

GUYANA MARKETING CORPORATION'S ROLE IN SHAPING THE FUTURE OF AGROPROCESSING IN GUYANA

Ida Sealey-Adams
Agriculture Business Development Officer
Guyana Marketing Corporation



OUTLINE FOR PRESENTATION

- **The Guyana Marketing Corporation**
- **Services Offered by GMC**
- **Primary functions of the Marketing Information Centre in relation to Agro-processing**
- **Agriculture Strategy 2020**
- **GMC's Strategic Plan**
- **Conclusion**



ABOUT THE GUYANA MARKETING CORPORATION

- Guyana Marketing Corporation is the marketing arm of the Ministry of Agriculture.
- Guyana Marketing Corporation (GMC) is a government corporation established under section 46 of the Public Corporations Act, Cap 19:05 of the Laws of Guyana.
- The Corporation has been working assiduously over the years to promote Guyana's non-traditional agricultural products locally, regionally and extra-regionally.



SERVICES OFFERED BY GMC

- GMC is made up of four departments:
 - Administrative & Accounting
 - Marketing Information Centre
 - Advisory
 - Agri-Business Development
 - Export Brokerage
 - Crop Reporting
 - Market Analysis
 - Market Extension
 - Promotion
 - Guyana Shop
 - Packaging Facilities
 - Central Packaging Facility
 - Parika Agro-Packaging Facility
 - Refrigerated (Cold Storage) Facilities
 - Refrigerated Trucking Service



FUNCTIONS OF THE MARKETING INFORMATION CENTRE IN RELATION TO AGRO-PROCESSING

- Provides technical service in relation to agriculture business development
- Provides a one-stop desk for export documentation of non-traditional agricultural products
- Conducts market studies for local and overseas markets
- Participates in trade fairs and expositions to promote Guyana's fresh fruits and vegetables, as well as agro-processed products.



FUNCTIONS OF THE MARKETING INFORMATION CENTRE IN RELATION TO AGRO-PROCESSING

- Advises on the availability of trade and business opportunities.
 - Provides linkage among exporters, agro-processors and farmers of non-traditional agricultural commodities.
 - Create linkages among stakeholders of the supply- chain for Agro- processed items (e.g. Suppliers of Packaging Materials, Farmers among others).
 - Collaborate with local and international agencies to host activities that support Agro-processing development.
- 

AGRICULTURE STRATEGY 2020

- The Ministry of Agriculture is cognizant of the importance of the Agro-processing Industry in Guyana. This is evident in its Agriculture Strategy 2020.
- Two priority areas that are outlined in the strategy that relates to Agro-processing are:
 - PROMOTING AGRO-PROCESSING AND VALUE-ADDED PRODUCTS
 - EXPANDING MARKETING AND COMPETITIVE OPPORTUNITIES AT LOCAL AND INTERNATIONAL LEVEL
- Notably, the Guyana Marketing Corporation is tasked with ensuring these priorities areas are addressed.



GMC'S STRATEGIC PLAN

The Guyana Marketing Corporation is currently finalizing its Strategic Plan, which is guided by the following vision:

“Be the catalyst in establishing Guyana as the leading supplier to CARICOM by 2020.”



GMC'S STRATEGIC PLAN

Some priority areas of the Strategic plan include:

- Establish and utilize Supply Chain systems to create linkages from farmers to end users.

One important activity that will be ongoing by GMC involves; **promoting the extensive use of agro-processed products** .

- Create awareness of the services that are provided by GMC throughout the country.



PROMOTE THE EXTENSIVE USE OF LOCALLY MANUFACTURED AGRICULTURAL COMMODITIES

WHERE WE ARE (PRESENT)

- Most of the promotional activities are confined to region 4.
- The existence of the Guyana Shop.
- Host events at the Guyana Shop on a monthly basis.
- Coordinates promotional activities in collaboration with local and international agencies
- Have a working relationship with GAPA

WHAT WE WANT TO DO AND ACHIEVE (FUTURE)

- Take the Guyana Shop Nationally
 - Host events at locations other than the Guyana shop
 - Have more promotional exercises executed **in collaboration with Agro-processors** nation wide.
 - Strengthen relationship with GAPA
 - Network with additional local and international organizations
- 

CREATE AWARENESS OF THE SERVICES THAT ARE PROVIDED BY GMC

WHERE WE ARE (PRESENT)

- Bi-monthly electronic publication of newsletter.
- Participate in local and regional trade fairs
- GMC's website
- Production and circulation of brochures, infomercial among others, promoting the services offered by the Corporation

WHAT WE WANT TO DO AND ACHIEVE (FUTURE)

- Quarterly production of electronic and hard copies of newsletters.
 - Increase circulation of newsletters
 - Participate in local and regional trade fairs.
 - Increase the production and circulation of printed materials highlighting the services offered by GMC.
- 

INCREASE EXPORTATION OF AGRO- PROCESSED PRODUCTS

WHERE WE ARE (PRESENT)

- Some Agro- processors are currently licensed with local regulatory bodies to manufacture foods.
- The enactment of the FDA Food Safety Modernization Act (FSMA) will pose a challenge for the exportation of agro processed products to the United States.

WHAT WE WANT TO DO AND ACHIEVE (FUTURE)

- Work closely with the Agro-processors and local regulatory bodies to assist the Agro processors to obtain the necessary
 - Have an expert hired in the area of Food Science/ Food Certification to work closely with the Agro-processors to transform them to a level of global certification.
- 

WHERE WE ARE (PRESENT)



CONCLUSION

- The Guyana Marketing Corporation will continue to fulfill its mandate in improving the Agro-processing industry in Guyana.
- This however cannot be done in isolation, as such the cooperation of all stakeholders is of critical importance.
- The outcome of this forum will aid in

**SHAPING THE FUTURE OF AGRO
PROCESSING INDUSTRY IN GUYANA**



THANK YOU



**87 Robb and Alexander Street,
Georgetown.**

**Tel: 592-226-8255, 227-1630, 219-0085,
260-4983.**

Email: info@newgmc.com

Website: www.newgmc.com

