



Agro-Marketer Newsletter

Volume 3, Issue 1

January, 2013



GUYANA SHOP SPREADS FESTIVE CHEER THROUGH SUCCESSFUL CHRISTMAS PROMOTIONS



Guyana Shop's Christmas Grocery Value Pack

Drove upon drove of customers flocked the Guyana Shop during the festive season and participated in its Grand Christmas Promotions. The Guyana Shop has always been customer oriented and management realized that during the festive season customers

needed an economical way to save money when doing their Christmas shopping. To this effect management was successful in designing and implementing various strategies geared at providing customers with the best value for their money. Customers were entitled to discounts on numerous products as well as free give-a-ways of selected items throughout the supermarket. **Con't on Pg 2**

FIRST LOCAL BRAND OF AROMATIC RICE HITS SHELVES OF GUYANA SHOP

The Guyana Marketing Corporation's Guyana Shop continues to extend the already extensive variety of Local Manufactured Products at its 87 Robb & Alexander Streets Lacytown, Georgetown location. This was evident when Minister of Agriculture; Dr. Leslie



Guyana's First Aromatic Rice

Ramsammy in the presence of a large Media contingent introduced Guyana's First Aromatic Rice to the local market. The introduction of this variety of rice was timely since it was just in time for the Christmas Season. Minister Ramsammy stated that this rice variety was developed after years of experimentation at the ministry's rice research facility located at Burma, West Coast Berbice. **Con't on Pg. 4**

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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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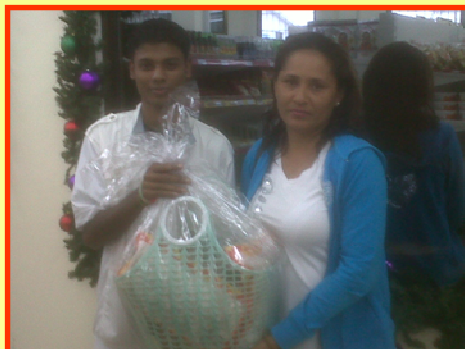


GUYANA SHOP SPREADS FESTIVE CHEER THROUGH SUCCESSFUL CHRISTMAS PROMOTIONS

Customers were also provided with *The Christmas Grocery Value Pack*; affordable decoratively rapped Gift Baskets of varying sizes comprised of an extensive variety of local condiments usually consumed or used to create dishes that are customary during this time of year.

These high quality products included Fruit Wines, Dried & Mixed Fruits, Honey, Achar, Mauby & Sorrel Concentrate, Pinacolada Mix, Cake Coloring, Cassareep, Seasonings, Sauces, Canned Coconut Cream, Coco Sticks, Vermicelli, etc. These Gift Baskets were also sold upon request to corporate companies who presented them as gifts to staff, Board members, executives and other persons of interest. During the festive season over 150 Gift Baskets were sold. Additionally, customers spending \$2,000 or more were eligible to participate in Guyana Shop's *Ultimate Christmas Promotion*. Winners received huge Christmas Hampers comprised of a diverse variety of locally manufactured products; all of which were available at the Guyana Shop. These family size hampers comprised some of the same products used in *The Christmas Grocery Value Pack* but also included flour, Wheat Mix, Canned Coconut Milk, Jam, Juices, Soy Sauce, Essence, Porridge Mix, Worcestershire Sauce, etc.

During the festive season management succeeded in boosting an already high level of customer satisfaction at the Guyana Shop. This was achieved by implementing strategies that ensured customers enjoyed the ultimate Christmas shopping experience while keeping a cost effective outlook. This was evident in the increased traffic during this period and more importantly, on the smiling faces of the numerous satisfied customers conducting their Christmas Shopping at the Guyana Shop. Although this is a remarkable achievement, management is committed to working even harder in 2013 to continue to provide customers with a shopping experience that is second to none.



Guyana Shop representatives handing over Gift Baskets to winners of their Grand Christmas Promotion



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FIRST LOCAL BRAND OF AROMATIC RICE HITS SHELVES OF GUYANA SHOP

He went on to state that the rice was harvested by a farmer in the Bengal Village of Corentyne who has 60 acres of land then packaged by the Ministry.

Rice as a food and an ingredient has been a subject of a lot of interest over the past few decades globally. As a result there has been a growing interest in the aromatic rice variety. Aromatic rice is rice with natural chemical compounds which give it a distinctive scent. Numerous varieties of rice are aromatic. However; this kind of Aromatic Rice is the first local brand. It can be used just like conventional rice for cooking, but adds a new dimension of flavor and aroma to meals.

General Manager of the Guyana Rice Development Board (GRDB); Mr. Jagnarine Singh noted that new varieties introduced are receiving favorable responses from farmers country-wide, and believes that with this variety, Guyana's rice sector stands to benefit vastly, as production will be boosted. Jagnarine noted that the aromatic rice has produced a yield of some 40 bags per acre, which is exceptional. The GRDB is currently



Guyana's Aromatic Rice on the Shelves of The Guyana Shop

sowing the first crop of that rice for 2013, through 20 farmers with five-acre plots across the country. This serves as a means of testing it on various soils.

This local variety of Aromatic Rice is sold at the Guyana Shop for an introductory price of \$260 per 1kg. This price offered to the Guyanese public is not just a deal according to Minister Ramsammy, but it brings pride to Guyana since the Ministry of Agriculture with the introduction of this variety succeeded in delivering a good Christmas Gift to all of Guyana.



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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.

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.

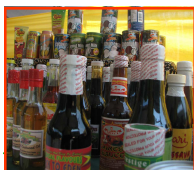
We offer this service to improve the Post Harvest Management of Non-Traditional Agricultural Produce.

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.





GMC CONTINUES TO FACILITATE FOREIGN INVESTMENT IN THE NON-TRADITIONAL AGRI-SECTOR

The Guyana Marketing Corporation continues to fulfill the essential mandate of linking local farmers/agro-processors to interested regional and extra-regional investors who are willing to interject significant amounts in the local Non-traditional Agri-Sector. This was evident when senior members of the Trinidad & Tobago Agri-Business Association (TTABA) visited Guyana in early December, 2012. The TTABA team which comprised of Mr. Neil Gosine (CEO (Ag)), Mr.



TTABA's Team in Discussion with Henvill Farm; Mr. & Mrs. DaSilva.

Robin Persaud (Director) and Mr. Sam Dowlath (Consultant) were seriously interested in meeting potential producers/suppliers of Bottled Coconut Water. The TTABA team was exploring the possibilities of sourcing Coconut Water for the Trinidadian market.

GMC's Senior Marketing Officer; Asraf Narine was assigned to the TTABA team and coordinated their entire visit and developed their itinerary which included but not limited to meetings with several leading suppliers of Coconut Water. Some of these suppliers were located in the Essequibo area; an area where a large percentage of Guyana's coconuts originate. During these arranged visits the TTABA team had the chance to meet and discuss the opportunity of sourcing Coconut Water from potential suppliers and their interest in supplying Bottled coconut water to the Trinidadian market. Additionally, the operations of potential suppliers visited were inspected to verify production as well as expansion capacity.

One of the local suppliers/producers of Coconut Water visited by the TTABA team was Henville Farms located at Pomeroon, Essequibo. Proprietors of this establishment; Mr. Henry DeSilva and Mrs. Velma DeSilva explored the possibilities of engaging in a business relationship with TTABA. TTABA reps were pleased with the operations of Henville Farm especially with the proprietors willingness to expand their operations once the demand increases.



Local Coconut Water



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In an effort to familiarize TTABA's team with some of the logistics involved in transporting and storage of coconut water from Henvill Farm to Georgetown, a visit was arranged to Parika. During the visit TTABA's team had the opportunity to visit; the Parika Stelling (Wharf) and see the Ferry in Operation, the Parika Agro Packaging Facility and the Cold Storage at the same facility. On completion of TTABA's visit to the shores of Guyana the representatives expressed how impressed they



Coconut plot in the Pomeroun

were with some of the operations they inspected and confirmed their optimism with respect to sourcing Coconut Water from the Land of Many Waters.

*******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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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 web-site a useful resource for information on proper post harvest handling, packaging, marketing and exporting.

Welcome to the website of the Guyana Marketing Corporation (GMC).

provides marketing services to stakeholders in the non-traditional agricultural sector.

Did you know?

We hope you find it a useful resource for doing business with, and from Guyana, in the Non-Traditional Agricultural Sector: fresh fruits & vegetables and processed

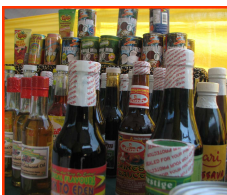
...that agricultural field notes



www.newgmc.com



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LOCAL AGRO-PROCESSORS INTEGRATED IN GUYANA SHOPS CHRISTMAS PROMOTIONS

Local Agro-Processors continue to benefit significantly from avenues provided by the Guyana Shop. During the festive season local Agro-Processors were included in a comprehensive Promotional Program implemented by the Guyana Shop. A successful and interactive Tasting and Sampling promotion was staged during this period. This promotion was designed to build awareness while simultaneously generating sales for participating Agro-processing companies.

These companies included NAMILCO; who distributed an extensive variety of their flour products including Whole Wheat & Whole Grain Bread, Polourie, Wheat up, Porridge, etc. Also participating in this grand promotion was Pandama Wines who distributed samples of their full line of high quality fruit wines which included Sorrel, Communion, Passion Fruit, Jamoon, etc. The proprietors of Jets Products also participated in the promotion. They manufacture a variety of fruit drinks, fruit concentrates and health drinks. All of which were available to customers of the Guyana Shop. Additionally, customers were also provided with actual Pepper Pot made from Pepper Pot sauce manufactured by Savory Products. A vegetarian sample was also provided by the proprietress to the customers.

The convenient location of the Guyana Shop; a stone throw away from the Bourda Market, saw participating Agro-Processing companies capitalizing on the increase in traffic generated by the Guyana Shop during the festive season. This increase in traffic was attributed to a well designed promotional plan executed by the management



Manager Guyana Shop, Happy Customer & Proprietor of Savory Products



Manager of the Guyana Shop & Proprietors of Pandama Wines



Customer of the Guyana Shop enjoying samples from Local Agro-Processors



LOCAL AGRO-PROCESSORS INTEGRATED IN GUYANA SHOPS CHRISTMAS PROMOTIONS



NAMELCO representatives distributing a verity of Samples at the Guyana Shop



Ms. Warner of Jets Products during the Tasting & Sampling Promotion at the Guyana Shop



Satisfied customer enjoying samples of local fruit Drinks




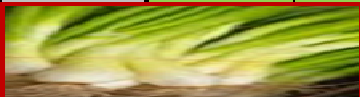


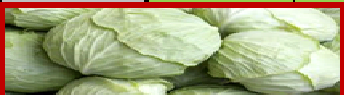




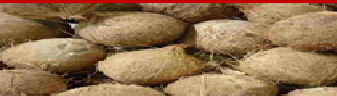
of the Guyana Shop. Management was successful in providing the *Ultimate Christmas Shopping Experience* to customers; comprising of numerous discounts on selected products, give-a-ways, Grand Christmas Raffle and a customer service that's second to none.

Participating Agro-Processors were able to exploit this lucrative opportunity which resulted in local processors being able to differentiate their products from their imported competitors. This resulted in increase visibility and brand awareness with customers.

Moreover, this promotion enabled participating processors to see the consumption rate; the average quantity of a product used by consumers in a given time period, increase considerably. Several participating companies used this golden opportunity to introduce new/improved products to the public. Ultimately, participating processors were able to increase their respective market segments by not only attracting but satisfying new customers through this medium made available by the Guyana Shop.

Customers shopping at the Guyana Shop during the festive season were able to sample a verity of dishes usually consumed during the festive season. These dishes were made form local Agro-processed products or Agro-processed products were a key ingredient in creation of the final dish.

AVERAGE RETAIL PRICES OF PRODUCE FOR OCTOBER, NOVEMBER & DECEMBER 2012 AT THE MAIN URBAN

Root Crops									
	UNIT	Bourda Retail			Stabroek Retail				
		2012-10	2012-11	2012-12	2012-10	2012-11	2012-12		
CASSAVA	\$/KG	282	278.67	273	264	248	259.6		
EDDO	\$/KG	168	167	171.33	154	171.77	158.4		
GINGER	\$/KG	1265	1150.6	1386	1332.22	1137.4	1310.83		
SWEET POTATO	\$/KG	179	199	194	166	170.5	195.8		
YAM	\$/KG	572	646.8	628	534	559.78	611.6		
Condiments & Spices									
	UNIT	Bourda Retail			Stabroek Retail				
		2012-10	2012-11	2012-12	2012-10	2012-11	2012-12		
CELERY	\$/KG	1386	1727	1540	1512.5	1714.17	1595		
ESCHALLOT	\$/KG	750.44	626	566	774.4	671	616		
PEPPER (HOT)	\$/KG	1254	1280	1302	1338	1227.6	1236.89		
PEPPER (WIRI WIRI)	\$/PT	352.73	420	385.45	366.36	415	372		
Vegetables									
	UNIT	Bourda Retail			Stabroek Retail				
		2012-10	2012-11	2012-12	2012-10	2012-11	2012-12		
BORA	\$/BDLS	43.13	45.15	58.55	40.58	44.54	35.5		
BOULANGER (MED)	\$/PCL	190.91	181.82	204.55	181.82	162.5	172.22		
CABBAGE	\$/KG	814	788	544	812	761.44	552.2		
CALALOO	\$/BDLS	48.18	47.73	46	49.55	47.21	48		
CORILLA	\$/KG	412	344	286	410	318	297		
CUCUMBER	\$/EAC	38.56	22.55	31.27	36.44	22.08	33.2		
OCHRO	\$/KG	246	187	202	248	177.83	204.6		
PAK CHOI	\$/RT	55.3	49.55	48.05	53.94	49.99	48.82		
PUMPKIN	\$/KG	133	224.4	207	142	201	207.78		
SQUASH (MED)	\$/EAC	226.67	196.36	170	228.18	190	171		
PEPPER (SWEET)	\$/KG	1067	867.78	1040	1066	910.8	1089		
TOMATOES	\$/KG	722	640.67	495.33	703.33	632.5	473.73		
Fruits									
	UNIT	Bourda Retail			Stabroek Retail				
		2012-10	2012-11	2012-12	2012-10	2012-11	2012-12		
LIME (ROUND)	\$/EAC	41.67	33.12	29.05	28.82	24.93	28.06		
ORANGES	\$/EAC	43.83	161.27	33.14	41.4	35.29	31.6		
PAPAW	\$/EAC	515.15	510.91	513.64	440	445.83	445		
PINEAPPLES	\$/EAC	383.64	391.82	364.33	353.03	230	316.67		
WATERMELON	\$/KG	281.6	202	171	282	214.5	178.2		
COCONUT - DRY	\$/EAC	52	51.5	51.36	50.45	50	51.25		
COCONUT-WATER	\$/EAC	140	140	140	140.00	140.00	140		



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