



# Agro-Marketer Newsletter

Volume 3, Issue 3

August, 2013



## Guyana Shop Stages Successful Coconut Exposition

The Ministry of Agriculture through the Guyana Marketing Corporation, under the astute leadership of Minister of Agriculture; Dr. Leslie Ramsammy staged a Grand Coconut Exposition at the Guyana Shop's Robb & Alexander Streets, Lacytown location. The objective of this activity was to create greater awareness and promote the market opportunities that currently exist for coconuts and coconut based products as well as to showcase the diversity of the fruit considered as the "Tree of Life." Additionally, this initiative brought all the stakeholders together while simultaneously involving the Guyanese population, so that they could be aware of what Guyana is doing in the coconut industry and what are the potential opportunities. These stakeholders included farmers, manufacturers of products which are made from coconut and also those persons who make confectionery which are derived from coconuts. **Con't on Pg. 2**



Patrons as they view the wide variety of Coconut Products at GMC's Coconut Exposition

## Agriculture Minister Challenges Local Agro-Processors

The Minister of Agriculture in a direct effort to better serve members of the local Agro-processing Industry continue to implement pertinent initiatives aimed at further developing this growing Industry. This was evident when the Guyana Marketing Corporation staged one of its consultation meetings with stakeholders of the local Agro-Processing Industry. During this meeting staged at the Ministry's board room, Minister Ramsammy emphatically stated that agro-processing is definitely the direction to go if farmers and other stakeholders are serious about wealth generation.



Members of the Local Agro-Processing Industry meeting with the Minister of Agriculture

In Guyana Agriculture is considered as the cornerstone of the country's economy. One of the most realistic and reachable goals in the fight against poverty would be to promote and implement Agro-Processing. Moreover, with continued committed support from the government, farmers would have the chance to earn much more with just a bit of extra effort. The term agro-processing refers to the practice of transforming primary agricultural products into secondary or even tertiary commodities, **Con't on Pg. 6**

## Inside this issue:

Guyana Shop Stages Successful Coconut Exposition	2
Regional Workshop on Linking Population and Housing Censuses with Agricultural Censuses	3—4
Agriculture Minister Challenges Local Agro-Processors	6
GMC's Emancipation Exhilaration A Huge Success	7
National Oversight Committee Established for the Coconut Industry	8
AVERAGE RETAIL PRICES AT THE MAIN URBAN MARKETS	10

## About this Newsletter

This newsletter is a bimonthly 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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## GMC Stages Successful Coconut Exposition



Scenes for the recently staged Coconut Exposition

Additionally, participants were drawn from across Guyana from Pomeroon and Linden to Georgetown.

The exhibits all combined to sensitize the public on the development and the marketing of the products which at present exist in Guyana. Patrons were able to see and appreciate the extent of what could actually be done with coconut and the existing possibilities for doing more.

Products on display at this exposition included extra virgin coconut oil, coconut water, canned coconut cream & milk, coconut craft, coconut wine, as well as coconut dishes such as coconut flakes, coconut custard tarts and coconut wafers. Also on display was information on innovative technologies, proper post-harvest management, improved farming practices and export requirements for coconuts.

Moreover, Ms. Cassandra Mangru, representing Sterling Products was willing to explain that the bottled coconut water is stored frozen and sold, both locally and overseas, and that the coconut based ice cream flavors of the Igloo line are doing well. She went on to state that the event was well accepted and provided her company with a unique opportunity to showcase their coconut water which is fairly new.

Additionally, Mr. Kenneth Nelson of the Guyana Arts and Crafts Association felt that the pieces made from the coconut shells are very authentic, durable, and not susceptible to termites like other wood-based products. He said the material is easy to work with and could be formed into almost anything. The stall manned by him displayed earrings, bracelets, necklaces, coin bags, ashtrays and pen holders among other items. Nelson felt that there should be more local support across all sectors of the local industry, including arts and craft. Mr. Nelson went on to thank GMC for including the craft fraternity in this initiative since he was able to meet a wide range of patrons and generate much needed awareness for his craft.

Mrs. Bernice Trotz displaying the products of Phoenix Enterprises displayed and offered samples of coconut based drinks which included wines and other liquid products.

The Coconut Plant plays an important role in smallholders' livelihoods as a direct source of cash income, nutrition and materials for many. The global trade of Coconuts and coconut products has been on the increase in recent years. In Guyana, Coconuts has been a very pertinent crop in sustaining the livelihoods in many communities and is once again regaining its significance in agricultural development in Guyana.





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August, 2013

## Regional Workshop on Linking Population and Housing Censuses with Agricultural Censuses

In a direct effort to better serve the stakeholders of the agriculture industry a senior representative of the Guyana Marketing Corporation attended this regional workshop runned for three (3) days. This workshop focused on training participants on Integrating Population and Housing Censuses with Agricultural Censuses based on the FAO/ UNFPA publication and discussion of regional issues relevant to integrating agriculture into Population and Housing Censuses and other surveys in the Caribbean. It was organized by the Food and Agriculture Organization of the United Nations (FAO).

The workshop provide practical guidance on best practices for carrying out coordinated and integrated censuses, including collection of agricultural census items in the population census for countries in the Caribbean. Integrated censuses have many advantages including a wider range of analysis for policy-making, cost effective censuses and improved bases for other statistical data collections.

The practice of coordinating population and housing with agricultural censuses has been recommended by the FAO World Programme for the Census of Agriculture 2010 (WCA 2010) and by the UNFPA in line with the Principles and Recommendations for Population and Housing Censuses for the 2010 round. The approach is also in line with the Global Strategy to Improve Agricultural and Rural Statistics which recommends the integration of agriculture into the national statistical system. **Con't on Pg. 4**

**\*\*\*\*\* 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 De-  
mocratic 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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## Regional Workshop on Linking Population and Housing Censuses with Agricultural Censuses



Group Pic: from left to right - Nicole Pinder (the Bahamas), Ridel Philius (Haiti), Ivor Coates (Guyana), Alarice Fenton (Montserrat), Gregory Bailey (Antigua and Barbuda) and Natasha Beerjit (Guyana). In front - Phillip Tate (Belize). Taken on June 12, 2013 at Carlton Savannah Hotel, Coblenz Avenue, Port of Spain.

During the workshop presentations included an Overview of regional statistical activities by Ms. Barbara Adams, Deputy Programme Manager (Regional Statistics), CARICOM; Overview of regional statistical activities and the global strategy by Ms Veronica Boero, Regional Statistician, FAO; World Census of Agriculture Core Module & Integrating Population and Housing Censuses with Agricultural Censuses, and Concepts of agricultural censuses, by Ms Nancy Chin, Statistician, FAO; Approaches and full module, Module for frame and cut offs, and Fieldwork and Logistics by Mr. David Marshall, Consultant, FAO; and United Nations Population Fund (UNFPA) Analysis of Population Census Data

by Mr. Ralph Hakkert, Population and Development Branch, UNFPA.

In addition, country presentations were done by Antigua and Barbuda, Belize, Dominica, Guyana, Haiti, Trinidad and Tobago, Saint Lucia, and Suriname. The workshop also had practical sessions to apply lessons taught for country specific needs. Guyana, Suriname, Belize and Trinidad and Tobago were grouped based on similarity in its agriculture.

In closing, it was left to the countries to decide to take one of two options, (1) Full agriculture census module for a linked population and housing, and agriculture censuses; (2) Agricultural data from the population and housing censuses to build sampling frames for agricultural censuses and surveys and establishing cut-off limits. Selecting option one or two would be based on many factors, these include, finances, human resources, commitment between the national statistics office and the ministry of agriculture among others. In the case of Guyana, the fieldwork for the Population and Housing Census was completed during September –October 2012. Thus option 1 is eliminated by default. It is the hope that the next round of Census that this matter will be developed with the utmost care and after lengthy deliberation a suitable solution can be decided on.

Over the last year, statistics in the agriculture sector is undergoing much desired changes, the Ministry of Agriculture (via GMC) recognized that the provision of accurate, timely and reliable statistical information, analysis and dissemination of these data, will promote effective and efficient decision making.





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August, 2013



## 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.*





## Agriculture Minister Challenges Local Agro-Processors

which can be sold on the market for a much higher price. In other words, it means turning raw materials into more complex and expensive merchandise, instead of selling it cheap after the first step of production. Obviously, this would require a certain level of training, skills and technology, but it would also bring higher profits. The Ministry of Agriculture being cognizant of this fact in February of this year invested in a pertinent agro-processor training that saw participants drawn from over 50 agro-processing industries being schooled in the *Better Process Control School*; which offers FAO and USFDA certified training for agro-processors and manufacturers.



Minister of Agriculture; Dr. Leslie Ramsammy inspecting some imported Agro-processed Products during his address at the Board Room of Ministry of Agriculture

Besides the direct financial benefits, agro-processing would also bring a series of other advantages. First of all, it would supply the country with a wider variety of locally produced products thus cheaper goods. Furthermore, it would increase the level of life thanks to the increased access to secondary and tertiary agricultural products.

Second, it would extend products' shelf-life, thus decrease waste. Since farmers would no longer be desperate to sell their products as soon as possible and avoid them becoming spoiled, they would be able to analyze more offers on the market and choose the most convenient one.

Third, agro-processing would require additional workers. This would allow young inexperienced farmers to be involved in this area and would extend the amount of people earning an income from this activity. Moreover, processing of raw materials would contribute considerably to food safety and further improve the reputation of Guyana's agriculture.

Minister Ramsammy during his address stressed that small Entrepreneurs should work collectively in order to offer higher quality products. He insisted that there should be more coordination and improved collaboration among local Processors since individually they would not be able to compete with large local and international firms. Minister Ramsammy believes that there should be greater promotion of local products and preference should always be given to what is produced locally. However, he insisted that these products must be of the best quality and highest standards as it relates to taste and presentation; neither of which should be compromised by the manufacturer.

In closing the Minister of agriculture challenged local Agro-Processors to widen their current product lines



Members of the Local Agro-Processing Industry meeting with the Minister of Agriculture

by manufacturing similar products that are imported and do considerably well in Guyana. On example of such a product is the Soldanza Brand from Costa Rica that manufactures Banana, Plantain as well as Cassava chips. The minister is fervently of the opinion that local manufacturers already have the know how and the raw materials to manufacture these products.





## GMC's Emancipation Exhilaration A Huge Success



General Manager, Nisam Hansen with his staff of the Guyana Marketing Corporation all attired in Traditional African Quilts during the recently staged Emancipation Exhilaration

The Guyana Marketing Corporation through its Guyana Shop commemorated Emancipation Day this year with an exciting and rich celebration to mark the anniversary of August 1, 1834, when slavery was first abolished in the West Indies. This cultural event was staged outside the doors of the Guyana Shop at its Alexander and Robb streets location under the theme Emancipation Exhilaration; From the Bondage of Slavery to Freedom, Celebrating 175 years of liberation while embracing Emancipation through Agricultural Diversification.



Conkie on Sale at GMC's Emancipation Exhilaration

This initiative brought together a large gathering of passionate as well as culturally conscious people, with a commitment to, not only making Emancipation observances a success, but also using the unique opportunity provided by GMC to interact with a diverse audience and generate some much need awareness for their respective businesses and products.

Exhibits were made by the Guyana Arts & Craft Producers Association, The Ghana Day Committee, local Designers, Agro-Processors, Cultural Food Suppliers and much more. This event was well attended and the drove upon drove of attendants experienced rich displays of African Craft, Arts and Fashion and an extensive variety of delicious and exotic delicacies including Fufu, Yassa, Conkie, Himdasha, Jollof Rice, Mandazi, Beef Rice, Metemgee, Cook Up and much more mouth watering African dishes. This audacious event was also spiced with spirited and pulsating African drumming that created a highly cultural atmosphere outside the Guyana shop.

Emancipation or Freedom Day is observed in Guyana on August 1 every year, to commemorate the abolition of slavery in 1834. This years Emancipation celebration was extremely significant since it coincided with the 175th anniversary of Emancipation in 1838, while also being the 250th anniversary of the Berbice Rebellion which gave Guyana one of its most notorious national heroes; Cuffy. Furthermore, Emancipation 2013 is significant since it falls on the 190th anniversary of the Demerara Rebellion which was staged in 1823.



Minister of Agriculture; Dr. Leslie Ramsammy interacting with Participants of GMC's recently staged Emancipation Exhilaration 2013



## National Oversight Committee Established for the Coconut Industry



Harvested Coconuts in the Pomeroun Area

In Guyana the climate and soil conditions are very conducive for Coconuts to be commercially grown and in recent years it started to pave the way for further development of coconut based industries. This being a perennial crop has the advantage of providing permanent and sustained livelihood for many of the coconut farmers. The Minister of Agriculture being cognizant of the vast potential of this growing industry is fully committed to implementing initiatives and programs geared at achieving its fullest potential. At a recent meeting with stakeholders from the Industry, the Minister of Agriculture, Dr. Leslie Ramsammy detailed the Ministry's vision for the medium to long term and

encouraged the private sector to play a more meaningful role in the further development of this pertinent industry.

One of the outcomes of a prior coconut stakeholder consultation was for the establishment of a National Oversight Committee on the Coconut Industry (NOCCI) to assist the Ministry of Agriculture with the implementation of work programmes and providing guidance on the needs of the industry so that its full potential could be realised. The main objective of this committee is to examine industry constraints, identify possible interventions and to make recommendations for improvements and assistance for a revitalised coconut industry that would contribute significantly to rural development and agricultural incomes. One of the main goals is to attract investment to increase the output and marketing of coconut and coconut products.

During this forum GMC reiterated their commitment towards the effective marketing of coconut based products. Stakeholders were encouraged to work with the Marketing Team in this regard and through its Guyana Shop to promote the use of coconut and coconut based products. GMC will continue to collaborate with members of the private sector so as to better respond to market needs and the evolving nature of the industry, promote and facilitate the launch of new value added coconut products and assist in promoting cost-effective production solutions, and address stakeholders concerns as it relates to marketing.

Guyana's Coconut Industry continue to be a very promising industry that's why the government, through the Agriculture Ministry is taking notable steps in developing the industry as its relates to increasing production capacity and enhancing quality. Guyana has already started to collaborate with the Food and Agriculture Organization (FAO), the Inter-American Institute for Cooperation on Agriculture (IICA) and the governments of Brazil and Mexico to develop the industry.

Coconut production relies heavily on Guyana's comparative advantages in terms of abundant land, adequate water supply and affordable labour. It delivers a wide variety of products, including coconut water, coconut oil, coconut milk and dried coconut, which are all in demand regionally and internationally.





# Agro- Marketer Newsletter



Volume 3, Issue3

August, 2013



## 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)






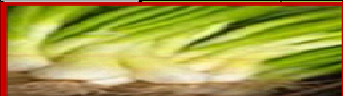


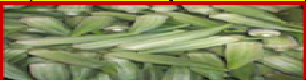
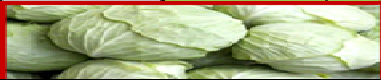




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## AVERAGE RETAIL PRICES OF PRODUCE FOR MAY, JUNE & JULY 2013 AT THE MAIN URBAN MARKETS

ROOT CROP									
	UNIT	BOURDA RETAIL			STABROEK RETAIL MARKET				
		2013-05	2013-06	2013-07	2013-05	2013-06	2013-07		
CASSAVA	\$/KG	191	150	135	182	147	117		
EDDO	\$/KG	220	191	184	211	165	171		
PLANTAINS	\$/KG	337	279	289	336	248	265		
SWEET POTATO	\$/KG	173	165	151	176	142	133		
YAM	\$/KG	544	572	363	570	352	506		
GINGER	\$/KG	1298	1100	1907	1320	1223	1485		
CONDIMENTS & SPICES									
	UNIT	BOURDA RETAIL			STABROEK RETAIL MARKET				
		2013-05	2013-06	2013-07	2013-05	2013-06	2013-07		
CELERY	\$/KG	656	847	963	733	814	915		
ESCHALLOT	\$/KG	460	587	515	503	583	524		
PEPPER (HOT)	\$/KG	391	249	227	368	239	210		
PEPPER (SWEET)	\$/KG	620	682	673	513	655	642		
PEPPER (WIRI WIRI)	\$/PT	168	110	113	148	101	80		
VEGETABLES									
	UNIT	BOURDA RETAIL			STABROEK RETAIL MARKET				
		2013-05	2013-06	2013-07	2013-05	2013-06	2013-07		
BORA	\$/BDLS	42	42	73	43	42	43		
BOULANGER (LG)	\$/PCL	200	200	200	200	200	200		
CABBAGE	\$/KG	582	497	739	569	567	752		
CALALOO	\$/BDLS	49	48	49	48	52	55		
CORILLA	\$/KG	315	334	339	286	300	336		
CUCUMBER	\$/EAC	38	35	38	37	30	37		
OCHRO	\$/KG	259	271	236	280	264	218		
PAK CHOI	\$/RT	49	103	60	48	53	58		
PUMPKIN	\$/KG	110	115	131	115	116	115		
SQUASH (MED)	\$/EAC	156	188	155	160	167	138		
TOMATOES	\$/KG	345	623	739	336	550	675		
FRUITS									
	UNIT	BOURDA RETAIL			STABROEK RETAIL MARKET				
		2013-05	2013-06	2013-07	2013-05	2013-06	2013-07		
LIME (ROUND)	\$/EAC	27	27	28	26	23	24		
ORANGES	\$/EAC	53	56	53	49	55	46		
PAPAW	\$/EAC	515	461	409	429	393	307		
PINEAPPLES	\$/EAC	381	313	344	323	276	266		
TANGERINE	\$/EAC	0	51	44	0	50	33		
WATERMELON	\$/KG	208	304	313	197	267	279		
COCONUT (DRY)	\$/EAC	50	51	55	51	49	57		
COCONUT (WATER)	\$/EAC	153	160	160	0	160	153		





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## CONTACT US FOR MORE INFORMATION

### Guyana Marketing Corporation

87 Robb & Alexander Streets,

Lacytown, Georgetown

Tel. No: 592-226-8255

592-226-2219

592-226-9599

592-227-1630

592-225-7808

Email: [newgmc@networksgy.com](mailto:newgmc@networksgy.com)

### Guyana Shop

Tel.592-227-2006

We're on the Web at

[www.newgmc.com](http://www.newgmc.com)

[www.agriculture.gov.gy](http://www.agriculture.gov.gy)

Compiled and Edited by Hadoc Thompson

Contributing Team:

Marketing Officers of Guyana Marketing Corporation