



# Agro-Marketer Newsletter

Volume 1, Issue 3

December, 2011



## FOOD AND NUTRITION SECURITY STRATEGY FOR GUYANA

Minister of Agriculture Robert Persaud has made an appeal to Agricultural Stakeholders including farmers, processors, distributors and exporters to display greater pride in the way they conduct activities in the Agriculture sector; making it a world-class model and a larger contributor to national prosperity and opportunities. Minister Persaud urged patrons to embrace the Grow More Food Campaign. He stated this would not only increase food production, but reduces food prices which in turn would sustain food and nutrition security in Guyana.



Minister of Agriculture, Robert Persaud addressing the gathering at the launch of Guyana's Food and Nutrition Security Strategy

Minister Persaud was at the time delivering the feature address at the launch of Guyana's Food and Nutrition Security Strategy, in the compound of the Agriculture Ministry on Saturday 15<sup>th</sup> October 2011.  
Con't on Pg. 2

## NEW FOOD SAFETY MODERNIZATION ACT - IMPACT ON EXPORTERS

The New Food Safety Modernization Act (FSMA) has a significant focus on improving the safety of imported food to the United States of America. Following a number of food-borne illness outbreaks in recent years, some of which were traced to foreign sources, the U.S. government has turned its attention to food importers and foreign producers of food for U.S. consumers. The legislation raises the bar for entry of product into the U.S. with additional minimum requirements and the ability to require certifications for certain types of imported food. Exporters to the U.S. face strict new government oversight from this recently passed food-safety bill. Companies that export food to the U.S. will also face several new requirements that could transform their operations.

Con't on Pg. 4



FDA Officials inspecting packages imported to the United States of America

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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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## FOOD AND NUTRITION SECURITY STRATEGY OF GUYANA

The launch was meant to coincide with the eve of World Food Day, which was observed on Sunday 16<sup>th</sup> October 2011 under the theme of the United Nations Food and Agriculture Organization, “*Food Prices: from Crisis to Stability*”.

The Ministry of Agriculture has been aggressively driving the food nutrition and security initiative and has recently undertaken the drafting of a Food and Nutrition Security Ten Year Strategy document. Given the varying dimensions of food security and nutrition security a collaborative effort between the miniseries and NGO’s with specific mandates in these areas was necessary. It should be noted that many ambits of the food security plan are already being implemented. The Food and Nutrition Security Ten Year Strategy offers opportunities for a wider range of national stakeholders to play a more prominent role in combating hunger and food insecurity.

### Schematic Presentation of Strategy Framework- Overall Goal, Goals & Objectives

**Overall Goal:**  
*To improve the health and well-being of all persons living in Guyana through enhance Food and Nutrition Security*

#### GOAL 1

*To facilitate sustainable and stable employment-generating opportunities that would increase availability of and accessibility to food, especially among vulnerable groups.*

#### GOAL 2

*To Promote Information, Education and Communication / Dissemination systems for use and consumption of healthy foods for increased nutrition of all Guyanese and especially vulnerable groups*

#### GOAL 3

*Promote increased institutional coordination and functioning for improved food and nutrition security.*

#### OBJECTIVES

1. *To enhance the production and availability of quality non-traditional agricultural commodities for domestic consumption and export markets.*
2. *To facilitate the marketing (storage and distribution) of quality and safe food for domestic consumption and exports.*
3. *To enhance employment opportunities and access to food among non-agricultural vulnerable groups*
4. *To reduce rural and urban poverty*
5. *To reduce the vulnerability/risk to natural disasters and other 'shocks', in particular coastal flooding*

#### OBJECTIVES

1. *To assure foodsafety and quality control through the introduction of appropriate institutional and legislative framework.*
2. *To promote hygienic and safe food practices and by food processors, food handlers and consumers*
3. *To improve dietary and nutritional practices at the household level (including proper dietary maternal and child care practices)*

#### OBJECTIVES

1. *To establish effective mechanisms to facilitate inter-sectoral dialogue on critical issues impacting food and nutrition security;*
2. *To improve knowledge base of food security concepts and issues increased at senior public sector and relevant civic organization and non-governmental organizations levels;*
3. *To establish effective coordinating of programmes and monitoring mechanisms.*



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## FOOD AND NUTRITION SECURITY STRATEGY OF GUYANA

Representative of the Inter-American Institute for Cooperation on Agriculture (IICA), Ignatius Jean, said the observance of World Food Day should serve as a reminder that people should not take the availability of food for granted; but should consider whether there is enough food for all the people all the time, and whether it was enough for healthy living. Mr. Jean went on to add that Guyana has a key role to play, that of not only meeting its own needs but also the needs of the region, because of its natural endowment of abundant land and water.



Local food producers participate in the launch of Guyana's Food and Nutrition Security Strategy

Bobby Gossai, an analyst in the Ministry of Agriculture, disclosed that work on the strategy began one year ago, and consultations began back in January. Mr. Gossai urged Agricultural stakeholders to pay attention to what is happening worldwide with food prices. He said this strategy would be monitored and reinforced with a view to ensuring that its outlines are delivered.



Minister of Agriculture, Robert Persaud presents a certificate of appreciation to one of the stalwarts in food production in Guyana.

Additionally, Minister Persaud indicated that this ten-year strategy is aimed at stimulating greater food security, while increasing food production, is a proactive plan that is directed at improving the food situation of a country and its populace. It targets specifically populations that are faced with food insecurity. Minister Persaud went on to state that while Government has succeeded in eradicating hunger, despite the constraints it oftentimes faced; it is one of a few countries within Latin America and the Caribbean that can boast of achieving the Millennium Development goal (MDG), of eradicating hunger.

He added that while this has been achieved, it is important that society be reminded of past experiences and to not be complacent.





## NEW FOOD SAFETY MODERNIZATION ACT - IMPACT ON EXPORTERS

Under the FSMA, passed in January, all entities that are producing, handling, transporting, exporting, importing or distributing food to the U.S. must plan, test and document their food safety controls to ensure that they not only meet the FSMA but all other FDA requirements. New *importer verification requirements* place the accountability for the safety of food on importers. However, FSMA also allows the creation of a program to enable expedited entry for those who have proven compliance with U.S. laws and regulations.

One of the most noteworthy requirements is the development of *a food safety plan*, which requires companies to conduct a risk analysis of the facilities and plants to minimize and prevent the occurrence of any hazardous material from entering into the product.

Moreover, the new law grants the FDA legal access to company records, such as the food safety plan, licenses and supply system documents.



Goods at War on American Soil

### Minimum Requirements for Entry

Several provisions in FSMA raise the standards for all registered facilities (*domestic and foreign*) and these will become an important hurdle when it comes to exporting food to the U.S. Foreign facilities that produce, manufacture, hold, pack or distribute food will have to comply with registration requirements, increased U.S. FDA access to records, conducting hazard analysis and implementing preventive controls, performance standards, implementing product tracking systems and increased recordkeeping provisions, and implementing mitigation strategies for intentional adulteration. It will be important for exporters to understand these new requirements for registered facilities as they will face additional accountability for ensuring the safety of food they export to the U.S. under FSMA.

### Additional considerations

In addition to paying fees to cover recall orders and participate in the voluntary qualified importer program, the new legislation gives FDA the authority to collect fees to cover reinspection-related costs for any importer that requires a second visit from FDA following an inspection. FSMA also includes changes to the current prior notice. Within 180 days of enactment, importers will be required to disclose to FDA if the food offered for import was refused by any other country as part of the prior notice requirements.

While the certification requirement is already enacted, local exporters should closely monitor the implementation of the legislation. FDA has signaled that implementation of the legislation will be a collaborative process with industry. Staying ahead of the changes will be important – as regulations and programs are developed, local exporters should be making changes to ensure they will be able to participate in the new programs and take advantage of the “*Green Lane*” as soon as possible.

[Click here for additional information on the New Food Safety Modernization Act](#)



## AGRICULTURAL COLD STORAGE FACILITY AT CHIDDI JAGAN INTERNATIONAL AIRPORT

The Government of Guyana through the Ministry of Agriculture in collaboration with Laparkan and in conjunction with USAID/ Supply Chain Management System, former President Bush's Emergency Plan for AIDS Relief (PEPFAR) and USAID/ Guyana Trade & Investment Support commissioned Guyana's first modern cold-storage facility at the main port of entry, the Cheddi Jagan International Airport.

This state of the Art cold storage facility's operating procedures were established with the exporter in mind. The facility reduces lag time between flight check-in and departure more importantly it increases the shelf life of perishable cargo including fresh fruits and vegetables by ensuring that the cold chain is not lost during the exportation process. The facility comprises five storage containers - four 40ft and a single 20ft.



Cold Storage Facility at Chiddi Jagan International Airport

Some other pertinent features of this facility include:

- Pre-checking and storage of perishable cargo between the hours of 8:00 am to 4:00 pm
- Customs and security checks can be done prior to flight check-in.
- Security and customs escort to and from Cold Storage Facility.
- Cargo is secured under the watch of customs, your respective airline carrier, CANU and airport authorities and thereafter released under escort supervision directly to the aircraft closer to flight time.

The Ministry Of Agriculture and Laparkan's involvement in this project stems from its fervent commitment to fuel the growth of non-traditional exports. At present, Laparkan operates three air cargo flights per week making the cold storage facility even more convenient.

In the past, exporters stored their perishables in refrigerated trucks outside the airport awaiting the aircraft. Now with the introduction of this facility the entire process is more structured and convenient. Exporters can now bring their agriculture products to be stored at the facility, whether it



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## AGRICULTURAL COLD STORAGE FACILITY AT CHIDDI JAGAN INTERNATIONAL AIRPORT

is going on a passenger or cargo carrier. Exporters could also cumulatively store items at the facility and then shipped them off.

Additionally, this facility will significantly assist in improving the Post Harvest Management of Non-traditional Agricultural commodities since it compliments the Cold Storage Facilities offered by the Guyana Marketing Corporation at both of their Agro-Packaging Facilities where 2 Cold storage reefer containers are housed. All agro-exporters can use this facility regardless of their service provider; be it AMRIJET, Caribbean Airlines, Laparkan, etc.



The Interior of one of the Reefer Containers now available at the Airport

# ATTENTION \* ATTENTION \* ATTENTION

## REFRIGERATED TRUCKING SERVICE

*The Ministry of Agriculture through the Guyana Marketing Corporation introduces a new Refrigerated Trucking Service to provide farmers and exporters with the required transport for their produce from one location to another.*



## 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 website a useful resource for information on proper post harvest handling, packaging, marketing and exporting.*

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



**For More Information contact The Guyana Marketing Corporation**

**Tel: (592) 226-8255 ; 227-1630, 225-5429, Fax: 227-41 14**





## GMC EXPANDING MARKET BASE OF LOCAL AGRO-PROCESSOR

The Guyana Marketing Corporation being cognizant of the fact that attracting and securing new and innovative markets for local Agro-processed products is vital for the development of the local Agro-Processing Industry. It is of paramount importance that local Agro-Processors develop the ability to maintain markets for their line of products. This is achieved through careful assessment of the marketing opportunities and target markets for Agro-processed products through intelligence gathering of consumers and Competitors. Hence, one critical service that is provided by the Guyana Marketing Corporation is the collaboration with stakeholders including farmers, in the development of Agri-Businesses to realize their full potential.

Members of the association were trained in pertinent areas including marketing, packaging and labeling, as well as food safety. Technical support for this training was facilitated by the VSO and the New Guyana Marketing Corporation. This Association was established in January of 2002 with a mission that states, "Creating meaningful employment for women in our community, improving their skills, knowledge and income to alleviate poverty". The main activities of this company

include processing of fresh agricultural products such as Carambola, cashew, peppers, mangoes and cherries to produce preserved fruits, Seasoning Sauces, Pepper Sauces, etc.

In a direct effort to not only link but secure new markets for the Pomeroun Line of products marketing officers attached to GMC arranged meetings with the managers of the leading Supermarkets in Georgetown including Nigel's, Mattai, Budget, Forgerty's, Survival, etc and senior representatives from the Pomeroun Women's Association; Vice chairman; Ms. Rosamund Benn & Chairman; Ms.

Thelma Ms. Best. These women indicated that assistance was need for them to tap into new markets locally.

During these meetings arranged by GMC, products produced under the Pomeroun brand were showcased. Managers upon inspection of the products indicated how impressed they were with the high quality and general presentation of the products, making specific reference to expiration dates and bar codes. Moreover, managers were so impressed with the Pomeroun Line that they all placed orders for every product showcased. Additionally, managers stated that if Ms. Benn & Ms.



Pomeroun Line of Products



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## GMC EXPANDING MARKET BASE OF LOCAL AGRO-PROCESSORS

Best could provide a continuous supply of the Pomeroon line shelf space would not be a problem.

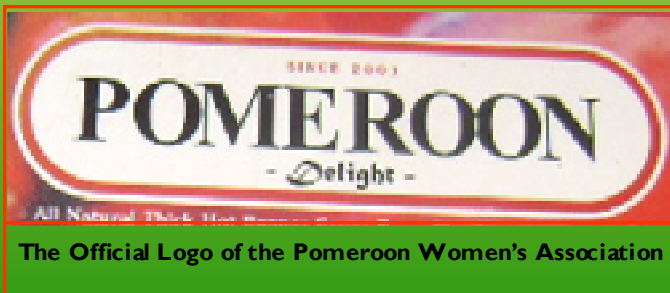
Further, Ms. Best expressed thanks to GMC and stated how impressed she was with the smooth and organized way their entire trip to Georgetown was executed. She went on to state that the Marketing Officer who organized the meetings was present throughout the entire trip; "He even organized meetings with several stall owners and venders in the local markets for us and they all wanted to buy our products." Ms. Best went on to state, "The Pomeroon Brand could now be found in not only the shelves of leading Supermarkets in Georgetown but in the local markets as well; all because of GMC's intervention.



Several Members of The Pomeroon Women's Association



Members of the Pomeroon Women's Association Processing Pepper for their famous Pepper Sauce.



# www.newgmc.com

\*\*\*\*\*A useful resource for doing business with and from Guyana, in the non-traditional agricultural sector: fresh fruits & vegetables and processed agricultural products.\*\*\*\*\*





## AGRO-PROCESSING TECHNOLOGY

In this quarters edition of Agro-Processing Technology we will continue to focus on the Crops selected by the Ministry of Agriculture’s Agriculture Diversification Strategy. The four crops selected under the administration’s Agricultural Diversification Strategy as you know are pineapples, peppers, pumpkins and plantains also known as the 4P’s. The 4P’s have been identified to have great potential for cultivation and export which will lead diversification in Guyana.

In this article, we will be focusing on ***ADDING VALUE TO PUMPKINS***. Pumpkins are grown commercially for local consumption and for export. The main Regions of production are Region 3 & 4. Other Regions producing Pumpkins are 1, 2, 5, & 6.

### PUMPKIN JAM

INGREDIENTS	AMOUNTS	PROCEDURE
Pumpkin Sugar	2.27Kg	Peel, remove seeds and cut Pumpkin into cubes
Sugar	1.6Kg	Bring Water to a boil then add Pumpkin cubes, boil until tender
Water	265ml	Add sugar with spices, stirring continuously until sugar dissolves and the mixture is creamy
Lime Juice	22.5ml	Add Lime juice and stir frequently until a jam like viscosity is obtained
Spices	To Flavor	Allow to cool, then pack in sterilize jars/containers

**SHELF LIFE - 9 Months**



## NON-TRADITIONAL FARMERS PRODUCTION DATA KEY TO BOOST EXPORTS

The Ministry of Agriculture Through the Guyana Marketing Corporation is placing significant emphasis on the development of more strategies that will provide farmers with better marketing information to increase not only production, but productivity and agricultural exports from Guyana. One of these strategies is the improvement of an existing detailed Farmers Database that would host comprehensive amounts of Production Data including full contact details for farmers, Crops under cultivation, Intended date of Harvest, Expected production, etc.

Additionally, this data would be of significant importance to GMC since it informs the agency on the types of crops available, amount and locations, hence enabling the Corporation to better advice buyers and create supplementary market linkages with farmers and other producers.

Recently Marketing Officers attached to GMC visited the Parika Back, Ruby and Luluini areas in a direct effort to document the Production data of the Cash Crop Farmers. During these visits Marketing Officers had first hand exposure as to the state of production in these respective areas. Additionally, farmers were encouraged to take-on a more market-driven approach with regard to production so that there will be guaranteed markets for their crops. They were also urged to diversify and explore the cultivation of other crops especially those which are in high demand on the local and international markets.



This Ruby Farmer's Production Data was documented and would now be entered into GMC's Farmers Database



Marketing Officers visited this Luluini Farmer to Document his Production Data.



Marketing Officer Documenting this Ruby Farmer's Production Data.



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## NON-TRADITIONAL FARMERS PRODUCTION DATA KEY TO BOOST EXPORTS

The Ministry implemented numerous training programmes geared at increasing farmers' capacity. Farmers were trained in areas including Marketing, Exportation and Post Harvest Management of Crops. The effects of these trainings were evident when Marketing Officers visited Laluni. There farmers were seen using stackable/collapsible plastic crates to transport their produce. Farmers stated that the use of plastics crates significantly reduced damages to their produce during transport enabling them to receive a better price for their produce. According to these farmers this knowledge was gained at one of the Ministry's Training sessions on Post harvest Management of Crops in the area.



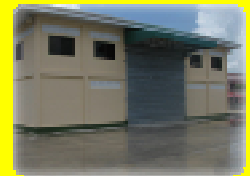
The use of Stackable/ Collapsible Plastic Crates when transporting these Cherries from a farm in Laluni.

### \*\*\*\*\* 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

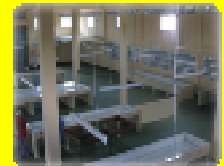
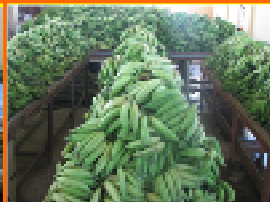
Central Packaging Facility  
National Exhibition  
Complex,  
Sophia  
Tel.: 219-0085

#### 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





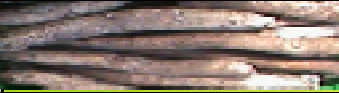


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## AVERAGE RETAIL PRICES FOR PRODUCE FOR OCTOBER, NOVEMBER & DECEMBER 2011 AT THE MAIN URBAN MARKETS

Root Crops										
Item	Unit	Bourda Retail			Stabroek Retail					
		Oct	Nov	Dec	Oct	Nov	Dec			
Cassava	Kg	236.5	248	220	227.33	220	212.67			
Edda	Kg	150.33	141	142.85	130.17	125.58	119.17			
Ginger	Kg	1019.33	862	823.17	966	870.83	729.67			
Sweet Potato	Kg	168.67	162	165.92	144.83	147.58	157.67			
Yam	Kg	638	592.43	602	484	506	504.17			




  

Condiments & Spices										
Item	Unit	Bourda Retail			Stabroek Retail					
		Oct	Nov	Dec	Oct	Nov	Dec			
Celery	Kg	1380	1430	1320	1476	1384.17	1365.83			
Eschallot	Kg	205.33	412	372.17	199.83	315.33	328.17			
Hot Pepper	Kg	352	336	323.58	322.67	295.17	212.67			
Wiri Wiri Pepper	Pint	113.64	103	120	95	103.33	97.71			

Vegetables										
Item	Unit	Bourda Retail			Stabroek Retail					
		Oct	Nov	Dec	Oct	Nov	Dec			
Bora	\$/BDS	35.39	35.9	43.86	69.59	36.97	38.5			
Boulangers	\$/PCL	108.33	100	100	100	108.33	100			
Cabbage	\$/KG	410.67	326.67	265.83	401.96	320.83	249.33			
Calaloo	\$/BDS	45.44	51.52	51.75	37.31	47.04	38.71			
Corilla	\$/KG	308	302	273.17	316.8	294	231			
Cucumber	\$/EAC	34.67	32.09	30.58	34.13	30.77	26.29			
Ochro	\$/KG	199.83	196	187.92	187	185.17	176			
Pak Choi	\$/RT	45.5	46.92	57.33	39.92	44.17	38.51			
Pumpkin	\$/KG	93.5	170.27	144.83	87.54	132.92	122.83			
Squash - med	\$/EAC	176	175.56	158.33	178.33	156	130.3			
Sweet Pepper	\$/KG	770	650	1065.17	750	696.67	990			
Tomato	\$/KG	905.67	591.8	509.67	837.83	487.38	452.83			

Fruits										
Item	Unit	Bourda Retail			Stabroek Retail					
		Oct	Nov	Dec	Oct	Nov	Dec			
Lime	\$/EAC	18.17	27.18	32.03	17.92	19.39	21.71			
Orange	\$/EAC	40.91	33.08	32.36	37	32.21	28.92			
Papaw	\$/EAC	428.06	411.97	417.22	374.57	321.67	260.83			
Pineapple	\$/EAC	295.83	306.82	300	284.23	235.28	226.39			
Watermelon	\$/KG	216.33	165	147.58	211	156.75	151.71			
Coconut - Dry	\$/EAC	56.36	55	52.5	52.27	59.58	56.25			
Coconut - Water	\$/EAC	120	120	120	120	120	120			



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