



Agro-Marketer Newsletter

Volume 3, Issue 1

July, 2012



Guyana to play leading role in the eradication of Regional hunger.....

Senior representatives of Latin American and Caribbean countries participated in the 6th meeting of the Hunger Free Initiative for Latin America and the Caribbean staged in Guyana at the International Conference Centre during 12-14 July 2012.

This meeting addressed the steps taken at the national and sub-regional levels to achieve food and nutrition security (FNS) in the region. The Hunger Free Latin America and the Caribbean Initiative is a commitment from countries and organisations in the region, supported by the United Nations Food and Agriculture Organisation (FAO), with an aim to foster the conditions to eradicate hunger permanently by 2025.

Food & Nutrition Security is cross-cutting in nature, both in the factors that have an impact on it as well as in the impacts associated with it. Just as the agricultural, economic and productive model that prevails in the region has strong impact on FNS, so too does the level of development of FNS have an effect on quality of life of the population in **Con't on Pg 2**



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Guyana on Display in Barbados

All things Guyanese were on display at the recently concluded Guyana Showcase staged in Barbados. This event was held at The Caribbean Pepperpot in Christ Church on June 2nd & 3rd. This two day trade Fair and Show was held in collaboration with the **Guyana Tourism Authority**, the **Ministry**



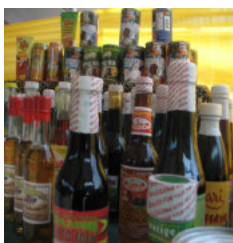
Guyanese Craft Producer at Guyana Showcase staged in Barbados

of Tourism, Go Invest and the **Ministry of Culture Youth & Sports**, and aimed at promoting Guyana as a visitor destination through the representation of its art, music, cuisine, culture, fashion and investment opportunities. Moreover, Showcase Guyana is the first of its kind to be held in Barbados and offers the opportunity to promote Guyanese goods and services as well as its tourism product. It also aimed to enhance the relationship between the two countries. **Con't on Pg 4**

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 to play leading role in the eradication of Regional hunger.....

Con't from Front Page.- terms of their employment, well being and the attainment of equitable, inclusive and sustainable social development.

President Donald Ramotar during his address to the gathering conceded that the region was rich in agriculture and possess an abundance of food. The president went on to state that it was unacceptable that more that 50 million people go to bed hungry and the region must act urgently to end this. Stressing the need for concerted action on different fronts and platforms to address the problem of hunger and malnutrition which were directly linked to the levels of poverty and inequality in Latin American and the Caribbean, the president called for greater priority attention to these issues in national, regional and international policies.

Moreover, Agriculture Minister Dr. Leslie Ramsammy called on Caribbean and Latin American countries to place emphasis on agricultural research in achieving food security. Ramsammy noted that the scope for serious research in Caribbean countries is terribly limited since most of the countries spend less than 0.1 percent of its gross domestic product in this regard. He advocated that countries carefully and aggressively pursue the potential of genomics to improve crops, introduce new crops, and generate better soil management practices. The need to pursue carefully and aggressively the potential of genomics to improve crops, introduce new crops, and generate better soil management practices were also highlighted.

Additionally, Minister Ramsammy boasted that Guyana stands out as a country where agriculture has always played an important role in its development, adding that it is a food-secured country and agricultural commodities represent more than 40% of its export portfolio.



President Donald Ramotar addressing the gathering at the 6th Hunger Free Conference staged



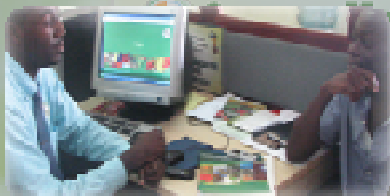
GMC's Presentation at the Hunger Free Conference staged at the National Conference Centre July 12-14/ 2012



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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.***

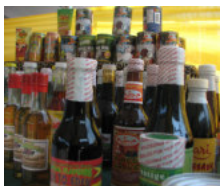
***Farmers, agro-processors, exporters and other agri-
business investors, will find this website a useful re-
source for information on proper post harvest han-
dling, packaging, marketing and exporting.***

www.newgmc.com



For More Information Contact The Guyana Marketing Corporation

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GUYANA ON DISPLAY IN BARBADOS

Con't from Front Pg..... Promoter and organizer of this event; Mr. Burchmore Simon indicated Showcase Guyana was a great opportunity to exhibit Guyana as a tourism destination, to showcase Guyanese food and drink, our goods, agriculture and culture. Business meetings were also arranged with Barbadian counterparts. Mr. Burchmore went on to state that this event is not just for Guyanese but for all to come, see and enjoy. Mr. Burchmore is also the founder of Kross Kolor records located here in Guyana.



Apart from an exhibition, sale and display of Guyanese craft and food products as well as Value Added Products were also available. Some Local manufactures of value Added Products that participated in this auspicious event included Jets Enterprise who displayed and sold their line of products including Health and Fruit Drinks, Additionally, Suria Delight was also present at this event and exhibited their product line which included Chips, nuts, Tamarind Balls, etc.

With tents filled with fashion, food and craft such as tie-dye clothing, leather shoes, dolls made out of banana leaves and trays filled with eggballs, black and white pudding, cow heel soup and dhal pourri, a mixture of locals and Guyanese and some visitors were seen milling about the event. There was also live music from some of the biggest names in the calypso arena in Guyana such as three-time Junior Calypso Monarch Tennicia Defreitas, Road March king 2012 Adrian Dutchin and Soca Monarch King 2012 Jumo Primo.



Some of the Guyanese Products on Display at the Guyana Showcase staged in Barbados



Guyana Marketing Corporation Participate at Caribbean Nutrition Day Health Fair



Marketing Officer attached to GMC addressing scores of Children attending Health Fair

The Food policy Division of the Ministry of Health hosted a Health Fair to commemorate *Caribbean Nutrition Day* which is observed annually in member countries of the Caribbean Food and Nutrition Institute (CFNI). This year it was celebrated under the Theme “*Healthy Eating and Active Living: Creating an Enabling School/Work/Community Environment*”.

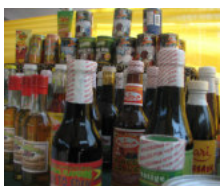
Members of the Mocha Community on the East Bank Demerara, benefited immensely from this health fair

which was staged at the Mocha Arcadia Primary School. Caribbean Nutrition Day, which is celebrated throughout the region, commenced on June 1, 2004 with the aim of making persons aware of the various health issues that plague the Caribbean.

The event comprised varying aspects of health and started off with an opening ceremony which was held inside the Primary school. Attendees were treated to poems, dances and health talks that continued when they were invited to the grounds that hosted the actual fair. The small lectures and demonstrations educated the students on how they could care for themselves. Some community members had already converged at the fair where they were also educated about health care.

The Guyana Marketing Corporation erected a Fresh Produce display that was complimented by the wide and diverse verity of Guyana’s high value Agro-Processed Products. During the fair attendees had the opportunity to be educated on the different health benefits derived from eating fresh fruits and vegetables.

Apart from the Ministry of Health’s Food Policy Division and the Guyana Marketing Corporation, several other entities were invited to participate in the fair. **Con’t on Pg. 6**



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Guyana Marketing Corporation Participate at Caribbean Nutrition Day Health Fair

They included Namilco, National Agriculture Research and extension Institute (NARI), Cheddi Jagan Dental School, Child Protection Agency (CPA), Women of Worth; Ministry of Human Services, National Aids Programme Secretariat (NAPS) and the Unit of Allied Arts. Members of the Mocha Health Centre were also on hand to provide blood sugar and blood pressure testing to interested persons attending the fair.

The Ministry encouraged all organizations to take steps to establish and promote a healthy workplace. Simple activities for workplace can include organizing wellness committees within the workplace to highlight and promote healthy lifestyles,



Ministry of Health Official educating these students on the benefits of eating healthy

having a daily challenge to increase the consumption of vegetables or fruits, conducting health assessments or presentations and providing healthy snacks for the staff members. Studies have shown that patrons are not consuming enough vegetables and fruits and these are known to provide many nutrients including vitamins and minerals; they also improve the body's overall state of wellness.



Ministry of Health Officials conducting blood sugar and blood pressure testing at Health Fair



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GUYANA MARKETING CORPORATION'S AGRO-PACKAGING FACILITIES



These Agro-Packaging Facilities 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

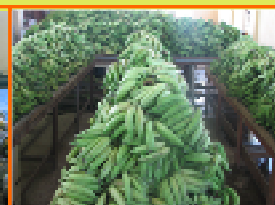
Central Packaging Facility
National Exhibition
Complex,
Sophia
Tel.: 219-0085

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

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.



For More Information contact The Guyana Marketing Corporation

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GUYANA MARKETING CORPORATION SUPPORTING LOCAL AGRO-PROCESSORS

Agro-processing can be defined best as *“a set of techno-economic activities, applied to all produce originating from Agriculture Farms, Livestock, Aqua-cultural sources and Forests for their conservation, handling and added value potential in order to allow for their usage and/or consumption as food, fiber, fuel or as industrial raw materials.”*

The Guyana Marketing Corporation is cognizant of the potential of the local Agro-Processing Industry. In the corporation's mandate to increase the export of non-traditional Agricultural produce, continues to provide pertinent support to local Agro-processors. In a direct effort to provide technical support the Agri-Business Development Officer attached to GMC; visited several local Agro-Processors at their respective establishments. During these visits the entire Agro-processing procedure was inspected and processors used this opportunity to highlight some of their challenges, general observations were conducted and recommendations for improvement were provided. Moreover, processors were briefed on strategies for expansion, marketing including labeling and packaging as well as continuous collaboration with GMC was also reiterated.

The visit to the Pandama Retreat, home of Pandama Wines was hosted by Mr. and Mrs. Warren Douglas; proprietors. Mr. Douglas explained the different fruits utilized to produce the various flavors of the Pandama Line of fine wine. Some of the crops utilized include sour sop, antidesma, cashew, rice, mango, pineapples, jamoon and carambola. The process used to produce the wine was also explained. The Pandama retreat and winery encompasses seventeen (17) acres of land.

Additionally, a visit was made to the Rajkumar Apiaries and Honey. A tour of the factory followed by a field visit at the Fort Wellington Apiary was also conducted during the visit. Mr. Ravi Rajkumar; proprietor gave an indebt explanation of the process involved in extracting honey after it is harvested from the field. He stated that apiaries are located in Fort Wellington and Laluni. The Fort Wellington's Apiary consists of eighty five hives and is seated on a twenty five acres plot of reserve. Mr. Rajkumar went on to state that apart from marketing honey, wax is also sold locally.



Mr. and Mrs. Douglas; proprietors of Pandama Wines & GMC's Business Development Officer

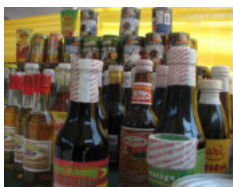
Agri



Rajkumar Apiaries and Honey line of Honey Products



Rajkumar Apiaries and Honey



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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.

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.



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.

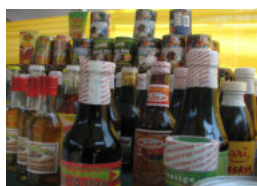
We offer this service to improve the Post Harvest Management of Non-Traditional Agricultural Produce.

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 received for produce sold.



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AVERAGE RETAIL PRICES FOR PRODUCE FOR MAY, JUNE & JULY 2012 AT THE MAIN URBAN MARKETS

ROOT CROPS



Items	UNIT	Bourda Market			Stabroek Market		
		25-May	25-Jun	25-Jul	25-May	25-Jun	25-Jul
CASSAVA	\$/KG	247.08	234.00	264.00	252.15	235.00	261.80
EDDO	\$/KG	170.92	168.00	178.20	158.23	151.00	158.40
GINGER	\$/KG	925.83	1,100.00	1,441.00	886.77	996.60	1,304.29
SWEET POTATO	\$/KG	198.28	202.00	201.30	184.46	187.00	166.10
YAM	\$/KG	458.62	488.00	481.80	451.00	459.56	475.75

CONDIMENTS & SPICES



Items	UNIT	Bourda Market			Stabroek Market		
		25-May	25-Jun	25-Jul	25-May	25-Jun	25-Jul
CELERY	\$/KG	687.50	977.78	867.78	680.17	860.20	855.25
ESCHALLOT	\$/KG	516.00	576.00	556.60	478.50	574.00	517.00
HOT PEPEPR	\$/KG	531.38	414.00	488.40	533.08	322.00	446.60
WIRI WIRI PEPPER	\$/PT	321.03	170.00	267.00	327.44	159.39	265.00

VEGETABLES



Items	UNIT	Bourda Market			Stabroek Market		
		25-May	25-Jun	25-Jul	25-May	25-Jun	25-Jul
BORA	\$/BDLS	31.56	42.50	39.49	36.81	44.17	36.44
BOULANGER	\$/PCL	153.85	163.64	170.00	157.69	154.55	160.00
CABBAGE	\$/KG	416.31	549.33	664.40	419.69	508.67	643.87
CALALOO	\$/BDLS	45.02	44.70	44.39	42.69	47.12	43.50
CORILLA	\$/KG	308.00	286.00	325.60	323.23	286.00	319.00
CUCUMBER	\$/EAC	42.71	34.85	27.41	36.41	27.50	24.33
OCHRO	\$/KG	228.46	250.00	244.20	242.00	237.00	220.00
PAK CHOI	\$/RT	38.08	60.84	59.00	39.86	54.00	55.83
PUMPKIN	\$/KG	140.10	155.00	166.65	151.88	138.00	143.00
SQUASH	\$/EAC	153.08	158.64	162.00	144.36	145.45	166.00
SWEET PEPPER	\$/KG	917.79	938.00	1,056.00	924.00	952.00	1,045.00
TOMATOES	\$/KG	274.15	430.67	613.80	280.36	342.00	616.00

FRUITS



Items	UNIT	Bourda Market			Stabroek Market		
		25-May	25-Jun	25-Jul	25-May	25-Jun	25-Jul
ROUND LIMES	\$/EAC	37.42	35.30	36.38	34.57	30.40	30.92
ORANGES	\$/EAC	48.94	47.88	44.33	51.47	50.91	44.26
PAPAW	\$/EAC	486.54	436.36	515.00	440.28	352.42	435.00
PINEAPPLES	\$/EAC	317.31	287.73	289.83	283.97	262.12	251.67
WATERMELON	\$/KG	223.38	264.00	299.20	228.46	228.80	267.14
COCONUT (DRY)	\$/EAC	54.55	48.28	57.00	53.33	51.11	54.50
COCONUT (WATER)	\$/EAC	140.00	140.00	137.14	140.00	140.00	140.00



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Guyana Marketing Corporation
Regent St. & Shiv Chandrapaul Dr.
(formerly New Garden St)
Bourda, Georgetown.

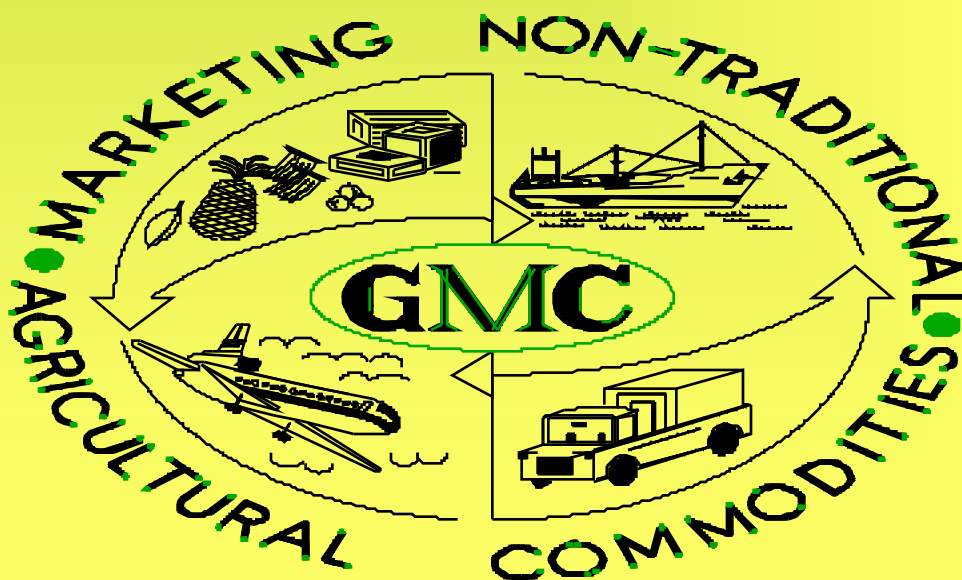
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Compiled and Edited by Hadoc Thompson



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