



# The St. Lucia Chamber Of Commerce Industry & Agriculture

*Serving Members and the Community since 1884*

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## ST. LUCIA CHAMBER OF COMMERCE INDUSTRY & AGRICULTURE COMPETITIVENESS THROUGH LINKAGES PROJECT

### SCOPE OF WORK REF #53 Seamoss Beverage Preservation Specialist

#### 1. BACKGROUND:

The St. Lucia Chamber of Commerce Industry & Agriculture's (SLCCIA) Competiveness Through Linkages (CTL) Project is funded by the EU Banana Support Programme 2006 titled Economic Diversification (EU-ED) B-21.03.18, EuropeAid/127214/M/ACT/LC and implemented by the Business Development Unit (BDU). The Project runs until December 2011 and provides business advisory and other services to Client firms to increase sales. The CTL Project assists Clients to increase sales, investment and employment by identifying and removing inhibiting constraints.

The Competiveness Through Linkages Project will implement a wide range of activities over the period, designed to;

- Enable businesses to compete more effectively and to successfully integrate into the world economy;
- Strengthen backward and forward linkages in the agricultural, manufacturing and services sectors;
- Increase business for SMEs in rural areas with special attention on linkages with other sectors with expended use of ICT;
- Increase new business formation;
- Increase trade, investment and employment;
- Generate sales for firms receiving assistance tailored to removing constraints;
- Enhance private sector knowledge of the demand driven application resulting in increased exports across sectors;
- Provide immeasurable benefits for the rural SME from increased orders and production that the assistance will cause to take place;

#### 2. ASSIGNMENT

The Client was established in 1995 and produces a milk based seamoss beverage, cakes and fresh or frozen juices. The milk based seamoss is being produced utilizing seamoss gel purchased from a third party and without preservation inputs and this therefore results in a short product shelf life of 5 days.

Present buyers include small local retail outlets. In discussions with the present buyers they indicated that they are restricted in purchasing larger volumes of the product because of the low consumer traffic, short shelf life and limited storage space. Growth in sales are therefore affected by the absence of a suitable large buyer who has the capacity to store and turnover the product to a large customer base. The Client therefore has sourced a large buyer who has the capacity to store large volumes but has requested that the Client lengthen the shelf life of the product.

The CTL project has verified with the buyer that they will purchase larger quantities once the Client can provide a longer shelf life for the products. The Client lacks the knowledge and skills required to produce a product with a longer shelf life and have approached the CTL project for assistance to train 2 persons in seamoss production preservation techniques that would allow for longer shelf life of products.

It is expected that the sales after the assistance will increase at the end of the 12 months and employment for one person will be created.

## **2. OBJECTIVE AND TASKS:**

The objective of this Scope of Work is to train the Client's staff in the preservation techniques for seamoss milk and fruit based beverages and its application to the production process .The Specialist will work in collaboration with the CTL Business Advisor and other members of the CTL team to undertake the following specific tasks to achieve this objective:

1. Meet with the CTL staff and the Client to review the objective of the assignment and to agree on the tasks to be undertaken;
2. Prepare and present a detailed training schedule;
3. Design and present training module(s) and practical demonstration activities to include good manufacturing and preservation techniques for seamoss milk and fruit base beverages;
4. Deliver training to 2 of the Client's staff on food preservation techniques for seamoss milk and fruit based beverages and its application to the production process to allow for extended shelf life of product;
5. Provide all the necessary training materials, schedule of training dates and times handouts manuals etc;
6. Administer an examination to assess the trainees' grasp and application of the preservation techniques, fundamental and concepts;
7. Issue certification to the successful trainees at the end of the training;
8. Provide written feedback to the Client on each of the trainee's strengths and weaknesses and potential areas of growth;
9. Arrange for participants to provide written feedback on the relevance of the training;
10. Prepare a final report to include task 1 thru' 9 above.

## **3. DELIVERABLES**

The Consultant/Consulting Firm shall be responsible for the following deliverables:

1. A detailed Training Schedule
2. One (1) copy of the training modules in soft and hard copy;
3. Training manual and other training materials designed for training;
4. Certificates issued to staff trained;
5. An edited report 6 - 10 pages on the tasks undertaken to include photos of participants and deliverable 1 and 2 above.

**4. LEVEL OF EFFORT:**

The level of effort available for this consultancy is 19 days. An illustrative LOE breakdown is included in the table below:

<b>Activity</b>	<b>Days</b>
Meeting with the Client to review the task and objectives	1
Develop training modules	2
Deliver training to staff	14
Prepare and present final report	2
<b>Total</b>	<b>19</b>

The Consultant/Consulting Firm must have the following minimum qualifications:

1. University degree in Food Technology or Chemistry;
2. Five (5) years of professional and technical experience in the application of food, (preferably specific to seamoss\_ preservation methods for beverages;
3. Knowledge of food preservation methods and techniques;
4. Ability to deliver training in the application of preservation method for seamoss beverages ;
5. Ability to communication fluently in the English language.
6. Excellent writing and oral presentation skills.
7. Must meet EU/ACP Origin and Nationality Rules.