

Interreg

Caraïbes



CARNET'ADAPT



Promoting Guadeloupe's local agriculture to meet the challenges of climate change Supply management





Dominique Zami
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A committed local player

Dominique ZAMI

- Studies: Postgraduate degree in Economics and Social Sciences
- Freelance journalist: Chaine Demain – Cityvox
- Manager: Jarry Orange Shop 2009 to 2015
- Central kitchen manager: Royal Traiteur in Le Moule (Catering company)
- Manager of SOS Emballages
- Director of Marin Chicken in Le Moule

The partner is the Marin Chicken Restaurant located on the Boulevard Maritime in Le Moule with 2019 sales of 1 million euros (of which D. Zami is a shareholder)



Our mission

To meet food-related economic and societal challenges through a range of food and processed food products.



Our mission: background

European



**THE GREEN
DEAL**

National



**EGALIM law
Anti-waste policy**

Local



**Integration of the project into
local PATs (Territorial Food
Projects)**

SAS PTL AGRO



**Promoting our
agriculture
and developing its
reputation**

Our mission: background



80% of Guadeloupe's food is imported

Apart from bananas and sugar cane, the agricultural sector has struggled to develop.



To meet the societal challenge of healthy food for all, PTL AGRO is offering a solution that creates value upstream and downstream with its food-processing plant.

Our mission: climate change is at the heart of the project

Right from the start of the project, we designed a plant that would be virtually self-sufficient in:

- energy (solar panels)
- water (recovery of rainwater, filtration and reuse of grey water).

In addition, we have planned a large green space on site with a Creole garden to encourage local biodiversity.



Our mission - what PTL AGRO does to manage supply risk



- PTL AGRO works on several fronts to secure its supplies:
- Choosing to work with local produce such as bananas, sweet potatoes, manioc (cassava) and breadfruit.
- Working more closely with farmers and offering them an innovative model:
 - creation of an association of producers working on supply issues
 - creation of a GIEE to work specifically on product quality
 - creation of a partnership agreement with the farmers in our network
 - joining the PATs (Territorial Food Programmes)
- Adapting to the specific characteristics of our ancestral farming practices, while at the same time carrying out R&D. Two researchers will therefore be joining the team.

On the production line



Our processing unit is designed to optimise every m² with the use of forward-flow production.

To deal with large product flows and/or seasonal fluctuations, a storage platform and a deep-freezing unit have been integrated.

Implementation of a flexible production schedule with two 8-hour shifts. We therefore need to recruit a qualified production manager.

For which products?

PTL AGRO will be offering local Guadeloupe products:

- Chopped vegetables
- Chips, crisps
- Flours and flour mixes
- Cookies
- Catering dishes (dombrés, samosas, etc.)



Field-grown sweet potato plants

We will also be developing a wide range of plant-based food products.

PTL Agro has enlisted the help of a specialist consultant: vegg2food.

Keys to success



- 1°) Involving the suppliers of raw materials from the start of the project
- 2°) Taking expert advice and recruiting appropriate staff
- 3°) Demonstrating agility in responding to all the societal and environmental challenges and managing supplies as effectively as possible in the face of political issues, shortages and consumer demand.

Thank you for your attention!

