

# LINKING SMALL PRODUCERS TO SUSTAINABLE MARKETS



Presenter

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# INTRODUCTION

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- ✘ Marketing systems are undergoing rapid transformation.
- ✘ Consumers are demanding value for their money, higher quality produce
- ✘ Traditional marketing channels with sales are being replaced by coordinated links between farmers, processors, retailers and others, particularly for the export sector and for supplies to local processors and supermarkets.

# INTRODUCTION

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Efficient markets may result in higher returns to farmers as a result of:

1. Less post-harvest losses
2. Access to more consumers

On the other-hand, inefficient markets:

1. Delay growth
2. Lead to loss of interest for smallholders, which threaten their competitiveness and often their survival.



# **THE GUYANA MARKETING CORPORATION (GMC).**

## **MISSION STATEMENT**

The Guyana Marketing Corporation (GMC) facilitates and coordinates the development of quality non- traditional agricultural produce for exports.

**GMC does not purchase produce from farmers**

# ROLES OF THE GUYANA MARKETING CORPORATION (GMC).

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- ✘ Provides market and marketing information, advises on the availability of produce
- ✘ Conducts market studies for local and overseas markets
- ✘ Advises on kinds of produce that are being exported
- ✘ Facilitates training programs for farmers, Agricultural Technicians, exporters etc
- ✘ Monitors daily wholesale and retail prices from local markets

# ROLES OF THE GUYANA MARKETING CORPORATION (GMC)

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- ✘ Assists in supply sourcing for exporters
- ✘ Facilitates field visit to farms with buyers
- ✘ Develop links between farmers/ processors and buyers ( both local and exporters)

## Some Categories of Farmers' Linkages:

- Farmer to Retailers
- Farmer to Agro- processor
- Farmer to Exporters (local and overseas)



# WHAT CAN FARMERS DO TO ENSURE THIS LINKAGE IS MAINTAINED?

1. Ensure good quality produce is supplied to the market.

For example: Ensure proper post-harvesting practices

# ENSURE PROPER HANDLING OF HARVESTED PRODUCE

**POOR HANDLING: PRODUCE STACKED ON EACH OTHER**

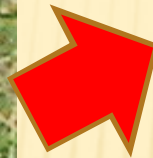


**PRODUCE PACKED IN PLASTIC CONTAINERS WHICH CAN BE TRANSPORTED IN BOATS**





# ENSURE PROPER HANDLING OF HARVESTED PRODUCE



# WHAT CAN FARMERS DO TO ENSURE THIS LINKAGE IS MAINTAINED?

2. Have a steady or consistent supply (if possible year- round supply) of produce available to the market.

## HOW????

- Having producer(farmer) groups and coordinate the planting schedule
- Establish contract/ special arrangements between farmers and buyers



# WHAT CAN FARMERS DO TO ENSURE THIS LINKAGE IS MAINTAINED?

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3. Ensure produce are properly presented to buyers

## HOW ??????

- + Ensure produce are cleaned thoroughly
- + Avoid mixing damage poor quality produce with those that are of good quality
- + Have suitable packaging materials

# CONCLUSION

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- ❖ In linking farmers to markets the development of long-term business relationships rather than support for sales must be stressed .
- ❖ No longer should farmers view markets as a one- shot transaction of getting rid of excess supplies, but RATHER as a long term sustained relationship between producers and buyers.



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# THANK YOU

## ANY QUESTIONS

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