



tigua, and as far as Guyana - the company also has limited exports to the United States. Areas where PHD juices are sold in the U.S. include New Jersey, and the boroughs of Brooklyn and Queens, in New York City. Local airline flight kitchens and cruise ships are also regular patrons of the company's products.

Lorenzo Roach is the Dairy Operations Manager for PHD. He describes some of the challenges that his company faces: "Barbados is only 156 square miles. In term of raw materials and sourcing materials for the production process, almost everything has to be imported. And, therefore, we're always challenged with finding a supplier we can partner with that can ensure the quality that we need at the best price. . .and that the logistics are there. So we're always in the hunt for the best supplier, but because we are a small island, the logistics tends to be challenging – sourcing material and getting it here." PHD is also entirely reliant on a relatively small, local dairy industry – only 17 dairy

farmers supply the fresh milk portion of its business; the evaporated and flavored milk portion has to be supplemented by imports.

Regardless of the challenges it faces, Roach is justly proud of his company's product lines: "We offer a quality product – that's something we pride ourselves on. We're constantly looking to ensure that we can commit to the consumer that when they purchase our product, they're getting something that is consistent in its quality." To back up that claim, Roach points out that PHD is ISO (International Organization for Standardization) certified in all four categories: Quality, Environmental, Food Safety, and Occupational Health & Safety Management.

Future plans for PHD include launching an adult range of flavored milk products (in addition to its very successful line of flavored milk for children – vanilla, chocolate, malted milk, tutti-frutti, cookies and cream) and