



Third Garifuna Food Expo in New York

Celebrating Garifuna Heritage in New York

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Bronx, New York - New Horizon Investment Club is happy to announce the Third Garifuna Food Expo on Saturday, April 17th from 12:00 PM, at Saint Martin Tours 664 Grote St Bronx, NY 10457-1810 (Between Belmont Avenue and Crotona Avenue Entrance at 182 St), where visitors will be able to purchase traditional Garifuna foods, like cassava, darasa, bounu, hiyu and many more, as well as a cultural presentation by the Hamamlali Wayunagu Garifuna Dance Company and a performance by Black Steelz .

New Horizon Investment Club is happy to celebrate the second anniversary of the establishment of a formal distribution channel for importation of the O'Big Mama cassava and the its tenth anniversary of its founding.

O'Big Mama cassava is produced by approximately 300 Garifuna micro entrepreneur women in 15 Garifuna communities in Honduras; whose average monthly family income is US\$120. The commercialization of the product is managed by Wabagari Distribution a company dedicated to the promotion of the Garifuna culture with the goal of reaching the Garifuna and Latino population in the United States.

New Horizon Investment Club serves as the commercial link between the Garifuna producers and mainstream markets in the United States. It has developed a distribution channel which serves as the path along which Garifuna goods move from producers or manufacturers to ultimate consumers. Since the its inception two years ago, New Horizon has expanded the distribution channel to the cities of Houston, New Orleans, Boston and is currently planning its expansion to the City of Los Angeles, California.

According to a report, "The New York City food market is unique in the country, as the high population density supports a fragmented retail market of small- and medium-sized grocery stores. Compared to the national food industry where large firms dominate the production and distribution channels, the food industry in New York City is primarily made up of small businesses with strong local ties. The New York City metropolitan region has one of the largest food distribution networks in the world. Due to the incredible size of the food market in the city, the demand for specialized, quality food, and the sheer number of food outlets—more than 13,900 restaurants and 7,400 stores there are many opportunities for smaller entrepreneurs to break in at many different levels."

We are proud of the milestones we've achieved as Garifuna food distributors and plan to continue expanding in order to participate in the ethnic food market. said Wilfredo Moreira, General manager.

About New Horizon Investment Club and Wabagari Distribution

New Horizon Investment was founded in 2000 by members of the Honduran Central American community of New York. Its main objective is to pool its members "capital, talent and organizational ability, to plan means and ways to use their financial resources, including remittances in an efficient manner for the collective good and for a better future".



NEW HORIZON ENTERPRISES/GARIFUNA COALITION
P R E S E N T A L A

III FERIA ALIMENTICIA Y ARTESANAL GARIFUNA

Ereba • Judutu • Darasa

Sábado, 17 de Abril, 2010

Admisión
Adultos: \$10.00
Niños: \$5.00

Las puertas abren
@12:00PM

PARA MAS INFORMACIÓN:
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SI PODEMOS!

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182 STREET BETW. GARDEN & CROTONA AVE.
BRONX NEW YORK 10457 (Bus 17 until 182 Stop.)

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NEW HORIZON ENTERPRISES/GARIFUNA COALITION
P R E S E N T S

III Garifuna Food & Craftsmanship EXPO

Ereba
Judutu
Darasa

Admission \$10.00
Kids \$5.00

SPECIAL GUEST:

BlackTeatz

HAMALALI WAYUNAGU
GARIFUNA DANCE COMPANY

Doors Open @12:00PM

SATURDAY, APRIL 17, 2010

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