesses"*

On November 28th, 2008, the 2nd phase of the project was signed. Dr Eddie Scotland, the resident OSH expert outlines his plan of activities for Year 2.

Year Two project activities will involve determining the level of technical assistance required by participating businesses and tailoring the assistance to each specific workplace. Each selected workplace will be audited for an assessment of the existing and potential hazards and then a plan of action agreed jointly by management and workers will be developed. OSH programs will be developed and implemented according to these action plans to address the hazards identified in each workplace. Specific training that responds to workplace needs will be developed and provided to workers so they can participate in the man-

agement of the OSH programs being implemented. An important activity of the in-plant technical assistance will be the formation of joint health and safety committees at the workplace.

The EDU plans to assist your business become more productive and competitive and position itself for the penetration of regional and international markets by improving health and safety at your workplace and integrating OSH in your management practices and business activities.

The program is supported with financial contributions from the Canadian International Development Agency (CIDA) through Human Resources and Social Development, Canada (HRSDC) under the Canada-CARICOM Trade and Labour Project.

For more information contact Dr. Eddie Scotland, Project Leader at 767-448-2240, ext 235 or escotland@oecs.org.

EDU TEAM/CLIENTS ATTEND CARIBBEAN HOME & GARDEN EXPO

The third Caribbean Home & Garden Expo was held in St. Maarten at the Sonesta Maho Beach Resort, Conference Centre, from November 14 - 16, 2008. Caribbean Home Expo (CHE) as it's commonly called offered a forum which facilitated contacts with buyers from both the commercial and consumer sectors.

The show is seen as a Trader's Marketplace and considered by the organizers to the Regional Showcase for quality and leading edge products, designs and materials for the home construction and design sectors. The CHE 2008 had approximately some 84 registered

exhibitors. There were only three OECS/EDU clients represented at CHE 2008: East Caribbean Metals Industries of St. Vincent; Norris Naturals of St. Vincent; and Drinking From My saucer from Dominica.

The Unit was represented by Mrs. Jennifer Julien-Laudat and Mr. David Edwards. The officers from the OECS/EDU used the opportunity to meet with clients and give much needed advice.

In addition, the officers got the opportunity to promote its present focus on the wood furniture sector.

EDU Clients Attend LIFESTYLE ST. MAARTEN TRADE FAIR

EDU Clients, Drinking From my Saucer and Caribbean Agro Producers (Dominica) participated in the first ever Lifestyle St Maarten Trade Fair. The one-day trade fair was held on December 14th, 2008.

Drinking from My Saucer is a producer of Arts & Craft products using wood. Caribbean Agro Producers manufactures herbal teas, iced teas, coconut water, coconut oil, ginger syrup, noni juice, and tonics.

Drinking From my Saucer indicated in his initial feedback how useful the trip was as he got the opportunity to meet with prospective buyers and network. Dr. Gail Defoe from Caribbean Agro Producers was able to source additional outlets for their products in St. Maarten among other initiatives.

A series on Intellectual Property has been posted on the Web Site . These should be of particular interest to our clients in the Services Sector.

<http://www.oecs.org/edu/Publications.html>

Caribbean Gift & Craft Show 2008

The Caribbean Gift and Craft Show (CGCS) is an initiative of the Caribbean Export Development Agency (Caribbean Export) for the handicraft, gift and fashion sectors. It is now in its fifteenth year and is the regions premier sector-specific tradeshow showcasing the handcrafted, high quality products of artisans in the region to regional and international trade buyers. This years show 2008 was held in Barbados at the Sherbourne Conference Centre from October 1, 2008 to October 5, 2008, under the theme "*Celebrating Handmade Designs and Caribbean Traditions*".

Twelve firms benefited from this OECS/EDU intervention.

Two hundred and seventy-nine (279) exhibitors from the wider Caribbean including the Spanish, French, and Dutch speaking countries displayed their products to one hundred and ninety-five (195) buyers from the region, Canada and the USA.

Exhibitors were classified in the following categories of products: Aromatherapy, Spa & Herbal Products, Apparel/Fashion Accessories, Basketry; Batik, Books, Ceramics, Decorative Accessories, Dolls, Glassware, Handmade Paper, Jewelry, Leather, Metal Craft, Music, Paintings, Paper Products, Pottery, Sculpture, Specialty Foods, Spun & Woven Goods, Woodcraft, and a range of other items).

There were various meetings, workshops and seminars held throughout the 4 day event. Participants were briefed on "Design and Craft in the Global Market Place", Caribbean Design for Export Initiative meeting and Coordinators meeting.

At the conclusion of the show, participants were presented with awards in various categories. Two OECS companies were among the recipients.

The next show will be held in either the Dominican Republic or Puerto Rico.