



A digital wholesale/retail solution and intelligence tool for a sustainable farm to market program

Challenge organisation

Nudge is a social enterprise powered by Massy ensuring that country, culture and community thrive. We have created an ecosystem for Caribbean entrepreneurs to engage as a community and gain access to resources, support, camaraderie, and guidance. Nudge is the most direct bridge between innovative entrepreneurs and the Caribbean's largest and most established companies. This unique position enables us to identify the challenges entrepreneurs face and harness the resources of big business to address them.

The Massy Group has contributed invaluable human capital and unprecedented financial resources to support Nudge's mission to empower Caribbean entrepreneurs to build companies that benefit our communities. Our unique partnership with this powerhouse grants our community of entrepreneurs access to markets, expertise, education, funding, and community engagement.

The Massy Group is a conglomerate operating in the majority of the Caribbean basin. Massy's Integrated Retail and Distribution team operates in 57 retail locations in 5 markets in the Caribbean with several formats. We are the leading supermarket chain in the territories in which we operate.

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Full description

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Nudge has partnered with Massy Supermarkets through Massy's Integrated Retail and Distribution team to create Produce Futures, a sustainable farm-to-market program. The Massy Supermarket chain in Barbados recognised the unsustainability of the food import bill in the Caribbean, reliance on foreign exchange, and the obstacles facing local produce agriculture and farmers. Nudge invested in discovery and social innovation research approaches to better understand the challenges facing farmers. Nudge is evolving Produce Futures, in partnerships with Massy, to pilot innovative interventions towards sustainable solutions.

Initial research prioritized deep learning in the form of interviews and on-site visits with stakeholders - from agripreneurs (at the agriculture and agri-processing levels), experts and academics in the fields of food sovereignty and sustainable farming practices, and those involved with local produce distribution at Massy.

From our initial research we came across many areas of opportunity for growth and positive intervention in the agriculture sector in Barbados; across our interviews the clear communication of standards, access to data and/or data collection whether in terms of soil qualities, yield, or markets, access to markets, access to and consistency of water and infrastructure amidst a challenging climate are all pressing issues for small agripreneurs and farmers in Barbados. These and many other obstacles contribute to cycles of glut and scarcity, which in turn impacts the confidence of local farmers to invest sustainably, risk increasing volume, and get into contracts amidst massive market fluctuation.

Faced with unsustainable food import bills, challenges in crop-production, gluts and scarcities, limited local agricultural produce choices, lack of confidence/assurance to grow varied foods, and limited wholesale/distribution platforms for agricultural produce, we seek a digital wholesale/retail solution and intelligence tool that has capabilities for the following:

- Listing wholesale produce for sale (e.g. displaying farmers produce and quantities for the week).
- Listing demand (e.g. produce that buyers want to purchase).
- Facilitating smart contracts between buyers and farmers.
- Identifying patterns (e.g. in demand/supply/orders) and making predictions towards addressing gluts and scarcities.
- Issuing alerts or other actions as it notices future challenges in supply/demand so that there can be an intervention.

Beyond the local Barbados context, we have begun research in Trinidad and see potential for scalability of the programme and social enterprise / business solutions that can have positive impact towards the well-being of people and planet. This initiative holds the promise of reducing food import bills, fostering sustainable agriculture and farming practices, assuring farmers of demand towards more consumer-demand-driven crop investments, and providing consumer access to convenient and nutritious foods, among other benefits. Ripple effect benefits may include addressing the region's high rate of chronic NCD's by providing easy access to in-demand healthy foods and food products; opportunities to explore value-add and product development through farmer/MSME partnerships/smart contracts; opportunities to introduce innovative technologies that provide inclusive, impactful, feasible, viable and desirable solutions in response to human and business needs.

We are looking for a collaboration because we recognise the social and business challenges and opportunities at hand and the massive opportunity for impact that is both developmental and business savvy. Helping farmers develop, gain insights into demand, insights and access to markets is developmental, yet profitable. Introducing innovative technologies and intelligence tools that support, connect and benefit sustainable production and business intelligence for the agricultural sector and established retail and distribution teams can be a lucrative opportunity for this collaboration with exponential growth opportunities across the LAC region.

What we are looking for

Our ideal partner is a thoughtful and creative problem-solver with high technical capabilities, good communication skills, good business experience and strong technical expertise. We expect our partner to

hold conversations that help them better understand the people who may be impacted along with any existing systems and structures.

Values for a successful partnership with us include: Deep Listening | Adaptability | Empathy | Relatability | Clarity | Experience | Integrity | Commercial Accumen | Inspiration.

Produce Futures is a pilot. We model our values and are equally open to dialogue and exploration as we seek solutions for the problems we face.

What we offer

As Produce Futures is a partnership between Massy Supermarkets and Nudge Caribbean, the partner will gain access to leadership and other persons that may be involved or impacted. Data, research and other relevant information may be provided by various leads or relevant people.

We intend to be actively involved and engaged in the open innovation process and the pilot, sharing feedback, asking questions and engaging with each other towards an intended solution.

Nudge Caribbean will recognize the strategic partnership in any relevant communications or PR about the initiative, providing brand visibility for the partner in keeping with our partner visibility opportunities/guidelines.

As this is a pilot, there are many pathways that this could evolve. If there is a successful partnership and pilot, we are open to exploring various opportunities for long-term arrangements, that may include implementing the solution, scaling the solution or participation in future projects. We see potential for a new business or strategic business relationship.

Other

Opportunity area	Smart production
Looking for partners in	Europe; Latin America
Specific Areas	Fishery; Food & Beverage; Logistics; Agriculture
Technologies	Blockchain; Big Data Analytics; IoT; Cloud services; Artificial Intelligence; Machine learning; Satellite services (geopositioning, navigation, etc.)

This is a challenge identified by the EU-LAC Digital Accelerator team in the frame of the Call for Challenges. The mission is to connect challenges from corporates with solutions from startups to boost digital transformation in Europe, Latin America and the Caribbean. If you are interested to learn more about us, visit our [website](#).

If you are a startup with a digital solution willing to explore collaboration opportunities with this corporate, [join our matching platform](#) and let the open innovation game start!

If you are called by this challenge but have questions, do not hesitate to [contact us](#).

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