

Sistema Económico
Latinoamericano y del Caribe

Latin American and Caribbean
Economic System

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Latino-Americano e do Caribe

Système Economique
Latinoaméricain et Caribéen

Casabe Monción Cluster The Dominican Republic Export Consortia Proposal

Paloma Corporán Martínez
Encargada de Formalización y Acceso a Mercados
Ministerio de Industria y Comercio

Relaciones Intrarregionales

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DOMINICAN REPUBLIC EXPORT CONSORTIA PROPOSAL MINISTRY OF INDUSTRY AND COMMERCE

Paloma Corporán Martínez



MIC
MINISTERIO DE
INDUSTRIA Y COMERCIO
REPÚBLICA DOMINICANA



APORTANDO
A LA MICRO, PEQUEÑA Y MEDIANA EMPRESA



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EXPORT CONSORTIUM, SECTOR AND PRODUCTS

Casabe Monción Cluster

Casabe Monción Cluster, is located in Santiago Rodriguez, at the northwest of Dominican Republic.



The consortium consist of 38 Yucca processors and producers of cassava bread with an average production of 9,000 breads per week, with a capacity of 1.4 million breads a month and 16.8 breads per year.

“Monción is called, capital of the cassava”



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PRODUCT RELEVANCE AND ITS RELATIONSHIP WITH THE TERRITORY

Cassava in Dominican Culture

- Before Colonization, indigenous main food, was cassava, which was made out of Yucca.
- Yucca is not only food for our population, it also reminds us of our roots.



Population Involved

Total Direct Jobs Generated:

625 Employees

Total Indirect Jobs:

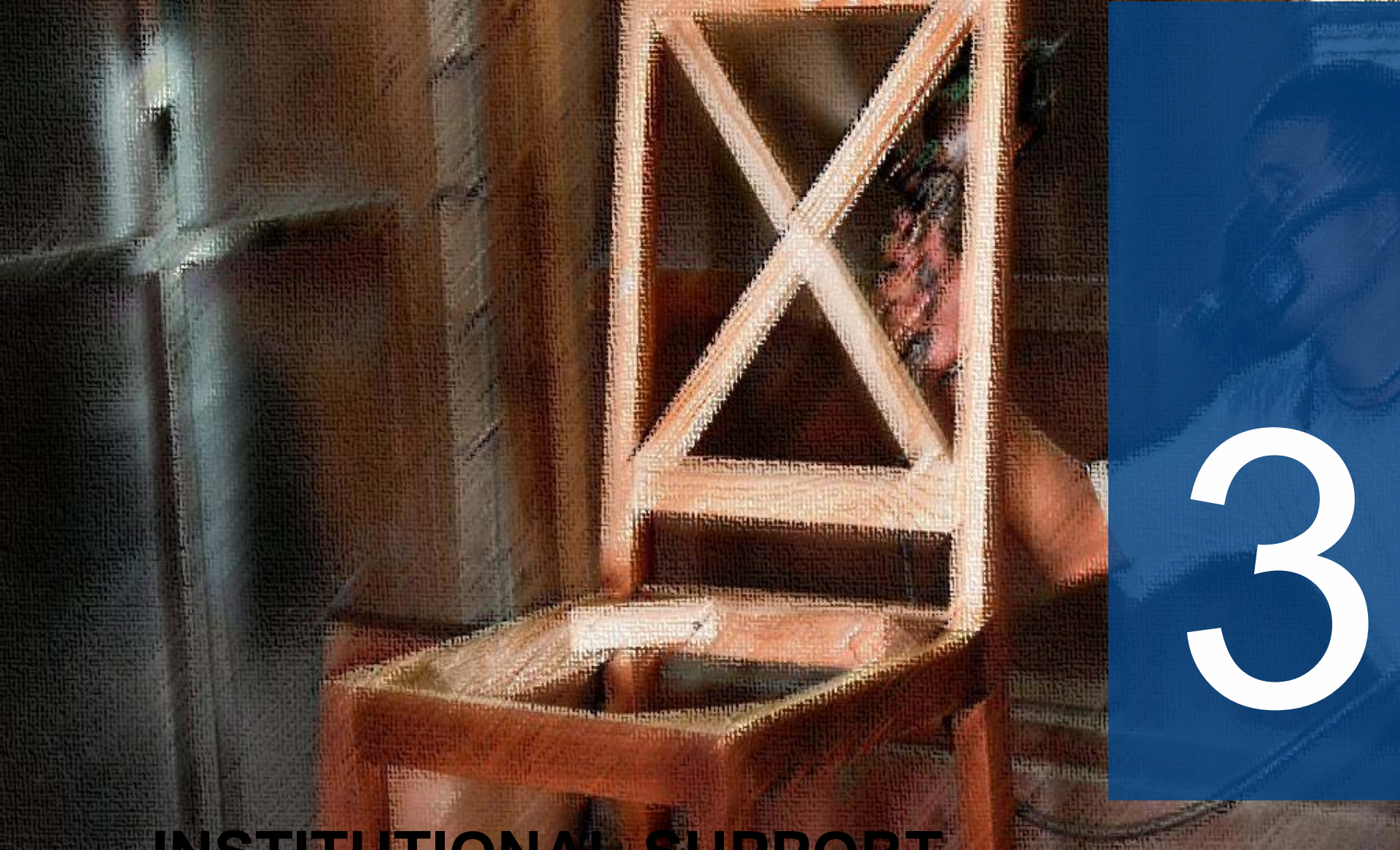
Harvester	866
Workers	2666
Intermediary Traders	90
Drivers	62
Helpers	62
Salesman	60
Others	50

Total Indirect Jobs:

4481 Employees

Chain of cassava

- The current production of cassava demand 1,372 permanent workers per month, which represents 16,464 a year wages
- The most intense part of the process is the burning of cassava, which requires 18% of the workforce and is developed mainly by women
- Packaging is also highly important (represents 18% of the process) and is also an activity that generates permanent jobs to the local female population



INSTITUTIONAL SUPPORT MARKET RESEARCH, OPPORTUNITIES



Fame and Identification

- People recognize cassava as a main taino tradition.
- Different points of sales
- Period between december and april, is the best season for cassava producers.



Relevance of the Cassava production and exportation

- Production of cassava generates new jobs, specially for women in rural areas.
- Cassava is part of our culture, a culture we would love to spread all around the globe.

Institutional Support

- Cassava producers have received technical and technological assistance during 2013.
- They received a fund for RD\$ 60 millions (1.38 million US\$), so they can increase their production, and enter to the european market.

Strenghts

- Ideal food for people with diets and active lifestyle.
- Ideal snack for people with celiac disease
- Preservative free food, and has an active life of 8 months.
- Cassava is nostalgic product.
- Raw material is harvested in the country.
- Varieties: garlic, onion, fruits jam.
- Locals Lagers Hotels begins to buy it



Weakness

- Recient government support
- People perceived it as humble food
- 5 largest producers: produce about 50% of total production.
- Weak chain of distribution
- No merchandaising plan
- Unatractive packing
- No denomination seal

Challenges

- Creation of a common structure for selling
- Make the cassava process a tourism attractive
- Creation of merchandising and advertising campaign
- Get included in the menu of the smallest hotels

THANKS

 INFO.PYMES@MIC.GOB.DO

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