



Agro-Marketer Newsletter

Volume 1, Issue 2

October, 2011



EXPANDING THE GROW MORE FOOD CAMPAIGN

The Government of Guyana, through the Ministry of Agriculture successfully launched the 2nd Phase of the Grow More Food campaign on the 17th August, 2011 at the Square of the Revolution where quite a few farmers had gathered. This launch came with an

encouraging message for farmers to Grow More Food in a climate smart way and follows the prosperous implementation of the 2008/2009 grow more food campaign.

During this 2nd phase increased emphasis will be placed on climate adaptation farming methods such as drip irrigation, high ground planting and rearing, and shade houses. Additionally, various components of support will be provided to farmers including fertilizer, seeds, plants, other planting materials, breeding animals and feed. **Con't on Pg. 2**



President Jagdeo addressing farmers at the launch of 2nd Phase of Grow More Food Campaign

GROW MORE FOOD FESTIVAL LINDEN

The Ministry of Agriculture through the Guyana Marketing Corporation successfully staged Grow More Food festival- LINDEN at the Digicel-Linden/Georgetown Bus Park at McKenzie on 6th August, 2011.

This was the first of several similar festivals planned for this year and promoted Linden as a premier place for agri-business investment. This festival brought the Ministry's agencies and departments, private sector companies, input suppliers, local food manufacturers, agri-business investors, farmers' groups and organizations and consumers together to highlight agricultural projects and opportunities for Region 10. **Con't on Pg 4**



Rg. 10 Farmers selling produce at Grow More Food Festival LINDEN

Inside this issue:

EXPANDING THE GROW MORE FOOD CAMPAIGN	2 - 3
GROW MORE FOOD FESTIVAL LINDEN	3—5
BERBICE EXPO 2011	5
AGRO-PROCESSING TECHNOLOGY	6
LAUNCH OF GMC'S MARKET ENTERPRISE & INFORMATION SYSTEMS	7
AVERAGE RETAIL PRICES FOR PRODUCE	8
ESSEQUIBO NIGHTS 2011	9

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



Agro – Marketer Newsletter

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Farmers & other interested persons with plants provided by the Ministry of Agriculture at Launch of 2nd Phase of the Grow More Food Campaign

Minister of agriculture; Robert Persaud during his address informed the gathering that the concept of a Grow More Food campaign emerged out of the challenges by countries throughout the world to access food even if they were equipped with the financial means. It sought to protect Guyana by securing a stock of food at a scale that was enough, not only for its own consumption but, also for export.

The Grow More Food Campaign was launched on March 20, 2008, by Agriculture Minister Robert Persaud to increase food production in Guyana by adopting a market-led approach.

This was realized through the implementation of a plan which included the implementation of a US\$21.9M Agricultural Export Diversification Programme, the implementation of a US\$6M Rural Enterprise & Agricultural Development Programme, and increased investment in drainage and irrigation by restoring drainage to areas abandoned by farmers, and training farmers to manage the maintenance of rehabilitated structures at a cost of \$12B since 2008.

Rural farmers, agro investors, processors, exporters and all those involved in the value chain have benefited from the investments made by the government over the past five years to boost food production and attain a lucrative means of earning a livelihood.

Guyana is the only country in the southern hemisphere that is a net exporter of food, and has achieved the United Nations first Millennium Development Goal of eradicating hunger.

President Bharrat Jagdeo stated during his address that Guyana's reputation as a net exporter of food and the most vigorous in terms of security is due to the devoted interest of local farmers, who have for years been dedicating their time and energy to the sector which other countries seem to be



A section of the Crowd that attended the launch of the 2nd Phase of the Grow More Food Campaign



Agro – Marketer Newsletter

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treating with neglect.

Delivering his remarks to the farmers, the head of state assured that the agriculture sector will continue to benefit from government's support as it has been doing over the years given its vitality to the local economy.

The second phase of this pertinent campaign will be a comprehensive programme that will continue across the country with similar meetings of this kind in all regions particularly in the hinterland, coastal and intermediate areas. During these meetings fertilizers, seeds, plants, other planting materials, breeding animals and feed will be distributed to farmers and farmer groups.

The Ministry of Agriculture is committed to continually place prominence on food security and climate change by transforming agriculture and adopting practices that are Climate-smart. To ensure this, a number of production systems are already being used by farmers and food producers to adapt to climate change, and reduce vulnerability.



President Jagdeo addressing farmers at the launch of 2nd Phase of Grow More Food Campaign



Livestock Farmers receiving Pigs during the distribution at the launch of the 2nd Phase of the Grow More Food Campaign

Climate smart agriculture is agriculture that sustainably increases productivity, resilience (adaptation), reduces/removes greenhouse gases (mitigation), and enhances achievement of national food security and development goals. Hence, with the application of Climate smart agriculture Guyana's agricultural production will continue to be a source of food and a source of income.



Agro– Marketer Newsletter

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Minister Persaud addressing Crowd at Grow More Food Festival LINDEN

Presentations were also made by the Region 10 Farmers' Association that showcased and sold a wide range of products produced in the region. Additionally, the loggers' associations of the Region had prominent presences. The gathering attracted the presence of Minister of Health Dr Leslie Ramsammy, Minister of Transport and Hydraulics, Robeson Benn and Minister of Agriculture, Robert Persaud. Minister Benn congratulated Linden for a successful food festival which saw a variety of products being showcased. He also stated that this is the

perfect opportunity for children to be acquainted with the many agricultural products that Linden has to offer, thereby arousing the interest of the future generation.

Minister Persaud during his address urged Lindeners to reflect on the millions of people who are on the brink of starvation and even death, in places like Kenya and Somalia in the heart of Africa, and to consider how they treat the agricultural sector, and how they should get involved in food production. He noted that the Food and Agriculture Organization (FAO) found that Guyana, along with another country within this hemisphere, was able to cut hunger in half last year- adding that that was a proud achievement. He however said that the nation cannot become complacent- thus the decision to restart the Grow More Food festivals, as a way to remind people how important it is to stay in agriculture and to get involved in food production.

He also noted that there are tremendous opportunities in the Agricultural Sector, and as such he exhorted persons engaged in farming all across Region 10 to become involved in the 'growing opportunities' in food production.

He stated that government do not want any farmer to be left behind in the agriculture transformation, and that is why as a government will continue to invest more.



Minister Persaud inspecting some Agriculture equipment at Grow More Food Festival LINDEN



Agro - Marketer Newsletter

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Minister Persaud addressing persons during Grow More Food festival LINDEN

G\$153M in drainage and irrigation. He then pointed out that just a few days prior to the event; approximately G\$22M was approved for the people of Region 10.

Minister Persaud encouraged the gathering to look to the future, with some level of confidence and some level of optimism, and be assured that not only the Ministry of Agriculture but the entire PPPC government will continue to support the people of Region 10 as we are supporting the people all across Guyana, not only in improving their lives but more particularly in

lifting the Agricultural Sector and ensuring at the end of the day, all Guyanese as a result of the “Grow More Food Campaign” can have access to affordable food, and help feed people in the Caribbean, as we’re doing now in North America.

BERBICE EXPO 2011 - “Promoting Agro Businesses and Tourism”

The Ministry of Agriculture participated in the seventh Annual Berbice Expo and Trade Fair from July 22nd – 25th at the Albion Sports Complex. Minister of Tourism, Manniram Prashad officially launched the Expo under the theme “Promoting Agro Businesses and Tourism”. This annual event allows local industries the opportunity to develop as it enhances their image and visibility on the local and international markets.

Giving the feature address at the opening ceremony, Minister of Tourism, Industry and Commerce Manniram Prashad called the annual expo a signature event that

has developed in stature over the years as it has been highlighting the accomplishments of Berbicians, putting the county and the local investors on the map.

Minister Prashad said that events like the Berbice Expo and Trade Fair represent and demonstrate the creativity, talent and entrepreneurship of Guyanese.



Berbice Expo 2011



Tourism Minister viewing Agriculture Booth

Regional Chairman Zulfikar Mustapha called the event a celebration of Region

Six residents’ pride in their industry and that it not only serves to demonstrate the local producers’ ability but has undeniably resulted in production of high quality goods and products from the region and mostly significant investment. He also stated that Government has been doing all it can to facilitate the private sector in the region, since this sector is pivotal to the creation of wealth.



Agro– Marketer Newsletter

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AGRO-PROCESSING TECHNOLOGY

This edition of Agro-Processing Technology we will focus on one of the Crops selected by the Ministry of Agriculture's Agriculture Diversification Strategy. Under the administration's Agricultural Diversification Strategy, four crops, which have great potential for cultivation and export have been identified to lead diversification in Guyana. Various initiatives have since been pursued by the administration to push production of these crops known as the 4ps – pineapples, peppers, pumpkins and plantains.

In this article, we will be focusing on *Adding Value* to Peppers. In Guyana we possess a variety of HOT Peppers including Wiri Wiri, Bull nose , Tiger Teeth, West Indian Red, just to mention a few.

GINGER FLAVORED PEPPER SAUCE

INGREDIENTS	AMOUNTS	PROCEDURE
PEPPER	5lbs	Select good quality, firm hot peppers
SALT	1/2lb	Remove stem and wash pepper in clean water removing any dirt
GINGER	1lb	Blend pepper with 2 cups Vinegar
VINEGAR	2-1/4lbs	Add salt to mixture
SUGAR	1/4cup	Cut & chip 1lb of ginger a 1 head garlic into small pieces and blend with 1pt vinegar
OIL	1/4cup	Add sugar & mix thoroughly
GARLIC	1head	Hot cooking oil & pour it on top of pepper sauce
SHELF LIFE	12-18 MTHS	



GMC LAUNCHES MARKET & ENTERPRISE INFORMATION SYSTEM

The Guyana Marketing Corporation launched its Market & Enterprise Information System on October 7th 2011 at the Board Room of the Ministry of Agriculture. This highly interactive Market & Enterprise Information System will allow all Stakeholders in the non-traditional agriculture sector to now easily access information on the prices and availability of products on the global market.



Home Page of The Guyana Marketing Corporation's Market & Enterprise Information Sys-

Additionally, stakeholders can now access the pertinent services offered by GMC including Agri-Business Development, Crop Reporting, Promotion, etc through this Information System. More importantly, Marketing information including contacts for Agro-Processors, Farmers & Exporters are readily available. Moreover, information on Market Entry requirements for regional and extra regional countries, Trade Protocols governing trade to some countries, Market surveys and Freight Service Provider contacts is now just a click away with the introduction this Market & Enterprise Information System.

During the official launch Agriculture Minister stated that accessing data in a timely manner is very important to the business of Agriculture. Minister Persaud also stated that website will allow farmers and traders to add their details to the website to promote their businesses. From the comfort and convenience of the homes. More importantly, Minister Persaud believes that this system is crucial in facilitating export services between Guyana and other countries.

Also present at this launch were Head of the Agro-Processors Association; Mr. Rodwell Denny, several heads of departments within the Agriculture Ministry, farmers, exporters and other ministry of Agriculture staff members.






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Volume 1, Issue2




October, 2011






AVERAGE RETAIL PRICES FOR PRODUCE FROM JULY TO SEPTEMBER 2011 AT THE MAIN URBAN MARKETS

Root Crops										
Item	Unit	Bourda Retail			Stabroek Retail					
		Jul-11	Aug-11	Sep-11	Jul-11	Aug-11	Sep-11			
Cassava	Kg	170	202.67	244.12	163.9	209	236.92			
Eddo	Kg	164	178.33	148.36	141.9	148.19	132			
Ginger	Kg	880	917.4	855.56	873.4	868	909.33			
Sweet Potato	Kg	216	212	186.58	224.4	199.83	162.46			
Yam	Kg	539	536.8	586.67	512.6	503.56	426.8			

Condiments & Spices										
Item	Unit	Bourda Retail			Stabroek Retail					
		Jul-11	Aug-11	Sep-11	Jul-11	Aug-11	Sep-11			
Celery	Kg	1058.44	935	1368.89	1100	990	1430			
Eschallot	Kg	321.2	262	265.69	343.2	265.83	221.69			
Hot Pepper	Kg	826.67	622.23	406.15	792	570.17	374.85			
Wiri Wiri	Kg	201.82	160	140	199	158	97.92			

Vegetables										
Item	Unit	Bourda Retail			Stabroek Retail					
		Jul-11	Aug-11	Sep-11	Jul-11	Aug-11	Sep-11			
Bora	Bundle	26.95	36.2	47.92	27.39	35.83	58.08			
Boulanger	Parcel	200	200	200	200	200	200			
Cabbage	Kg	337.33	330	375.69	371.8	341	100			
Calaloo	Bundle	42.69	46.5	62.54	39.2	42.88	365.54			
Corilla	Kg	323.4	334.4	364.83	356.4	601.33	328.31			
Cucumber	Each	24.4	35.29	46.92	25.47	31.75	50.81			
Ochro	Kg	165.33	156	208.15	175.63	142.08	179.67			
Pak Choi	Root	47.39	46.6	58.33	45.56	48.02	58.29			
Pumpkin	Kg	156.2	124	97.17	160.6	114	87.15			
Squash - med	Each	142.22	164.07	216.36	158.75	160	161.94			
Sweet Pepper	Kg	1115.48	826.22	626.15	1210	842.6	629.54			
Tomato	Kg	587.4	620.67	839.38	561	506	624.46			

Fruits										
Item	Unit	Bourda Retail			Stabroek Retail					
		Jul-11	Aug-11	Sep-11	Jul-11	Aug-11	Sep-11			
Lime (Round)	Each	29.47	25.64	23.95	28.3	24	19.26			
Orange	Each	45.45	44.55	42.85	43	38.54	30.33			
Papaw	Each	570.83	571.21	598.72	498.33	460.61	327.36			
Pineapple	Each	300	300	290.77	302	295	221.03			
Watermelon	Kg	220	210	220	228.8	221.83	162.46			
Coconut - Dry	Each	52	54.81	48.5	54.17	65.45	52.29			
Coconut - Water	Each	125	115	114.00	110	92.5	94.50			



Agro- Marketer Newsletter

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ESSEQUIBO NIGHTS 2011

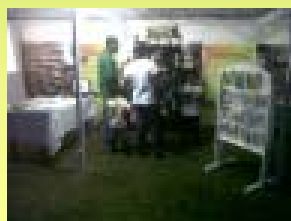
THE Regional Administration in Region Two (Pomeroon/Supenaam) staged the 9th Edition of Essequibo Nights at the Anna Regina Community Centre Ground on September 23rd & 24th. Chairman of region Two; Mr. Ali Baksh stated that in excess of 100 booths were erected at the venue to showcase farmers locally grown crops and Agro-processed from across the country.



GMC's Booth at Essequibo Nights 2011

The theme for this years event was "Made in Guyana, Grown in Guyana". Additionally, a variety of livestock, craft and services were also showcased.

This initiative, which became an annual event in the region, attracted thousands of Guyanese and overseas visitors who were thoroughly impressed with the various presentations of Ministry of Agriculture



GMC Booth at Essequibo Nights 2011

During this event farmers had the opportunity of interacting with technical officers from within the Agriculture Ministry who provided technical support to all interested.

Farmers were encouraged to work in areas, that have over the years experienced a resuscitation of growth, such as the coconut industry, cocoa, citrus, livestock, poultry, ducks, handy craft, furniture and agro processing of crops.

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.



REFRIGERATED CONTAINERS

To ensure the proper storage of produce for exportation the Guyana Marketing Corporation now has available at both of their Agro-Packaging Facilities refrigerated Containers. These refrigerated containers will significantly improve the quality of all produce stored.



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Agro– Marketer Newsletter

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