

Strengthening Agro processing in Guyana



What is PROPEL?



Financing

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Goal

to increase the value of Caribbean-grown fresh produce reaching high-value markets by \$100 million over 5 years, in the process positively affecting the livelihoods of up to 28,000 Caribbean producers across the region.

Challenges to Agro Processing in Guyana

- ❖ High cost of Energy
- ❖ Unreliable supply of local raw materials
- ❖ Low levels of technology
- ❖ Small operators (mostly women and youths)
- ❖ Inadequate support services
- ❖ Inability to benefit from economies of scales
- ❖ Poor competitiveness of sector.



PROPEL's Rationale for Supporting Agro Processing in Guyana

- ❖ To reduce NTB for exports
- ❖ To increase competitiveness of sector locally
- ❖ To increase consumption and sales of local produce
- ❖ To support access for local produce to nontraditional markets

PROPEL's Rationale for Supporting Agro Processing in Guyana (Con't)

- ❖ To develop and support initiatives aimed to enhance women and youths participation in agro processing locally
- ❖ To expand markets .

PROPEL's Strategies for developing Agro processing in Guyana

- ❖ Increasing supply of local raw materials for processors
- ❖ Supporting market development
- ❖ Strengthening Product Development
- ❖ Market exposure



Increasing Supply of Local Raw Material for Processors

- ❖ Reliability
- ❖ Quantity
- ❖ Quality
- ❖ Competitiveness



Support Market Development

- ❖ Analysis of women and youth participation in agro processing
- ❖ Market studies/analysis
- ❖ Continuous market engagement
- ❖ Product development/modification
- ❖ Facilitating market linkages



Strengthening Product Development

- ❖ Improving product content analysis
- ❖ Product packaging development
- ❖ Production/productivity enhancement
- ❖ Improved competitiveness

Market Exposure

- ❖ Product Testing
- ❖ Trade event participation
- ❖ Product Awareness campaigns (commodities)



QUESTIONS





Promotion of Regional Opportunities for Produce through Enterprises and Linkages (PROPEL)

Thank You!



Foreign Affairs, Trade and
Development Canada

Affaires étrangères, Commerce
et Développement Canada