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## **PRESS RELEASE**

CASTRIES, Saint Lucia

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### **Immediate Release**

#### **Saint Lucia Marketing Board Re-Establishes Presence in the U.S. Market After Thirty Years.**

**Castries, Saint Lucia** – In a significant development for Saint Lucia's agricultural sector, the **Saint Lucia Marketing Board (SLMB)** has re-entered the international export market after 30 years, marked by the recent shipment of premium Saint Lucian breadfruit to the United States. This achievement was made possible through a strategic partnership between **Export Saint Lucia** and the SLMB, highlighting the power of collaboration in overcoming trade barriers and expanding market opportunities.

For years, despite Saint Lucia's favourable trade agreements with the United States, the SLMB faced substantial challenges in accessing the U.S. market, primarily due to stringent non-tariff barriers, including the absence of FDA registration. However, this barrier has now been dismantled, thanks to the concerted efforts of Export Saint Lucia, which guided the SLMB through a comprehensive FDA registration process.

*“This milestone is a testament to what can be achieved when we work together towards a common goal,”* said Ms. Sunita Daniel, Chair of the Saint Lucia Marketing Board. *“The success of the SLMB's re-entry into the U.S. market demonstrates the immense potential of Saint Lucia's agricultural sector and the importance of collaboration between public sector entities.”*

Through an extensive process that involved securing a DUNS number, verifying company authentication, creating an exporter profile, assessing perishable foods readiness, and completing all necessary food safety documentation, the SLMB obtained FDA registration.

Hon. Alfred Prospere, Minister for Agriculture, Fisheries, Food Security, and Rural Development, expressed his enthusiasm, stating, *“This accomplishment is not only a win for the SLMB but for every farmer in Saint Lucia. We are incredibly proud to see our produce in the U.S. market, and we look forward to building on this momentum, expanding our reach, and seeing Saint Lucian products in markets across the globe.”*

**Product Position Promotion**



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The journey from FDA registration to this historic U.S. export was meticulously supported by Export Saint Lucia, which retrained SLMB staff, developed educational content for local farmers, identified and secured U.S. buyers, and established efficient logistics to ensure product quality and timely delivery. These efforts underscore the island's commitment to excellence in international trade. This successful re-entry into the U.S. market is expected to lead to the expansion into new markets and greater opportunities for local farmers.

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[Please see attached files and links for additional content and information.](#)

### **About Export Saint Lucia**

Export Saint Lucia is the Saint Lucian Government's National Trade Export and Promotion Agency and is the lead agency mandated to spearhead the island's National Export Development Effort. The overall objective is to increase the aggregate volume and value of exports from Saint Lucia.

Export Saint Lucia works to promote and expand business in export markets around the world. We aspire to increase local exports, to assist local businesses to improve profitability and long-term sustainability, thus making a direct and valuable contribution to the Saint Lucian economy.

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