



# Agro-Marketer Newsletter

Volume 3, Issue 2

April, 2013



## Guyana hosts Inaugural Better Process Control School In Support of Local Agro-Processors



Local Agro-Processors at the Better Process Control School

The Ministry of Agriculture through the Guyana Marketing Corporation collaborated with the Ministry of Health's Food and Drug Analyst Department in hosting Guyana's first **Better Process Control School**; a four-day agro-processing training seminar aimed at equipping local agro-processors and manufacturers with the relevant training to better satisfy the international export food standards for agro-processed products. Training sessions were staged at the **Regency Hotel** and ran from February 18<sup>th</sup> -21<sup>st</sup>, 2013. Moreover, the Better Process Control School provides practical application of the USFDA education requirements for hermetically sealed low acid (food that have natural ph of 4.6 or below) and acidified foods (low-acid food to which acid (s) or acid food (s) that are marketed in the United States. **Con't on Pg 4**

## Agro-Processors Forum Staged to Discuss the Future of Guyana's Agro-Processing Industry



Some of Guyana's High Quality Agro-Processed Products

The Ministry of Agriculture under the astute leadership of the Minister of Agriculture; Dr. Leslie Ram-sammy continue to implement pertinent initiatives aimed at diversifying and more importantly developing the local Agro-processing Industry. This was evident when the Ministry of Agriculture through the Guyana Marketing Corporation staged an Agro-Processors Forum where the current state of Guyana's Agro-Processing including the needs assessment as well as the way forward for this rapidly emerging industry were discussed thoroughly. Participating Agro- Processors had a chance to examine the need for quality, packaging, labeling and consistency in production. **Con't on Pg 2**

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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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## Agro-Processors Forum Staged to Discuss the Future of Guyana’s Agro-Processing Industry

Minister of Agriculture Dr. Leslie Ramsammy during his address strongly encouraged local agro-processors to join the Guyana Agro Processing Association (GAPA) whose main objective is to ensure the establishment of common standards and practices among agro-processors within the Non Traditional Agricultural Sector. Additionally, the Minister reiterated that Guyanese farmers need to go beyond growing and selling their produce to fully maximize their potential. He went on to emphasize that the agro-processing sector was vital to adding value to their products and more importantly, provided a lucrative opportunity for farmers to improve their standard of living. Minister Ramsammy encouraged local processors to pay close attention to presentation and advised that value should never be compromised. He went on to state that the Guyana Shop is a testament of governments unwavering support to the local Agro-Processing Industry; shelving only locally manufactured products.



Minister of Agriculture; Dr. Leslie Ramsammy

However, quality will not be compromised to fulfill that mandate. All local processors desirous of having their products shelved in the Guyana Shop must meet the basic criteria which includes presentation of ones Business Registration, Food Handlers Certificate and certification by the Food & Drug Analyst Department (FDA). Additionally, Minister within the Agriculture Ministry; Alli Baksh stated that the forum was both timely and imperative to achieving the goals set for this developing sector. He noted that while the demand for local Agro-Processed products is increasing the quantity demanded cannot be supplied. Hence the need for increase collaboration among farmers and increase the number of farmers groups. Business relationships need to be forged with these farmers groups and processors; leading to an increase supply of produce needed by the

local Agro-processing Industry.

President of the Guyana Agro Processors Association; Mr. Ramand Prashad commended the support received from government in the form of improved technology, promotion and marketing. However, high overhead costs and inconsistent supplies of raw and packaging material continue to adversely affect local production.



Minister Ramsammy addressing Stakeholders at the Agro-Processors Forum staged at the Ministry of Agriculture



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Moreover, during a presentation by GMC’s Marketing Officer; Hadoc Thompson on the State of Guyana’s Agro-Processing Industry, the Ministry’s plan of establishing a Guyana Brand was reiterated.

The Guyana brand can be used in addition to the user’s own brand to symbolize the origin and associated product-country image. According to Mr. Thompson all manufactures using this brand must ensure that their products meet a prescribed standard for quality and consistency and their processes are consistent with the brand image. The establishment of a Guyana Brand will not only enhance the export potential of local value added products but deliver a unifying platform that builds synergy, allowing for cross-promotion and alignment among local manufactures.

At the conclusion of the seminar, it was recognized that there is a need to maintain and in some cases work towards the achievement of national, regional and international standards with respect to quality and packaging.

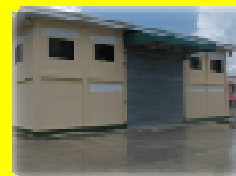
**\*\*\*\*\* AVAILABLE TO THE PUBLIC \*\*\*\*\***

### 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

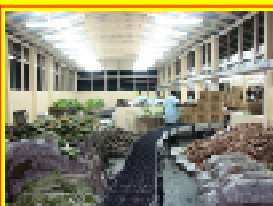
Central Packaging Facility  
National Exhibition  
Complex,  
Sophia  
Tel.: 219-0085

#### 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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## Guyana hosts Inaugural Better Process Control School

Present at the opening ceremony were Ministry of Agriculture's Permanent Secretary, George Jarvis and General Manager of the Guyana Marketing Corporation (GMC) Nizam Hassan. PS Jarvis during his address stated that the workshop was timely and necessary to further develop the local agro-processing industry. He went on to state that the Ministry of Agriculture and other sister agencies have been working assiduously with the Food and Agriculture Organization (FAO) and other agencies to ensure that local agro-products are meeting international standards. He said the workshop was a continued step in this direction, and the fact that Guyana in 2013 is having a programme of this nature, is indicative that it is moving forward in food processing, food exportation and food technology.



Permanent Secretary, MOA George Jarvis, General Manager, (GMC) Nizam Hassan and from the Washington State University, Dr. Richard Dougherty and Dr. Karen Killinger

Training sessions were conducted by two specialists from the Washington State University; Food Processing Specialist Dr. Richard Dougherty and Food Safety Specialist and Professor School of Food Science, Dr. Karen Killinger. Washington State University has been approved by the FAO to offer the Better Process Control School module. Dr. Dougherty said during training sessions, the prime objective was to ensure that safe food is produced. He stated that through training and education one stands a better chance of assuring minimal mistakes and better assuring the production of safe products. GMC's Marketing Officers; Asraf Narine, Hadoc Thompson and Shanaza Ally-Khan successfully completed this training. These officers now have better knowledge of the criterion needed to meet international standards hermetically sealed low acid - agro-processed foods and are now capable to better serve local Agro-Processors.

Agriculture Minister, Dr. Leslie Ramsammy, while delivering his address to participants during the closing ceremony affirmed that this training signaled an important step in the development of Guyana's Agro-Processing Industry since increased export and tapping into international markets will significantly improve the wellbeing of local farmers and agro-processors. Minister Ramsammy went on to emphatically state that government is prepared to create awareness, educate and train persons towards attaining the highest standard of agro-processed products in Guyana. The Ministry of Agriculture will continue to facilitate more training as it seeks to lift the level of standards and create a wealth of trained personnel in this pertinent field that will promote these standards in the different agro-processing companies.



Participants from over 50 Local Agro-Processing Industries

The staging of this inaugural training saw participants drawn from over 50 agro-processing industries. The Better Process Control School offers FAO and USFDA certified training for agro-processors and manufacturers. Furthermore, according to Dr. Richard Dougherty two-thirds of the participants that undertook the training successfully completed it.

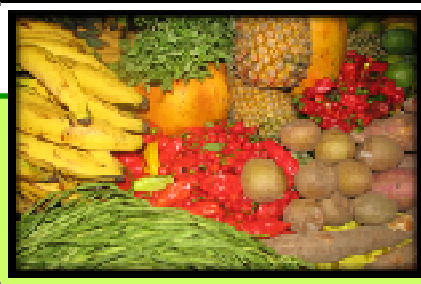


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## COLD CHAIN SERVICE

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

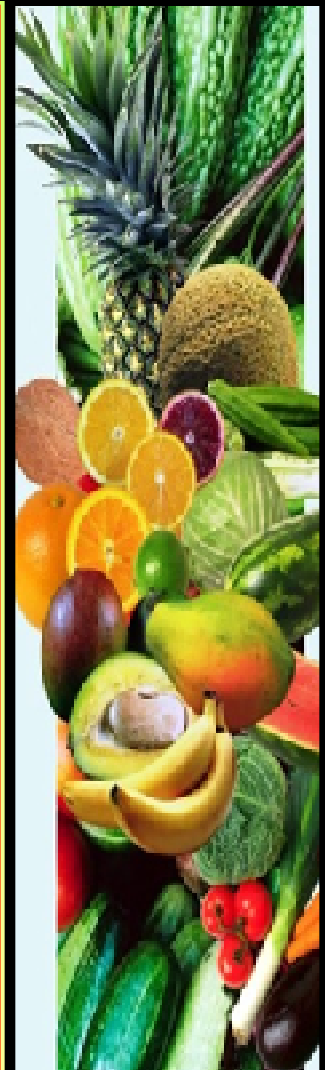
Refrigerated cargo requires special handling to guarantee that it arrives at its destination in optimum condition. Fresh Fruits & Vegetables, chilled and frozen meats and seafood are typical examples of high perishable cargo that we store and transport in a refrigerated environment.

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.

ColdStorage 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.*



## IICA Country Representatives made Courtesy Visit to the Guyana Shop

The Guyana Marketing Corporation's Guyana Shop was the venue for a courtesy visit made by several high ranking representatives from the Inter American Institute for Cooperation on Agriculture (IICA). Visiting Guyana's only supermarket shelving totally local products included Mr. Gregg Rawlins; IICA Representative in Trinidad and Tobago & Coordinator of Regional Integration for the Caribbean Region, Mr. Diego Montenegro; Director of Management and Regional Integration, and Mr. Wilmot Garnett; IICA Representative in Guyana.

These high ranking representatives from IICA were in Guyana for the signing of the intra ACP Agriculture Policy Programme (APP) for the Caribbean, a four-year programme that will see IICA partnering with the Caribbean Agriculture Research and Development Institute (CARDI) to encourage applied technology, research and innovation, entrepreneurship development, local and market linkages to address the development needs of small producers/entrepreneurs.

During this visit to the Guyana Shop the representatives had a first hand look at the extensive variety of local Agro-Processed Products. Also present during this visit was Minister of Agriculture; Dr. Leslie Ramsammy who took pride in stating that the Guyana Shop is the only one of its kind in Guyana; housing in excess of 60 local Agro-Processors and the full compliment of their respective product lines. The Minister cited that the Guyana Shop served as a means of promotion and an avenue to increase awareness of local Agro-processed products. Customers have access to everything local in one central convenient location.



Minister Ramsammy interacting with senior representatives from IICA



GMC General Manager in discussions with Senior Reps from IICA



Guyana Shop Manager; Kevin Macdingam showcasing local Agro-Processed Products



## IICA Country Representatives made a courtesy visit to the Guyana Shop



Marketing Officer; Hadoc Thompson explaining the role of the Guyana Shop to senior reps from IICA

GMC's General Manager; Mr. Nizam Hassan also indicated that Marketing Officers including Mr. Hadoc Thompson who was also present during the visit, attends numerous trade shows and expos, both locally and internationally, in a direct effort to build awareness and generate traffic to Guyana's high quality local manufactured products. It was stated that Marketing Officers work acidulously with local Processors in various aspects of product development including labeling, Packaging, promotion and the general presentation of finished or improved products. Mr. Hassan also reiterated that every product shelved in the Guyana Shop would have been certified by the Food & Drug Analysis Department and is of the highest quality.

## GMC's Participation in the International Food & Drink Festival

The Guyana Karate College on 30/03/2013 hosted the International Food & Drink Fest. This event took place at the Everest Cricket Club Ground and had on display and sale, various foods and beverages from numerous countries around the world. According to Mr. Jeffery Wong; Vice Chairman and Senior Instructor at the Guyana Karate College, the proceeds from this event will go directly towards underwriting the cost of the ongoing construction of the Colleges' new Headquarters and Dojo situated at Liliendaal. **Con't on Pg. 8**



GMC Representatives interacting with Patrons at the recent International Food & Drinks Festival Staged at the Everest Cricket Club Ground



## GMC's Participation in the International Food & Drink Festival

Events of this nature attract a wide cross section of people including foreigners and overseas nationals visiting Guyana. GMC used this opportunity to promote the extensive variety of Guyana's high quality value added products. Attendants and participants alike had the chance to purchase the range of local products displayed. Additionally, GMC's Guyana Shop was also promoted since patrons were reminded that a wider variety of local products were always available at this unique supermarket. Marketing Officers were also able to directly interact with participants who give rave reviews not only about the professional presentation look but also about the diverse variety of local Agro-Processed products.

Organizers of this event were successful in attracting numerous participants who had on sale various foods and drinks from countries such as Nigeria, Jamaica, Suriname, Russia, Kenya, Brazil, Venezuela, Cameroon and Guyana. Attendants had access to tasty and exotic foods and drinks like Jollof Chicken and Rice from Nigeria, Moqueca De Camarao or Shrimp Stew Brazilian style, Agua Fresca Flor de Jamaica or Jamaican Hibiscus Flower Iced Tea, Mango Lassi from India, Mushroom and Caramelized-Shallot Strudel from Germany as well as numerous other foods and drinks from around the world.



Patrons at the International Food & Drinks Festival inspecting Local Value Added Products at the GMC Guyana Booth.



Some of the high quality products on display at the GMC Booth at the International Food & Drinks Festival





## Coconut Conference staged to Discuss 2013 Work Plan

The Ministry of Agriculture, through the Guyana Marketing Corporation staged a Conference for the Coconut Industry on 14/01/2013 at the Ministry's Boardroom. This conference was convened to discuss the 2013 Work Plan which is designed to further develop this industry. In Guyana, the Coconut Industry is identified as a pertinent sector that possesses a large potential for increased growth and further development. Guyana's relative advantage in terms of water, labour and land is



Minister of Agriculture; Dr. Leslie Ramsammy, addressing the many stakeholders at the Coconut Conference staged at the Ministry's Boardroom

paramount to the production of coconuts; considered as an essential non-traditional crop. It is recognized that the industry has yet to reach its full potential, not only in terms of productive efficiency, but also with regards to the high volume of value added products that use coconut as their base.

Stakeholders including those from the coconut water industry, coconut oil mills, copra producers, and other value-added by-products producers attend this interactive conference. Minister of Agriculture, Dr. Leslie Ramsammy, during his address stated Guyana's Coconuts contains one of the thickest Kernels and there is now great demand for coconut locally, regionally, and internationally. Minister Ramsammy further stated that Government through

the Agriculture Ministry is currently focusing on a very aggressive agriculture diversification programme and the coconut industry is an important component of this initiative.



Stakeholders at the Coconut Conference staged by the Ministry of Agriculture, through the Guyana Marketing Corporation on 14/01/2013

Coconut can be used in food, feed and fuel and delivers an extremely wide variety of products, including coconut water, coconut oil, coconut milk and dried coconut which are all in demand and promoted by GMC's Marketing Officers regionally and internationally. Against this background, the Government has initiated a coordinated approach towards the revitalization

and development of the coconut industry in cooperation with the private sector, the donor community and other stakeholders.



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## Guyana Marketing Corporation

# GUYANA SHOP



**\*\*\*\* Shelving the diverse variety of Guyana's Exquisite Agro-Processed Products \*\*\*\*\***

# Guyana Shop

**87 Robb & Alexander Streets Lacytown, Georgetown**

Telephone Nos: 227-2006, 226-8255, 227-1630

E mail: [Info@newgmc.com](mailto:Info@newgmc.com) Web Site: [www.newgmc.com](http://www.newgmc.com)



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## AVERAGE RETAIL PRICES OF PRODUCE FOR JANUARY, FEBRUARY & MARCH 2013 AT THE MAIN URBAN MARKETS

ROOT CROPS							
	UNIT	Bourda Market			Stabroek Market		
		2013-01	2013-02	2013-03	2013-01	2013-02	2013-03
CASSAVA	S/KG	210.22	195.25	194.74	226.42	190.67	187
EDDO	S/KG	188.22	209	212.67	170.5	199.22	220
GINGER	S/KG	1257.14	1255.83	1411.67	1274.17	1298	1485
SWEET POTATO	S/KG	240.33	235.5	237.11	257.13	228.8	245.57
YAM	S/KG	524.8	543.71	564.67	631.71	514.8	577.5
CONDIMENTS & SPICES							
	UNIT	Bourda Market			Stabroek Market		
		2013-01	2013-02	2013-03	2013-01	2013-02	2013-03
CELERY	S/KG	1461.43	911.43	893.75	1778.33	857.5	893.7
ESCHALLOT	S/KG	466.89	354.75	278.67	514.25	315.33	289.67
HOT PEPPER	S/KG	905.26	587.71	551.63	910.25	575.67	554.83
WIRI WIRI PEPPER	S/PT	212.5	175	167.04	235	186.67	151.67
VEGETABLES							
	UNIT	Bourda Market			Stabroek Market		
		2013-01	2013-02	2013-03	2013-01	2013-02	2013-03
BORA	S/BDLS	30.27	43.44	44.30	40.75	45	45.87
BOULANGER	S/PCL	200	200	188.89	200	200	189.33
CABBAGE	S/KG	579.33	522.5	532.80	586.67	508.44	557.33
CATALOO	S/BDLS	26.75	23.95	21.83	51	45	41.93
CORILLA	S/KG	328.37	244.75	241.19	374	225.5	233.44
CUCUMBER	S/EAC	24.5	28.63	25.60	26.31	26.42	25.75
OCHRO	S/KG	313.7	180.25	189.44	332.75	168.67	176
PAK CHOI	S/RT	46.67	42.75	41.83	51.14	45.83	40.1
PUMPKIN	S/KG	152.17	125.71	129.25	174.63	136.4	143
SQUASH	S/EAC	120	102.5	98.75	116	77.5	96.67
SWEET PEPPER	S/KG	958.57	801.43	662.44	928.19	816.4	611.0
TOMATOES	S/KG	804.22	577.5	349.56	736.08	487.67	332.44
FRUITS							
	UNIT	Bourda Market			Stabroek Market		
		2013-01	2013-02	2013-03	2013-01	2013-02	2013-03
ROUND LIMES	S/EAC	33	30.5	32.22	31.69	29	29.22
ORANGES	S/EAC	36.5	35.19	45	36.5	37.08	47.3
PAPAW	S/EAC	531.25	523.81	516.67	438.1	405	447.22
PINEAPPLES	S/EAC	347.08	325	697.78	299.05	504	306
WATERMELON	S/KG	217.25	249.33	231.41	222.75	238.33	227.33
COCONUT (DRY)	S/EAC	51.43	50	51.67	53.13	55	50
COCONUT (WATER)	S/EAC	140	55	140	140.00	140.00	140.00



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## CONTACT US FOR MORE INFORMATION

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