INMED has developed commercial relationships with a group of selected buyers and aggregators in order to create a sustainable market for aquaponics produce.

Several buyers have already expressed an interest in purchasing aquaponics production, including Grace Kennedy Agro Processors, Round Hill Resorts and other specialty hotels, restaurants and supermarkets. For example, Grace Kennedy, Jamaica’s largest retailer of processed food, has expressed willingness to purchase aquaponic produce that can be used to make the company’s sauces and seasonings in addition to supplying its chain of Hi-Lo Supermarkets.

These buyers are among a list of pre-arranged purchasers, who together will provide the guaranteed market for farmers participating in the project.

In addition to receiving training and guidance in creating a marketing plan for their products, participants in the Increasing Access to Climate-Smart Agriculture program will have the opportunity to network with potential buyers at INMED-facilitated networking meetings and events.

These mutually beneficial events allow program participants to showcase their products, while buyer representatives have access to fresher, locally produced aquaponic crops to replace more expensive imports, reducing food transport miles and reducing their carbon footprint.