



Agro-Marketer Newsletter

Volume 2, Issue 4

October, 2012



Guyana Stages Jagdeo Initiative Seminar

The Ministry of Agriculture in collaboration with the Ministry of Tourism staged a one day seminar on the Jagdeo Initiative on Agriculture at the Guyana International Conference Centre on Friday, 28 September 2012 as part of activities to mark **GUYEXPO 2012**. Addressing the opening of this auspicious event were Prime Minister Samuel Hinds, Former President Bharrat Jagdeo, Minister Ali, representatives from the Food and Agriculture Organization (FAO) Guyana Dr. Lystra Fletcher-Paul and General Counsel and Officer-in-Charge, CARICOM, Safiya Ali.

Chaired by Agriculture Minister Dr Leslie Ramsammy, the conference was organized to bring new awareness to the Jagdeo Initiative, its significance, and development since first adopted by CARICOM in 2005. **Con't on Pg 2**



Former President Bharrat Jagdeo during his address at the Jagdeo Initiative Seminar staged at the National Conference Centre

Guyana Marketing Corporation Opens Doors to New Guyana Shop

The Guyana Marketing Corporation on Thursday 18th October opened the doors to its spanking new Guyana Shop as part of Agriculture Month Activities 2012. Conveniently located in the heart of Georgetown at **87 Robb & Alexander streets**; this spacious patriotic supermarket will continue to promote and build awareness for products that are *only*

manufactured in Guyana and will also conduct retail sales of these products as its secondary mandate. This refurbished supermarket will offer its customers more high quality local products with impeccable packaging at competitive prices. Although the Guyana Shop will be marketing local products, it will not compete with the general business community. Suppliers will range from small agro-processors who are utilizing innovative means to produce their products. **Con't on Pg. 3**



Adorable Ms. Naya Narine is flocked by Agriculture Minister; Dr. Leslie Ramsammy as she cuts the ceremonial ribbon to declare the Guyana Shop officially Open.

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About this Newsletter

This newsletter is a quarterly bulletin of the Guyana Marketing Corporation. It provides information and market intelligence in non-traditional agricultural produce for the local and export markets. The newsletter is aimed at strengthening the information base of our farmers, agribusinesses and other stakeholders.

Increasing the Export of Non-Traditional Agriculture Produce



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Guyana Stages Jagdeo Initiative Seminar



Prime Minister Samuel Hinds, Former President Bharrat Jagdeo, Minister of Tourism Industry and Commerce (ag Irfan Ali and Minister of Agriculture Dr. Leslie Ramsammy with some of the officials at the seminar

Minister Ramsammy recognizing the importance of the Jagdeo Initiative on agriculture, not only for Guyana and the Region, but also the enormous potential for growth, income, employment opportunities, and wealth in this sector, insisted that countries need to rapidly adopt this profound Initiative.

The Jagdeo Initiative on Agriculture is a direct strategy conceptualized by former President Bharrat Jagdeo to develop agriculture in the region. It identifies and defines nine key, critical and binding constraints to the development of the agriculture sector in the Caribbean region. It also identifies practical interventions at both the regional and national levels to alleviate these constraints. This Initiative proves essential now in light of the decline in regional agriculture for some years with persons moving out of the sector and with preferential market access removed for many of the Region's agricultural products. At the same time, the Caribbean's extra-regional food import bill has been growing gradually.



Participants at the Jagdeo Initiative Conference



Prime Minister Samuel Hinds and former President of Guyana, Bharrat Jagdeo sharing a moment at the Jagdeo Initiative Seminar staged at the National Conference Centre

Former President Bharrat Jagdeo during his address called on regional governments to work towards building greater political support for the agriculture sector. He went on to state that agriculture must be a priority for each government of Caricom member states; reiterating that agriculture has proven to bring about economic growth, income, employment opportunities and wealth for each country. Jagdeo said the region must now move beyond producing for itself and look towards producing for the rest of the world, capitalizing on opportunities for greater income. The former president believes that a greater sense of urgency and focus must be placed on implementing the Jagdeo Initiative in each country in the region, given

the current state of affairs in the world and the pressures Caricom countries face; including current debt balances, high food and fuel importation bills and financial instability.



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Guyana Marketing Corporation Opens Doors to New Guyana Shop



Customers as they peruse the newly opened Guyana Shop

Growing medium scale agro-processors who find comfort in bringing their products to this supermarket as a means through which they can launch into larger markets and larger established agro-processors whose products can be found in both regional and extra-regional markets.

During the official opening ceremony General Manager of the Guyana Marketing Corporation, Mr. Nizam Hassan stated that with the opening of the Guyana Shop signifies evidence of the current Administration's relentless efforts to provide not only food security for the country but also ensuring that local farmers and producers make available products

of the highest quality for consumption locally at unbeatable prices. Hassan went on to state that over the years GMC has successfully worked with local manufacturers, committing to providing the services of distribution and, thereafter, working to vastly enhance the presentation, packaging and quality of locally produced products.



GMC's Market Analysts displaying products available at the Guyana Shop

Minister of Agriculture Dr. Leslie Ramsammy during his address affirmed that each agro-processor featured in the Guyana Shop was a certified producer by the Food and Drug Analyst Department. He reiterated his encouragement to the other agro-processors whose products cannot yet make their way to the Guyana Shop to contact GMC who is mandated to work with them in overcoming the deficits and deficiencies they currently face.

Meanwhile, Chairman of GMC's Board of Directors, Mr. Paul Cheong said that the Guyana Shop would continue to be a vehicle that will sell, market and help improve products that are manufactured in Guyana. He said it will make products suitable not only for the local markets but also regional and further afield. Cheong lauded the efforts of the various manufacturers and stated that the quality of goods manufactured in Guyana has been improving and has improved considerably over the last few years.

Also addressing the gathering at the official opening ceremony was Mr. Ramanand Prashad; President of the Guyana Agro-Processors Association. He said the purpose of his association was to bring together small, medium and micro enterprises in manufacturing and production, into a group that can be nurtured and promoted. Mr. Prashad went on to state that Guyana always had a quality product but local processors had the common problem of packaging. He further stated that his association aims to develop and maintain food security, standardization and to improve the quality of local products, utilizing the abundance of fruits and vegetables available in Guyana.



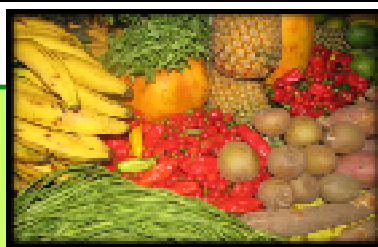
Local Products available at the Guyana Shop



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COLD CHAIN SERVICE

Transportation and Storage of Fruits & Vegetables in a refrigerated environment is now easy with the Guyana Marketing Corporation's Cold Chain Service.

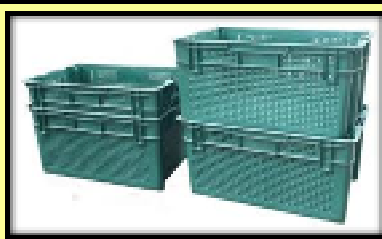
Refrigerated cargo requires special handling to guarantee that it arrives at its destination in optimum condition. Fresh Fruits & Vegetables, chilled and frozen meats and seafood are typical examples of high perishable cargo that we store and transport in a refrigerated environment.

We offer this service to improve the Post Harvest Management of Non-Traditional Agricultural Produce.

Guyana Marketing Corporation acquired five (5) Refrigerated Forty Foot (40ft) Containers and (6) Refrigerated Trucks.

Cold Storage plays an important role in maintaining marketability by reducing the rate of which perishable produce deteriorates by decreasing the rate of biochemical changes in fresh foods; resulting in higher prices

For safe and secure storage and transportation of your temperature-sensitive cargo. Contact the Guyana Marketing Corporation; increasing the export of Guyana's non-traditional Agricultural Produce.





Ministry of Agriculture Observe World Food Day 2012



Mr. Nizam Hassan; GM of GMC with Dr. Lystra Fletcher- Paul; FAO rep. in Guyana and Mr. Wilbur Garnett rep. of IICA at the Open Day & Exhibition

The Ministry of Agriculture has joined with the Inter-American Institute for Co-operation on Agriculture (IICA) and the Food and Agriculture Organization (FAO) in the international observance of World Food Day. The theme for this year's World Food Day is Agricultural cooperatives: key to feeding the world in recognition of the role cooperatives plays in improving food security and contributing to the eradication of hunger. Moreover, Agricultural cooperatives or farmers' cooperatives are cooperatives where farmers pool their resources for mutual economic benefit, could make a greater contribution to combating poverty and hunger provided they are given proper support by governments, civil society and academia. World Food Day is universally observed on October 16th to commemorate the founding of FAO.

In Guyana World Food Day is celebrated under the local theme - ***Better Technology, Better Farming, Ensuring Food Security***. Both themes reiterated World Food Day observances and were aimed at raising awareness and understanding avenues to ending hunger. Here in Guyana, due to good agricultural governance, policies and programmes, this country has been able to achieve self-sufficiency in food and as well as being a net exporter of food. This year is also the International year of Cooperatives. A cooperative is a legal entity owned and democratically controlled by its members. Members often have a close association with the enterprise as producers or consumers of its products or services, or as its employees.

Chief Co-operatives Development Officer in the Ministry of Labour, Kareem Abdul-Jabar stated that agricultural co-operative societies are focused on addressing and improving the socio-economic needs of its members. Mr. Jabar went on to state that this kind of co-operation offers a means to sustaining food security and is the platform for the world's most vulnerable class of people to work from towards their benefit. He was at the time addressing attendants of the ***Exhibition and Open Day*** staged at the Ministry of Agriculture to commemorate this auspicious day.



Patrons viewing informative publications designed and distributed by staff of GMC during the Open Day & Exhibition staged at the Ministry of Agriculture



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Ministry of Agriculture Observe World Food Day 2012



Guyana Marketing Corporation's display at the recently held Open Day & Exhibition held at the Ministry Of Agriculture to commemorate World Food Day 2012

The World Food Day message by The Director General of FAO Mr. José Graziano da Silva was presented by Dr. Lystra Fletcher-Paul, FAO representative in Guyana. During this presentation Dr. Fletcher-Paul stressed the need to work for the total eradication of hunger; stating that many countries, in South America, Africa and Asia, are proving that it is possible. The FAO chief went on to advocate that governments do their part by creating conditions that allow producer organizations and cooperatives to flourish. Adding that while agriculture and co-operatives are natural allies, and there is the means for the elimination of hunger and malnutrition, what

is needed is an enabling environment.

Minister of Agriculture; Dr. Leslie Ramsammy cautioned that although Guyana is food secure, citizens must be cognizant to make healthy choices with respect to the food they consume. He indicated that malnutrition and Vitamin A deficiency was reduced drastically to single digit percentage in Guyana. Minister Ramsammy went on to warn that Guyana's Food Security should not be taken for granted and more importantly must not lead to nonchalance, imprudence and arrogance. Despite the fact that Guyana is producing adequate food to feed all its citizens, areas do exist where people are not food secure. He accredited that in some instances to the inability of the supply and distribution chains to ensure that all persons get what is needed. This issue that will be addressed soon remarked the minister.



Patrons visiting the World Food Day exhibition on the lawns of the Ministry of Agriculture

Moreover, we are all tied to a global food system. As we face the challenges of a growing population, skewed resource distribution and an erratic climate, one of the best ways to combat global food insecurity is to invest in small producers and remove the barriers that limit their productivity and ability to market their produce.



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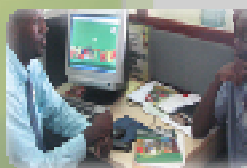
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MARKET & ENTERPRISE INFORMATION SYSTEM

A useful resource for doing business with and from Guyana, in the non-traditional agricultural sector: fresh fruits & vegetables and processed agricultural products. Farmers, agro-processors, exporters and other agri-business investors, will find this web-site a useful resource for information on proper post harvest handling, packaging, marketing and exporting.



www.newgmc.com



For More Information Contact The Guyana Marketing Corporation
Tel: (592) 226-8255 ; 227-1630, 225-5429, Fax: 227-4114



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Jagdeo Initiative on Agriculture

Strengthening Agriculture for Sustainable Development

The Jagdeo Initiative on Agriculture was initiated by former President of Guyana; Bharrat Jagdeo while he was the lead Head for Agriculture in the Region. It is a strategic policy framework that sets the agenda for the repositioning of agriculture in the region by identifying **9 key binding constraints** that must be tackled as the region embarks on the process of increasing food security and food sovereignty. This Initiative coincides with the global vision that prosperous agriculture is critical to rural prosperity, poverty reduction, food security, social equity and sustainable development.

Furthermore, adaptation of this initiative will result in farming being more commercially viable and distribution and marketing of agricultural products more efficient. This initiative will enhance the positioning of Agriculture in domestic and international markets by sparking the resurgence of regional agricultural potential.

The agricultural sector is the main source of foreign exchange earnings for several countries within the region but also contributes to agri-business and is integral to the alleviation of rising food security concerns and the protection of the natural environments. Moreover, the speed at which developments in the global environment are unfolding and the rapid onset of globalization means that Caribbean agriculture has to undergo deep, systemic and rapid transformation. The Jagdeo Initiative provides the synergy and focus that is currently missing. It provides an excellent base from which to continue and consolidate the individual efforts, resources and commitments of the Growing Caribbean Community.

VISION

By **2015** Agriculture will enable the region to achieve an acceptable and stable level of food security and contribute substantially to economic development and economic, social and environmental sustainability. Additionally, Agriculture will have a transparent regulatory framework at national and regional levels that promotes, attracts and facilitates capital and investments. Significantly transforming its processes and products to stimulate innovation and entrepreneurship.

OBJECTIVE

- To facilitate and stimulate increased financing and new investments into the agriculture sector.
- To expand the supply capacity and improve competitiveness.
- To address the fragmented and unorganized private sector that gives rise to inefficiencies along the entire production-value chain and inadequacy of skilled human resources.
- To improve efficiency of natural resources management particularly related to land, water and natural disaster management.



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Jagdeo Initiative on Agriculture Strengthening Agriculture for Sustainable Development

Key Binding Constraints

Between 2004 and January 2005, national and regional consultations were held and 9 Key Binding Constraints and Interventions were identified:

Key constraints Facing Agricultural Development in the Caribbean

NO.	Constraint	Lead Country	Lead Agency	Necessary Interventions
1	Limited Financing and Inadequate Investment	Barbados	CDB	Establishment of a Regional Agricultural Modernisation Fund
2	Outdated and Inefficient Agricultural Health and Food Safety Systems	Trinidad And Tobago	CARICOM	Establishment of a Caribbean Agricultural Health and Food Safety Agency (CAHSFA)
3	Inadequate Land Water Resource Management Distribution Systems	Guyana	FAO	Establishment of a system of incentives for improved land and water use
4	Deficient and Uncoordinated Disaster Risk Management, including Prædial Larceny	Antigua And Barbuda	FAO	Development of integrated regional risk mitigation (natural disasters) and relief (including agricultural insurance)
5	Market Infrastructure including Market Information and Market Linkages	Jamaica	CABA	Strengthening of joint marketing opportunities and facilitation of access to EXIM-type financing
6	Inadequate Research and Development	Saint Lucia	CARDI	Definition and implementation of a regional R&D policy and Action Plan
7	Lack of Skills and Quality Human Resources in Agriculture	Dominica	UWI	Upgrading and integration of curriculum and training at all levels
8	Fragmented and Unorganized Private Sector	St. Vincent And The Grenadines	CABA	Strengthening of private sector organisations and collaboration
9	Inadequate Transportation Systems	St. Kitts And Nevis	CARICOM SECRETARIAT	Determination of freight needs, upgrading of ports and consolidation of services

In January 2005, President Jagdeo's proposal was formally named the **Jagdeo Initiative – Strengthening Agriculture for Sustainable Development**. The proposal was endorsed by members of the agri-business sector, the forum of Ministers of Agriculture and the 2005 Heads of Government Conference. While many countries are responding to the new challenges faced by Agriculture, a more comprehensive, strategic and collaborative approach is needed to better facilitate the sector's capacity to speedily adjust to current global dynamics. The Jagdeo Initiative on Agriculture is the strategizing mechanism to ensure and enhance food security and the general well-being, not only in Guyana, but in the Caribbean as well.



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Virtual Regional Seminar on the Management of Black Sigatoka Disease



Effects of Black Sigatoka Disease on Plantain Leaves

Black Sigatoka is a leaf spot disease that affects the majority of banana and plantain varieties. This fungal disease causes dark leaf spots that eventually enlarge and combine, causing much of the leaf area to turn yellow and brown. This disease can cut a tree's production in half and is rapidly becoming a growing threat to regional banana and plantain production. Collaboratively, regional stakeholders have agreed that an effective management programme is essential to win this battle against this destructive disease and ensuring safe and adequate production of quality Bananas and Plantains in the region.

Steps to achieve this were made on **Thursday, August 16, 2012** as regional stakeholders including the Guyana Marketing Corporation met with officials of the Inter-American Institute for Cooperation on Agriculture - IICA, the Food and Agriculture Organization - FAO and the Caribbean Research and Development Institute – CARDI, to discuss a joint



Guyanese participants during the Virtual Conference

response to what is rapidly becoming a major concern in the region via a **virtual tele-conference**; exposing participants to the experiences of countries which have been affected by the Black Sigatoka.

Regional countries currently affected by this destructive disease include Grenada, Guyana, St. Lucia, St. Vincent and Dominica. The goal of this virtual conference was to prioritize National; Sub Regional; Regional and International Interventions for the

Sustainable Management of Black Sigatoka within these affected countries in the Region. Additionally, attention was also placed on enhancing stakeholder participation to determine **Best Practices** and **Lessons Learnt** from experiences of Banana and Plantain Producing countries in addressing the key issues highlighted. During the conference information about the disease, its impact and how it can be controlled was provided to stakeholders. Presenters emphasized that this challenge could be an opportunity to control the disease while simultaneously raising yields and improving quality of production.



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Virtual Regional Seminar on the Management of Black Sigatoka Disease



Dominican Participants during the Virtual Conference

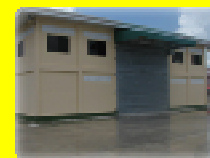
Presently, these countries in the region affected by Black Sigatoka face the challenge of transferring and validating technologies for the integrated control of the disease and supplying timely economic assistance to growers for the introduction of these technologies. Additionally, regional countries affected have the common goal of optimizing their capacity response to the disease, increase training for integrated disease management and attend to food security. These were some of the areas where countries committed their efforts. Hence, ensuring that the production of plantains and bananas persists; resulting in the generation of employment, food and incomes that are essential to economic and social stability in the region.

*******AVAILABLE TO THE PUBLIC*******

GUYANA MARKETING CORPORATION'S AGRO-PACKAGING FACILITIES



These Agro-Packaging Facility are the only two approved packaging facilities for fruits and vegetables in Guyana. These Packaging Houses facilitate the processing of fresh fruits and vegetables before exportation



LOCATION 1

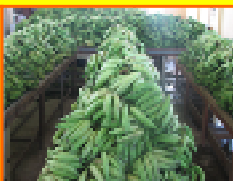
Central Packaging Facility
National Exhibition
Complex,
Sophia
Tel.: 219-0085

COST TO USE FACILITY

\$- Guyanese Dollar
20ft Container-\$10,000.00
40ft Container-\$13,500.00
Air shipment - \$10,000.00

LOCATION 2

Parika Agro Packaging Facility
Mora, Parika
(Behind the Neighborhood Democratic Council Office)
Tel.:260-4983



OPERATIONS AT BOTH OF GUYANA MARKETING CORPORATION'S AGRO-PACKAGING FACILITIES

For More Information contact The Guyana Marketing Corporation
Tel: (592) 226-8255 ; 227-1630, 225-5429, Fax: 227-4114



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AVERAGE RETAIL PRICES OF PRODUCE FOR AUGUST, SEPTEMBER & OCTOBER 2012 AT THE MAIN URBAN MARKETS

Root Crops							
	UNIT	BOURDA RETAIL			STABROEK RETAIL		
		2012-08	2012-09	2012-10	2012-08	2012-09	2012-10
CASSAVA	\$/KG	200.71	286.92	283.80	275.85	280.00	268.40
EDDO	\$/KG	179.14	176.00	169.40	159.08	167.00	154.00
GINGER	\$/KG	1,514.62	1,485.00	180.40	1,466.67	1,417.78	1,361.25
SWEET POTATO	\$/KG	202.23	205.33	1,258.89	179.38	186.00	167.20
YAM	\$/KG	536.46	537.17	572.00	552.00	560.00	534.60
Condiments & Spices							
	UNIT	BOURDA RETAIL			STABROEK RETAIL		
		2012-08	2012-09	2012-10	2012-08	2012-09	2012-10
CELERY	\$/KG	1197.78	1534.5	1,381.11	1318.17	1,480.00	1,477.14
ESCHALLOT	\$/KG	787.11	776.6	753.50	801.03	761.93	774.89
PEPPER (HOT)	\$/KG	856.31	949.67	1,225.40	864.11	900.67	1,342.00
PEPPER (WIRI WIRI)	\$/PT	436.0	404.44	348.00	392.82	372.17	363.00
Vegetables							
	UNIT	BOURDA RETAIL			STABROEK RETAIL		
		2012-08	2012-09	2012-10	2012-08	2012-09	2012-10
BORA	\$/BDLS	49.01	44.79	43.44	40.92	43.74	40.14
BOULANGER (MED)	\$/PCL	178.57	183.33	190.00	153.85	172.73	180.00
CABBAGE	\$/KG	729.14	813.39	816.20	710.77	790.00	814.00
CALALOO	\$/BDLS	62.26	57.08	48.00	48.31	54.71	50.00
CORILLA	\$/KG	360.46	487.67	409.20	377.67	448.00	418.00
CUCUMBER	\$/EAC	37.21	54.17	39.08	44.76	55.91	38.08
OCHRO	\$/KG	240.69	301.28	250.80	216.62	290.00	257.40
PAK CHOI	\$/RT	66.16	65.00	55.00	60.10	62.12	54.83
PUMPKIN	\$/KG	162.46	154.00	134.70	150.33	154.00	140.80
SQUASH (MED)	\$/EAC	249.62	268.33	230.00	235.90	250.91	229.00
PEPPER (SWEET)	\$/KG	1,155.00	1,205.60	1,038.89	1,150.77	1,298.00	1,106.60
TOMATOES	\$/KG	674.67	889.17	710.60	621.64	850.00	712.07
Fruits							
	UNIT	BOURDA RETAIL			STABROEK RETAIL		
		2012-08	2012-09	2012-10	2012-08	2012-09	2012-10
LIME (ROUND)	\$/EAC	30.19	30.69	31.22	182.11	27.05	29.80
ORANGES	\$/EAC	48.57	46.70	43.70	49.73	43.48	43.22
PAPAW	\$/EAC	533.33	537.50	506.67	469.70	445.45	438.80
PINEAPPLES	\$/EAC	328.81	383.06	382.00	260.69	298.79	348.33
WATERMELON	\$/KG	294.46	280.50	278.67	289.38	276.00	279.40
COCONUT - DRY	\$/EAC	55.00	51.82	52.22	53.65	53.64	50.50
COCONUT-WATER	\$/EAC	140.00	140.00	140.00	140.00	140.00	140.00



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CONTACT US FOR MORE INFORMATION

Guyana Marketing Corporation

87 Robb & Alexander Streets,

Lacytown, Georgetown

Tel. No: 592-226-2219

592-226-8255

592-226-9599

592-227-1630

592-225-7808

Email: newgmc@networksgy.com

We're on the Website at

www.newgmc.com

www.agriculture.gov.gy

Compiled and Edited by Hadoc Thompson

Contributing Team:

Marketing Officers of Guyana Marketing Corporation