



# Agro-Marketer Newsletter

## AGRICULTURE MONTH 2013 EDITION



### Guyana Proud Hosts of 12<sup>th</sup> Caribbean Week of Agriculture

The 12<sup>th</sup> Caribbean Week of Agriculture was proudly hosted by Guyana under the theme “Linking the Caribbean for Regional and Nutrition Security and Rural development.” This event proved to be a celebration of Regional Agriculture and was staged during the period of October 4 – 12, 2013 at the National Conference Centre. It was conceptualized by the Inter American Institute for Cooperation on Agriculture (IICA) as a facility to place agriculture and rural life on the “front burner” of regional integration activities and in doing so enables the key decision-makers in the public and private sectors to better acknowledge the importance of agriculture and rural life to the economic, social and environmental stability of the region. This also enabled the major stakeholders in agriculture and related sectors to have an opportunity to dialogue and forge a common vision for the repositioning of agriculture and the enhancement of rural life. *Con't on Pg 2*



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### About this Newsletter

This newsletter is a bimonthly 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.

### Guyana Shop ushers in One Year Reopening with A Bang

Guyana's only one stop Supermarket where everything shelved is manufactured locally; the Guyana Shop celebrated its one year anniversary with a Mini Exposition for local Agro-Processors outside its doors at its Robb and Alexander Street Location. This event was testimony of commitments made to local Agro Processors to provide more opportunities for them to generate more awareness and publicity for their respective product lines. This even followed in the wake of several promotions that were similar in nature and succeeded in generating more awareness and sales for local manufacturers. *Con't on Pg 3*



Customers in the Guyana Shop during its One Year Re-opening Anniversary Celebration

## Increasing the Export of Non-Traditional Agriculture Produce

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### Guyana Proud Hosts of 12<sup>th</sup> Caribbean Week of Agriculture

Some of the events of this year's edition of CWA included several meetings with the Council for Trade and Economic Development (COTED) on Agriculture, the Organization of Eastern Caribbean States (OECS), the Caribbean Regional Fisheries Mechanism (CRFM) and the Caribbean Agricultural Research and Development Institute (CARDI).

Some of the events of this year's edition of CWA included a COTED Ministerial Meeting for Ministers of Agriculture, the Ministerial Caucus of Ministers of Agriculture for the Organization of Eastern Caribbean States (OECS) and a meeting of the CRFM. The Ministry of Agriculture also took participants on field visits to agricultural sites of interest which showcased some of Guyana's agriculture. Among the places visited were the Santa Fe in Region 9, the Guyana Shop and the Hope Canal, and open days at the Guyana School of Agriculture and the Mahaica/Mahaicony/Abary drainage scheme.

Additionally, workshop discussions were also conducted during the CWA observance and focused on; Monitoring and Managing Pest Populations Under a Changing Climate, Development of the Coconut Industry in the Caribbean, Implementation and Mainstreaming of Regional Fisheries Policies, as well as the Cost of Production, and Livestock.

The event also featured a three-day Agricultural Exhibition which featured participation of groups from various countries in the Caribbean and Canada. The Guyana Marketing Corporation through its Guyana Shop participated by erecting a breath taking fresh produce display which was complimented by a Value Added presentation comprising solely of local Agro-Processed products.



Some students in the GMC boot during Caribbean Week of Agriculture 2013

All attendants to this year's edition of CWA had a first hand look at the diverse variety of Guyana's local Agro-processed line of products which were available throughout the Exposition.

The CWA seek to increase the prominence of agriculture and rural life so that the key decision-makers in the public and private sectors are better able to acknowledge their importance to the economy, social infrastructure and environmental stability. The convening of CWA was also provided stakeholders the opportunity to forge a common vision for the repositioning of regional agriculture.



GMC's Presentation for Caribbean Week of Agriculture 2013

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### Guyana Shop ushers in One Year Reopening with A Bang



Agriculture Minister Addressing members of the media during the Guyana Shop's Anniversary Celebration

Ever since the Guyana Shop reopened its doors in October 2012, it continued to boldly transform the retail experience offering its customers a unique shopping experience while demonstrating its relentless effort to provide not only food security for the country but also ensuring that local farmers and producers make available produce and products of the highest quality for local consumption and exportation. During this one year period the Marketing Team of GMC was successful in working with several new agro-processing companies to



Customers were delighted with all the Give Aways during the Guyana Shops Anniversary Celebration

meet the requirements to commence supplying the Guyana Shop with their products.

Some of these new companies include, Ideal Life, South American Coconut Company, West Side Flavors, Orlins, Gobin's Farm & Kitchen, Hydrate, Rupununi Natural, Young Women's Christian Association (YWCA West Coast Berbice Branch) and many more. Several of the existing Agro-processing companies were able to extend their product lines adding new and improved product. New products now available at the Guyana Shop include Coconut Oil,



A wide variety of Samples were available during the Guyana Shop's Anniversary Celebration

Peanut Butter, Farine, Virgin Coconut Oil, Extra Virgin Coconut Oil, Crabwood Oil, a variety of Bottled Coconut Water, yogurt, Whole Wheat Chowmein, Coconut Water Wines, fruit wines, etc. Additionally, in an effort to better supply the demands of its customers the Guyana Shop is now supplying a variety of fresh Fish including Banga, Trout, Sea bab, Snapper, Snooks and Butter Fish.



A section of the large Crowd that attended the Guyana Shop's Anniversary Celebration

Visit us at the Guyana Shop and discover how innovative thinking, leadership through service, and above all, our unwavering commitment to saving people money by providing an extensive verity of exquisite locally manufactured products at unbeatable prices.



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#### ESSEQUIBO NITES 2013

The Guyana Marketing Corporation by way of its Guyana Shop participated in the recently concluded Essequibo Nites staged at the Anna Regina Community Centre ground on the 18<sup>th</sup> & 19<sup>th</sup> October 2013. This event which is one of the major events during Agriculture Month was organized by the Region 2 Administration with support from the Ministry of Agriculture, GMC and entities of the private sector. GMC's presentation focused mainly on promoting and building awareness for local Agro-Processed products by way of the Guyana Shop. Patrons attending this event had the opportunity to purchase a diverse variety of local value added products that were not available in their communities.



Local Products on Sale at Essequibo Essequibo Nites 2013

Additionally, banners were used to communicate some of the important services offered by GMC while brochures promoting GMC's Guyana Shop, Cold Storage facilities and Refrigerated trucks were also distributed to all interested. A small Fresh Produce display was strategically used to compliment the value added presentation. This produce was distributed to the children who visited the GMC booth during the culmination of the event.

In a direct effort to take the products of the Guyana Shop to areas where local agro processed products are not easily accessed or are not available all together, a representation of the variety of these products available at the Guyana Shop was available for purchase at the GMC booth throughout the Exposition. Most persons visiting the GMC booth were impressed at the range of local products currently being manufactured locally.



IMAGES OF THE GMC BOOTH DURING THE RECENTLY CONCLUDED ESSEQUIBO NITES 2013 STAGED AT THE ANNA REGINA COMMUNITY CENTRE GROUND



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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.*





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### World Food Day Observed In Fine Style with Mini Cassava Showcase

World Food Day was observed in Guyana at the National Agriculture Research and Extension Institute (NAREI) compound, Mon Repos under the theme, “Sustainable Food Systems for Food Security and Nutrition”. This year’s observance called for everyone to play their part in ending chronic hunger and malnutrition

and featured a small exhibition on Cassava and Cassava Products. During this exhibition the diversity of cassava was showcased. The Guyana Marketing Corporation through its Guyana Shop participated by erecting a presentation that featured a Fresh Cassava display which was complimented by a variety of local Agro Processed Cassava Products including Packaged Cassava Chips, Flour, Porridge Mix, Cassareep, Farine, Pickle, Cassava Bread, Cookies, and many more. During the exhibition emphasis was placed on cassava to showcase its agriculture product potential from a food security standpoint, as well as for industrial development. Moreover, Cassava was selected as one of the local commodities that the ministry has targeted for further development.

In the developing world cassava is the basic diet for over half a billion people and is the third largest source of carbohydrates in the tropics. Cassava is regarded as the most important root crop in Guyana and a staple for a significant segment of its population. Here in Guyana cassava is regarded as the most important root crop and is a staple for a significant segment of its population.

Minister of Agriculture, Dr. Leslie Ramsammy during his address reiterated the responsibility of all to do their individual part in the global fight to eradicate hunger. The Minister insisted that this goal must become the national aspiration in Guyana, irrespective of where ever one lives. He stated that social safety nets must be implemented to ensure that even though everyone cannot live a life of luxury the least we as a society must be willing to accept is that everyone has enough to eat.

Minister Ramsammy also addressed the issue of agriculture land being sacrificed for bio-fuel production. He insisted that this is not an option in Guyana as no land for food will ever be diverted to the production of bio-fuel. Additionally, the Minister

called for food processing policies to support production of good nutritious food in the Caribbean. He said that the time is well past for the Ministers of Agriculture and of Health in the Caribbean to address this issue



Agriculture Minister at GMC's Booth during World Food Day 2013



GMC Cassava Presentation at World Food Day 2013



Patrons visiting GMC's Cassava Booth at World Food Day 2013

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#### World Food Day Observed In Fine Style with Mini Cassava Showcase



Cassava & a diverse variety of Cassava Agro-Processed Products showcased by GMC during the 2013 World Food Day Observance

especially as it relates to trans-fat, salt and sugar in food preparation. The Food & Agriculture Organization (FAO), country representative here in Guyana, Dr. Lystra Fletcher-Paul read the message of the Director General of the FAO, Mr. Jose Graziano Da Silva for World Food Day. During this address the FAO reiterated commitments to support the fight against hunger and malnutrition for the rest of the world's population that still suffer from both.

Mr. Da Silva also called for world support on how to address

the great challenges of translating rising food availability into better nutrition for all people, and how to make the necessary shift to environmentally and socially sustainable production and consumption system.

The Head of NAREI Dr. Oudho Homenauth stated that the Ministry of Agriculture has devised a work programme geared towards further enhancing the production and productivity of cassavas. He stated that the Agriculture Ministry is providing vital technical support for cassava projects implemented in the hinterland communities aimed at improving production and productivity. He went on to state that the ministry is working with its local partners in accessing improved technology for production and processing of Cassava.



Cassava & a diverse variety of Cassava Agro-Processed Products showcased by GMC during the 2013 World Food Day Observance





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## National Economic Forum Staged To Further Develop Guyana

A two-day National Economic Forum was staged at the International Conference Centre Liliendaal which provided a medium for stakeholders to discuss key emerging issues to the further development of Guyana. This forum was held under the theme, “Promoting Economic Growth through Innovation, Diversification and Partnership,” and featured presentations by President Donald Ramotar, Finance Minister Dr. Ashni Singh, Private Sector Commission Chairman Ronald Webster, and chairpersons of the 10 pre-selected thematic groups that included business representatives, trade union officials, religious groups, and government and political representatives.



President Donald Ramotar addressing the gathering at the National Economic Forum

The 10 thematic areas of focus included agro processing, aquaculture, aviation, energy, human resources and manpower planning, infrastructure, land use, manufacturing and standards, non Caribbean trade and tourism. The General Manager of the Guyana Marketing Corporation chaired the thematic group that focused on Agro-Processing.



Some of the attendants of the National Economic Forum

During these breakout sessions discussions and recommendations were captured and presented in revised group reports. The reviews and outcomes of those sector presentations, mirrored to an appreciable degree, the Government’s own insights into the same sectors.

This Economic Forum sought to match in significance the May 2006 presidential summit on private sector development held under the auspices of the National Competitiveness Council (NCC) and the subsequent September 2011 public/private sector forum held at the National Conference Centre. President Donald

Ramotar is the current Chairman of the NCC that was established to take ownership of the National Competitiveness Strategy (NCS).

The conclusion of the National Economic Forum saw several proposals being put forward, among them was the suggestion that it be held annually particularly in light of continuously evolving economic circumstances. Additionally, a shift towards the hosting of an annual economic forum would be necessary so that stakeholders could understand what factors have changed and to seek solutions to address the challenges from a rapidly changing economic climate, locally and internationally.

Following the conclusion of this Forum Head of the Presidential Secretariat, Dr. Roger Luncheon at his weekly post-Cabinet press briefing stated that Cabinet recognized the significance of having a 10-year plan of prospects and projections in the 10 economic sectors, being reviewed publicly by stakeholders.



The Tourism working Group during the National Economic Forum

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**Guyana Marketing Corporation**  
**GUYANA SHOP**



**\*\*\*\* Shelving the diverse variety of Guyana's Exquisite Agro-Processed Products \*\*\*\*\***

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## SCENES FROM AGRICULTURE MONTH 2013





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