



Guyana Marketing Corporation

*Facilitating and co-coordinating the
development of
Quality non-traditional agricultural
produce and products for export*

**ANNUAL REPORT
2010**

**Regent St. and Shiv Chanderpaul Dr.
Bourda, Georgetown**

**Tel: 592-226-8255, 592-225-7808,
592-226-2219, 592-226-9599**

Fax: 592-227-4114

E-mail: newgmc@networksgy.com

Website: www.newgmc.com

LIST OF TABLES

Table I A	Quarterly Average Wholesale Prices for 2010 <ul style="list-style-type: none">• Anna Regina Wholesale market• Bourda Wholesale market• Charity Wholesale Market• Parika Farmgate• Parika Open Market• Stabroek Wholesale Market
Table I B	Quarterly Average Retail Prices for 2010 <ul style="list-style-type: none">• Bourda Retail Market• Stabroek Retail Market
Table II	Regional and Extra Regional Export via Timehri during 2010 as compared with 2007, 2008 and 2009.
Table III	Regional and Extra Regional Export via Seaports during 2010 as compared with 2007, 2008 and 2009.
Table IV	Total Exports of Non-Traditional Agricultural Produce via Air and Seaports during 2010 as compared with 2007, 2008 & 2009.
Table V	Total Exports of Non-Traditional Agricultural Produce (Fresh and Processed) for 2010 as compared with 2007, 2008 & 2009
Table VI	Total Volume of Produce Exported (by Country) 1998 – 2010
Table VII	Total Volume of Produce Exported (by Country) During 2010
Table VIII	Central Packaging Facility – Total Volume of Produce Processed for 2010
Appendix I	Statistical Highlights of non-traditional Agricultural Exports 2006 – 2010

TABLE OF CONTENTS

<u>EXECUTIVE SUMMARY</u>	3
<u>INTRODUCTION</u>	6
1.0 MARKETING DIVISION ACTIVITIES	6
2.0 GOVERNMENT INTERVENTIONS	17
3.0 PACKAGING FACILITIES	21
4.0 ADMINISTRATIVE/ACCOUNTING DIVISION ACTIVITIES	23
5.0 PRICE TRENDS	25
6.0 PRODUCTS EXPORTED: VOLUME, VALUE, SHIPPING METHOD, IMPORTING COUNTRY	29
7.0 RELATIONSHIP BETWEEN THE CORPORATION AND ITS' CLIENTS	33
8.0 PUBLIC RELATIONS	33

EXECUTIVE SUMMARY

Mission Statement

Facilitating and co-ordinating the development of quality non-traditional agricultural produce for export.

This annual report for 2010 has been prepared by **Team GMC** with the objective of providing the Minister of Agriculture, and the Board of Directors of Guyana Marketing Corporation the opportunity of reviewing the activities of the corporation.

During 2010, the Corporation:-

1. Promoted Guyanese fresh and processed non-traditional agricultural produce by participating in Trade missions and Exhibitions held locally and overseas, as well as through the ***Guyana Shop***.
2. Continued to provide ***Export Agro-Processing Facilities*** whereby farmers and exporters exporting to the Caribbean, namely Trinidad, Barbados and Antigua are required to process fresh produce destined for these markets;
3. Maintained its Export Brokerage facility and prepared 300 export documents;
4. Co-ordinated and executed training sessions for stakeholders in over 25 farming communities across the country. During 2010 training was done on Packaging and Labeling, Cost of Production and Good Agribusiness Practices to name a few.
5. Provided Bio-Terrorism registration with the ***US Food & Drug Administration*** to exporters of food products to USA. During 2010, twenty-six (26) exporters were registered, bringing the total registrations done by Guyana Marketing Corporation to two hundred and thirty-three (233).
6. Coordinated and executed several Government initiatives toward promoting Agricultural Diversification, namely;
 - **El Niño programme**
7. Provided ***Market Facilitation and Information Dissemination services*** to over 300 stakeholders.
8. Continued to collect, store and analyze export and price data for non-traditional agricultural commodities.

Continued the operations at *the Central Packaging Facility-Sophia and the Parika Agro-Processing Facility, where 1,457Mt were prepared for export in 2010* destined mainly for our three main Regional Markets; Trinidad, Barbados and Antigua. This figure represented a **28% reduction in the volume** of produce processed for 2010 at the packaging facilities. This reduction is as a result of coconuts no longer being prepared for export at the Packaging Facilities.

The total volume of non-traditional produce and products exported for 2010 was **9,566Mt valued at G\$ 1 billion or US\$ 5.1 million**. The export volume for 2010 was 1.5% or 143 Mt higher than that of 2009. The export value for 2010 was 28 % lower than the export value for 2009.

Of the 9,566 Mt exported in 2010, 567Mt or 6 % were exported by air and 8,999 Mt or 94% were exported by sea.

3,353 or 35 % of overall total was exported regionally, whilst 6,213 Mt or 65 % was exported extra-regionally.

Regional

The major importing countries regionally were Trinidad and Tobago (1,352 Mt), Barbados (1,399 Mt), Dominica (518 Mt) and Antigua and Barbuda (60 Mt).

The major fresh commodities exported regionally were *pumpkin, watermelon, dried coconut, plantain, lime, eddo and pineapple*. The major processed commodities exported regionally were *copra, crude coconut oil, coconut water and copra meal*.

There was a 45% decrease in regional exports during 2010.

Exports to: Antigua decreased by 87 tonnes, Suriname by 41 tonnes, and Trinidad by 2,824 tonnes

However exports to Barbados increased by 324 tonnes, Dominica by 178 tonnes and Grenada by 5 tonnes.

Extra-Regional

The major importing countries extra-regionally were Dominican Republic (4,909 Mt), Canada (660 Mt), France (458 Mt) and USA (80 Mt).

There was a 89% increase in extra- regional exports during 2010.

Exports to: Dominican Republic increased by 2803 tonnes, Canada by 56 tonnes, Syria by 28 tonnes and UK by 11 tonnes.

Exports to: USA decreased by 34 tonnes, Lebanon by 46 tonnes, and Belgium by 46 tonnes.

The major fresh commodities exported extra-regionally were *dried coconuts, mangoes, wiri wiri peppers, eddoes* and *pumpkin*. The major processed commodities exported extra-regionally were *heart of palm, pineapple chunks* and *coconut cream*.

The overall export of fresh produce rose by 60% or 2,797 tonnes, from 4,628 tonnes in 2009 to 7,425 tonnes in 2010.

The overall export of processed products decreased by 2,655 tonnes from 4,795 tonnes in 2009 to 2,141 tonnes in 2010.

Nizam Hassan
General Manager
Guyana Marketing Corporation



INTRODUCTION

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), **that has been working assiduously over the years to promote the cultivation and export of Guyana's non-traditional agricultural products to Regional and Extra Regional markets.**

1.0 MARKETING DIVISION ACTIVITIES

1.1 *GUYANA SHOP*

During the year 2010 the Guyana Marketing Corporation through the operations of its Guyana Shop continued to fulfill the pertinent mandate of promoting and selling the wide and diverse variety of Guyana's locally manufactured products. This convenient one stop supermarket continued to shelve only local products that are of the highest quality and standard. This unique and patriotic trait enables management to aggressively target and attract local, regional and international customers who are often very impressed with the products produced locally.

Although the primary function of the Guyana Shop is to promote and sell locally manufactured products, its promotional goal is to maintain and increase the awareness of these products. This important task is conducted by the Marketing Team of the Guyana Marketing Corporation at local, regional and international Trade Shows, seminars and exhibitions. This not only develops the Agro-processing industry considerably, but most importantly provides an opportunity for local products to penetrate new and innovative markets both regionally and extra-regionally.

Additionally, the Marketing Team during the year 2010 continued to work with local manufactures to develop and improve the quality of local products. Marketers impress their knowledge and expertise by assisting local processors to develop or improve the labeling, packaging and general presentation of their respective products, resulting in local products being better able to compete with imported products of similar nature. The success of the assistance provided by GMC's Marketing Team is seen in the increased availability of local products shelved in more supermarkets throughout Guyana and the increase in their exports. This is a direct result of increased demand for Guyana's high quality products.

Management and staff of the Guyana Shop are committed to providing the customer with the best overall shopping experience possible since increased consumption for our local products supports a more sustainable food system that provides financing for all stakeholders involved in the process of bringing food from farm to the final consumers shopping cart.

1.2 MARKETING INFORMATION CENTRE

The "**Heart**" of Guyana Marketing Corporation - The Marketing Information Centre as in previous years continues to disseminate market and marketing information to its stakeholders by creating agri-business linkages between farmers, buyers, exporters and agribusiness investors on non-traditional agricultural produce and products.

The Marketing Information Centre functions in several capacities including:

1. Gathering and disseminating market information
2. Identifying and promoting the economic potential of **new non-traditional agricultural products**, based on the competitive advantages of Guyana.
3. Working with Agencies such as NARI, Plant Health/Quarantine, Pesticides Board etc to have challenges in farming communities addressed more effectively.
4. Working with Potential Investors – Regionally and Extra-regionally based – who desire to invest in Guyana.
5. Training of Farmers in areas of post harvest handling, pricing, packaging and labeling, and good agricultural practices etc.

During 2010, the Marketing Information Centre was involved in several activities, namely;

1. ***Training of farmers, meetings and outreaches*** in approximately sixty (60) areas of Guyana in Regions 1- 6, 9 & 10.
2. ***Market facilitation and information dissemination*** – A total of 356 persons trafficked through and were served by the staff of the Marketing Information Centre throughout 2010. This represents a 42% increase in the number of persons demanding the services of the Marketing Centre.
3. ***Working with Exporters – Significant linkages were made between farmers and exporters during 2010. A total of 82 linkages were made. Some successful ventures are as follows:***
 - i. Exporter Mr. Bishan H. Ganpat of Global Stars International was linked to an importer (CJL Logistic) in London. Mr. Ganpat is now sending Air shipments up to 6,000 lbs of Sweet potato, hot peppers, mangoes and breadfruit to the market.
 - ii. The members of the Buxton Farmers' Group were linked to Mr. Vincent Makhan, a vendor in Bourda Market to supply him with Pumpkin. The group was able to supply over 10,000 lbs of pumpkin.

4. *Promoting Guyana's fresh and processed products* by facilitating and participating in trade fairs and exhibitions, both locally and internationally.

1.3 Exhibitions

1.3.1 Overseas Exhibitions

The corporation was represented at:

- i. **Agro Fest 2010, Barbados** – hosted by the Barbados Agricultural Society, February 27, 2010 – March 1, 2010.

Visitors to Guyana's Booth at Agro Fest 2010, Barbados



- ii. **Caribbean Week of Agriculture – Held in Grenada, October 16 - 23, 2010**





Visitors examine eddoes in Guyana's Booth at CWA 2010



Regional Agricultural Officials discuss Guyana's Pineapple during CWA 2010

1.3.2 Local Exhibitions

Staff of Guyana Marketing Corporation were involved in organizing and/or participating in the following exhibitions:

- Career Day 2010 - University of Guyana
- Berbice Expo & Trade Exposition 2010
- GUYEXPO 2010
- Essequibo Night 2010
- Mackenzie Trade Fair and Exhibition 2010

- Linden Town Week Exhibition 2010
- Kwakwani Expo 2010
- St. Cuthbert's Mission - World Food Day Activities
- MMA Open Day



Ministry of Agriculture's Booth abuzz with visitors during Mackenzie Trade Fair & Exhibition 2010



Display of Farm to Export – GMCs Booth at GuyExpo 2010

Guyana Marketing Corporation also took the opportunity to promote local agriculture through displays/ exhibitions of local products at several major events during 2010, namely:

- Guyana Fashion Weekend Shows
- DJ Stress 20/20 Cricket Festival
- COSALFA (Foot & Mouth Disease) - Guyana International Conference Centre
- Caribbean Public Service Conference - Guyana International Conference Centre
- Fortnightly Boxing Meetings – Cliff Anderson Sports Hall.
- National Toshous Council Meeting
- Commissioning - Farmers Tarmac at Linden

1.4 AGRICULTURE MARKET INFORMATION SYSTEM

The Agriculture Market Information System (AMIS) is managed by the Guyana Marketing Corporation (GMC), the marketing agency within the Ministry of Agriculture.

Although this service was officially launched in June 2009, the Ministry of Agriculture, through the Guyana Marketing Corporation has been maintaining various aspects of an agricultural marketing system for over two decades.

There are several components that make up Guyana's Market Information System. These components include:

- A. PRICE COLLECTION** – Wholesale, retail and Farm-gate prices of agricultural commodities are collected from seven markets in Regions 2, 3, 4, 5, and 6 daily or weekly depending on the market operation and major market days. This price information is stored in the FAO AgriMarket Software (D-Base IV program written by Bridget Poon) from where it can be retrieved for reporting or sharing purposes. Excel is also used to produce graphs and charts for reporting purposes. Regions 7 & 8 are primarily mining areas. Regions 1 & 9 are outlying areas and not easily accessible.

Guyana Marketing Corporation maintains a record of prices of agricultural commodities from as far back as 2003 and is widely used for analysis as well as to provide historical price trends for exporters.

- B. AMIS** - This is a SMS service that is used by exporters, buyers, farmers and residents for accessing current agricultural commodity prices by sending a text message to the Agriculture Market Information Service. The service is managed by MOA/GMC through DIGICEL.

It is accessible by sending a text message from a DIGICEL handset to the SMS service. The service will then resend a message with the requested data. The data that can be accessed from this service are the current weather conditions, and wholesale or retail prices of agricultural commodities.

Since its launch in 2009, over 12,000 persons have benefitted from the use of this service.

C. CROP DATABASE SYSTEM - This is an application which enables an electronic monitoring of data relevant to a Farm's production cycle. It allows for records of Farmer Details, Crop Details and Crop Cultivation Instances to be recorded and maintained. These records serve as primary parameters when information is recorded about a farm/farmer and allows for the monitoring and prediction of crops available, producer/farmer, location and how much is produced.

The Marketing officers gather farm and farmer data for this System through field visits, outreaches and telephone conversations with farmers. The Corporation also has staff strategically placed in the administrative regions with major agricultural activities.

D. COLLECTION OF EXPORT DATA - Collection and monitoring of Exports of Non-traditional Agricultural Commodities. This is used to observe trends of export from Guyana to regional and extra-regional markets. Information on the types and quantities of agricultural commodities is collected from the Guyana Revenue Authority, Caribbean Airlines and GMC's Packaging Facilities as well as from individual exporters with whom we have developed relationships over time.

E. Contact details for exporters/buyers, agro-processors and farmers are readily available and are used to provide relevant linkages between buyers and suppliers.

FUTURE OF AGRICULTURAL MARKET INFORMATION SYSTEM

- 1. UPGRADES** - The Information Technology resources are being constantly upgraded to maintain an excellent Market Information System. We have just acquired a new server, and plans are already in place to purchase a second.
- 2. CONSULTANT** – The Guyana Marketing Corporation is currently collaborating with FAO, who are providing a consultant who will help us improve our system by attractively packaging all the components of our MIS.

Competitiveness and Market Identification Studies have been carried out and will be done continuously to determine the needs of our export markets.

- 3. PROJECT** - Guyana Marketing Corporation also collaborates with the Rural Enterprise And Development Project being executed by the Ministry of Agriculture so as to:
 1. Increase market opportunities available to small rural men and women producers
 2. Increase the capacity of rural producers to efficiently and effectively produce and market non-traditional products and develop small-scale enterprises.

1.5 Training

Over **700** farmers were trained during stakeholder workshops in Good Agribusiness Practices, Packaging & Labeling and Product Pricing and Costing held during 2010 as part of Ministry of Agriculture's continuing mission of improving Guyana's Agricultural Sector through exposing farmers to improved knowledge. Training sessions were held in the following areas:

Region Two:

- Anna Regina
- Hackney Canal
- Siriki
- Johana Cecilia
- Supanaam
- Siriki
- Warapana

Region Three:

- Bonasika
- Hogg Island
- Berbissiballi
- Canal # 1 Polder
- Den Amstel

Region Four:

- Mocha Arcadia
- Cane Grove
- Clonbrook
- Golden Groove

Region Five:

- Cotton Tree
- Onverwagt

Region Six:

- Light Town
- Mara
- Black Bush Polders
- Crabwood Creek
- Tagore
- Plegt Anker

Region Ten:

- Kwakwani



Guyana Marketing Corporation collaborated with several agencies within the ministry of Agriculture to provide training to the farmers. During each training the roles and functions of GMC were also highlighted.

1.6 Field visits

Field visits were done by the Marketing Officers of the Guyana Marketing Corporation to several farms during 2010.

Some visits were as follows:

1. Potential Investor Mr. Kapil Mohabir, an investment banker in the USA who was looking for investment opportunities in Guyana. He was taken to Canal # 1 Polder where he met farmers and viewed the operations at citrus and pineapple farms.
2. Mr. Jose A. Flaquer L. – Mr. Faquer was interested in sourcing dry coconuts from Guyana to be exported to markets in the Dominican Republic, US and Europe. Meetings were arranged with several key persons in the coconut industry namely, farmers, suppliers, shippers, processors and exporters. The investor met farmers from West Berbice, Mahaica and the Pomeroon. Mr. Flaquer was very impressed with the quantity of dry coconuts available. He was most impressed with the quality of our produce, its hardness and tick and sweet flesh. He explained that is very good and soon will be looking to source produce from Guyana.

Mr. Flaquer also met with local dry coconut exporters, Anthony Foo (Tropioco Company Ltd.), Mr. Daniel Rambarran (Shook Imports & Exports) and Mr. Andron Alphonso, CEO of Afro Alphonso & Sons Enterprises (Pomeroon Oil Mills).

Some other areas visited during 2010 included:

Region 1: Wauna

Region 2: Pomeroon, Supenaam Creek

Region 3: Ruby Back, Greenwich Park, Windsor Forest, Goed Fortuin, Canal # 1, Baboon Island, Waipatush Island, Hogg Island, Beribissiballi, Alik, Wales, Morashee, Saint Lawrence, Nimes, Bonasika, Den Amstel, Wakenaam, Parika Back, Salem, Canal # 2,

Region 4: St. Cuthbert's Mission, Fairfield, Perth, Strathovon, Cane Grove, Timehri, Friendship, Garden of Eden, Laluni, Cove & John, Enterprise, Yarakabra, Kuru Kururu, Buxton, Soesdyke, Land of Canenan

Region 5: Lovely Las, Bush Lot, Bath settlement. No # 6 Village, Fairfeild, Little Biabu, Calcutta, Trafalgar, Rising Sun, Profit, Woodley Park, Cotton Tree, No. 2 Village, Sheildstown, No. 10 Village, Blairmont, Novar,

Region 6: #53 Village, Bush Lot, Moleson Creek, Mara, Black Bush Polders, Crabwood Creek, Tagore, Canefield, Canje

Region 10: Ebini, Tackama/Calcuni, Kwakwani, Long Creek, Linden, Block 22, Amelia's Ward, Watooka

1.7 Seminars, Workshops and Meetings Participation

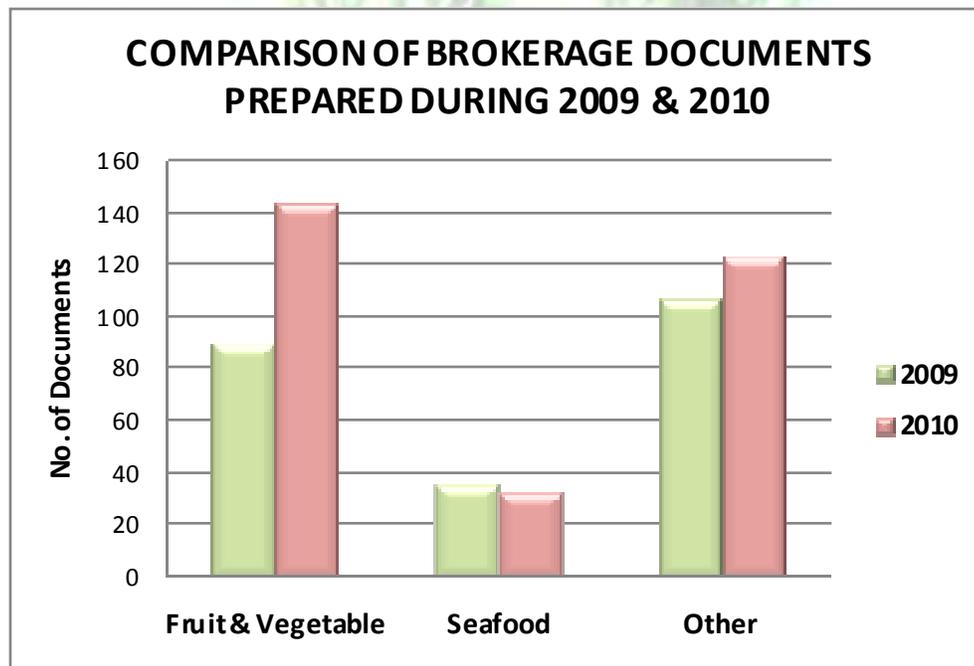
DATE	NAME OF PROGRAMME	ORGANIZED BY	ATTENDED BY
12/1/2010	Coconut Water Workshop	NARI	Asraf Narine
13/1/2010	Best Practices for harvesting, handling and processing of coconut water	MOA, NARI & FAO	Sheirdath Ramsammy, Neville Stephen
20/4/2010	Packaging and Packing Materials	MOA, TFO Canada	Sheirdath Ramsammy
20/4/2010	Packaging and Packing Materials	MOA, TFO Canada	Celestine Butters
19-23/4/2010	Procurement of Packaging for Export & Labeling of Products	Trade Facilitation Office of Canada in collaboration with IICA, GMC (MOA) & GMSA	Asraf Narine Richard Parasram Hadoc Thompson Celestine Butters
20/5/2010	Procurement of Packaging for Exports	IICA	Shanaza Ally
7-11/6/2010	Pest Risk Assessment Workshop	ASDU/READ/IPPC	Richard Parasram Sheirdath Ramsammy Neville Stephen
10-11/6/2010	Cost of Production Model	MOA/IICA	Vanetta Mentore Shanaza Ally Milton Dookie
10/8/2010	Epoc/Empret ec	Empret ec Guyana	Onieka Charles
15/9/2010	Coconut Workshop	GOG in collaboration with ITEC	Neville Stephen Vanetta Mentore
14/9/2010	Labelling & Marketing for Export	GMC, IICA & GMSA	Cheryl Embrack Shanaza Ally
18-21/10/2010	Caribbean Week of Agriculture		Mr Nizam Hassan Vanetta Mentore
22-23/11/2010	Good Regulatory Practice (GRP) & Regulatory Impact Assessment (RIA)	GNBS in collaborate with the CARICOM Regional Organisation for Standard & Quality	Neville Stephen

1.8 Export Brokerage

During 2010, the corporation maintained its export brokerage service to farmers, exporters and agro-processors and prepared 300 documents. Of this figure, 144 were for fruits and vegetables, 33 for seafood and 123 were for other commodities such as wood, clothing jewelry and craft.

There was a 27% increase in the use of the Brokerage services provided by GMC during 2010, indicating that demand for this service is increasing.

Gross revenue earned by this activity was G\$ 948,696.00. This value represented a 27% increase from 2009. In 2009, \$742,352.00 was earned from this service.



1.9 Other Activities

1. Registration of exporters exporting food products to the USA, as a result of new regulations instituted by US Food & Drug Administration. Twenty-six (26) registrations were done for 2010;
2. Provided marketing information to farmers, exporters, agro-processors, students and Government Agencies who either visited or called the Marketing information Centre;
3. Managed and maintained the *FAO AgriMarket Database* where prices collected from specified markets are entered and reports are generated on a daily, weekly monthly and yearly basis;
4. Managed and maintained the Agricultural Market Information Service (AMIS) – This service, a collaborative effort between DIGICEL (Guy) and the Ministry of Agriculture provided information on prices of several agricultural commodities to over 700 subscribers during 2010.
5. Collected export data from Plant Quarantine, Guyana Revenue Authority, Amazon Caribbean, Agro-Packaging Facilities, Caribbean Airlines and individual exporters and prepared monthly reports.
6. Represented the Corporation at the various sub-committees meeting at the Guyana National Bureau of Standards.

2.0 GOVERNMENT INTERVENTIONS

2.1 Projects executed by Guyana Marketing Corporation

2.1.1 El Nino Intervention

As a result of the severe impact of climate change on the Agriculture Sector in 2010, Ministry of Agriculture through the Guyana Marketing Corporation initiated a 22 million dollar El Nino Assistance Program. This program sought to assist farmers and their respective farming communities through direct and indirect interventions. Assistance was also given in the form of coordinating the acquisition of barrels, pumps, planting materials, diesel and input supplies such as; seeds and chemical for distribution to affected areas.

Marketing Officers of the Guyana Marketing Corporation were also mandated to visit several areas and have discussions on how each area was affected and to receive suggestions/solutions for controlling or mitigating these problems. They were also distributions of seeds, chemicals, tools, equipment, barrels, pumps etc. undertaken by the Ministry of Agriculture through the Corporation on these visits. This pertinent task was part of the general objective of providing farmers with the necessary tools to succeed and return to production.

Distribution

Over twenty thousand (20,000) packets of seeds were distributed to more than one hundred (100) villages throughout Guyana. The types of seeds consisted of poi, pak choy, cabbage, cucumber, egg plant, hot pepper, celery, bora, watermelon, tomato, pumpkin, lettuce, sweet pepper, okra, yam, eschallot, butternut squash etc. Also distributed were:

- Three hundred and nineteen (319) bottles (1,000 ml) of Paraquat (Weedicide)
- Ninety seven (97) packets of Fersan 20.20.20
- Nine (9) files
- Thirty six (36) cutlass
- Seven (7) shovels.
- Eleven (11) water cans.



Farmers attended meeting at Ebini, Berbice River



Farmer collecting seeds in Calcutta, Berbice River

2.1.2 Improving the Cold Chain for Non-Traditional Agricultural

In a definitive effort to diversity and improve the Agriculture Sector, the Government of Guyana in collaboration with the Government of Venezuela through funding from the (ALBA) Project developed and implemented a Cold Chain initiative for Non Traditional Agricultural commodities. This timely Project is valued at \$ 86,389,800. The project has as its deliverables the following;

- **Two (2) - 2 tones Refrigerated Trucks**
- **Two (2) – 6 tones Refrigerated Tucks**
- **Five (5) – 40 ft Refrigerated Containers**

- **Agriculture Field Crates – 952**
- **Construction of Farmers’ Produce Receiving Area**
- **Construction of a Fresh Produce Pack House at Cheddi Jagan International Airport – Timheri**

This project will significantly improve the maintenance and quality of produce available for both the local and export markets, further positioning Guyana as a major supplier of food. Additionally, this project compliments the Ministry of Agriculture’s “Grow More Food Campaign”. Farmers across the country are recognizing the opportunities which this bold and innovative project presents. It enables them to grow to the challenge of increasing production and by extension their earnings, permitting them to enjoy a better standard of living. **The Refrigerated Trucks** are operated out of the Corporation’s Head Office and targets farmers and exporters of Non Traditional produce across the country.



Preparing to transport agricultural commodities in the 2-tons Refrigerated Truck



Two of the five Reefer Containers at the Parika Agro-Packaging Facility

Agricultural Field Crates were introduced improving the method of transporting agricultural commodities. The inclusion of these field crates will preserve the quality and improve the presentation of the transported produce. Six hundred and fifty-two crates were delivered to the Central Packaging Facility – Sophia and 300 were placed at the Parika Agro-Packaging Facility.



Stackable and Mountable Agricultural Field Crates

The Ministry of Agriculture through the New Guyana Marketing Corporation in a direct effort to assist the farmers in Linden constructed a new Farmers' Produce Receiving Area (Tarmac) in West Watooka. Farmers in Linden can now compete with huskers/middle men since; through the Ministry's intervention they now have the opportunity to sell their produce in a centrally convenient location. This Tarmac will be managed by the Farmers in Region 10.





Farmers' Produce Receiving Area – Linden

Construction of a Fresh Produce Pack House at Cheddi Jagan International Airport – Timheri – This new Pack House will considerably compliment the various initiatives implemented by the Ministry to increase the exportation of Non-traditional Agricultural Produce. Site visits were completed and a location for the building was determined. Building Specifications, Engineer's Estimate and Technical Specifications are being worked on for the construction.

3.0 PACKAGING FACILITIES

In order to attain Sustainable Agriculture, farmers must embrace farming practices that mimic natural ecological processes. Some activities include minimizing tilling and water use; encourage healthy soil by planting fields with different crops year after year and integrating croplands with livestock grazing; and avoid pesticide use by nurturing the presence of organisms that control crop-destroying pests.

Beyond growing food, the philosophy of sustainability also espouses broader principles that support the just treatment of farm workers and food pricing that provides the farmer with a livable income.

In Guyana, the Ministry of Agriculture embraces the theory of sustainable agricultural practices. Through its agencies, MOA has provided training and exposure to farmers, as well as provide services which embrace sustainable agricultural practices. The result has been a vast improvement in farming practices and the move by farmers from a traditional form of farming, towards a more Sustainable Agriculture. The ultimate result is that better quality and quantities of agricultural commodities have become available for our fast growing markets, locally and overseas.

The Guyana Marketing Corporation offers several services that offer support for sustainable agriculture. Those services include the development of the Cold Chain and the Packaging Facilities. The Cold Chain is aimed at supporting proper post harvest handling of agricultural commodities from farm to market.

The Central Packaging Facility, commissioned in October 2000 and the Parika Agro-Processing Facility, commissioned in October 2008 serve as facilities that meet the needs of exporters by catering for all preparations for export, ranging from post harvest to cleaning, washing, drying, and packaging.

Agricultural commodities from Guyana and destined for Caribbean markets, especially Barbados, Antigua and Trinidad & Tobago are prepared for export at the packaging facilities to fulfill the requirements of Trade Protocols established between Guyana and those countries.

The performance of the Packaging Facilities during 2010 is highlighted below.



Watermelon packaged for export at the Parika Agro- Packaging Facility

During 2010, sixteen (16) exporters with produce destined for Barbados, Trinidad & Tobago and Antigua benefitted from the services offered at the packaging facilities.

A total of 1,457 Mt of produce was shipped from the Packaging Facilities during 2010. This represented a decrease of 577 Mt or 28 % from 2009. This decrease was attributed to a vast expansion in the quantities of coconuts being prepared for export markets and as such the packaging was removed from the packaging facilities to private locations.

One hundred and twenty-eight (128) shipments were prepared for export to regional and extra-regional destinations from the packaging facilities during 2010.

4.0 ADMINISTRATIVE /ACCOUNTING UNIT ACTIVITIES

4.1 ADMINISTRATIVE DEPARTMENT

4.1.1 Employment

Guyana Marketing Corporation prides itself as an equal opportunity provider; employment is based upon the needs of the Corporation and qualifications and experiences of the candidate, regardless of ethnicity, sex, sexual orientation and no discrimination against persons with disabilities.

4.1.2 Recruitment

Guyana Marketing Corporation recruited:

Permanent: Eleven (11) employees

Temporary: Two (2) employees – Work study

Secondment: One (1) employee to Ministry of Agriculture

One (1) employee to GAPA

One (1) employee from Ministry of Agriculture

Resignation: Five (5) employees

Retirement: One (1) employee

Dismissal: One (1) employee

4.1.3 Time Loss

Power outages were one of the major contributors for work time loss at the Corporation, resulting in 31 hours loss. This represented an 84% reduction in hours lost to power outages by in 2010 as compared to 2009. In 2009, over 190 hrs were lost due to power outages.

4.1.4 Extra Hours Gained

An accumulation of over six thousand (6,000) extra hours was gained by the corporation resulting from staff working overtime. This represented a 12% increase in 2010 compared to 2009. In 2009, 3000 extra hours were gained through staff working overtime.

4.1.5 New Assets

- 3- JAC HFC5020XLCK Refrigerated Trucks
- 2- Hebei Chengli HCSACLW5061XLC Refrigerated Trucks

4.1.6 Staff Uniform

In an effort to maintain uniformity of the corporation, female staff were each given five (5) different colours of uniform material and an allowance for sewing the uniforms, while male staff were given five (5) different colours of shirts and trousers to be worn in 2011.

4.2 Accounts

The corporation's budget for 2010 was:-

* Capital	-	G\$ 13.2 M
Current	-	G\$ 62.6 M

5.0 PRICE TRENDS AND SUPPLY

5.1 Price Analysis

During 2010, wholesale and retail prices for non-traditional agricultural commodities were collected from markets in Regions 2, 3, 4, 5 & 6. The markets were as follows:

- Stabroek Market – Wholesale & Retail
- Bourda Market – Wholesale & Retail
- Parika Open Market
- Parika Farmgate
- Anna Regina Market – Wholesale & Retail
- Charity Market - Wholesale & Retail
- Rosignol Retail Market

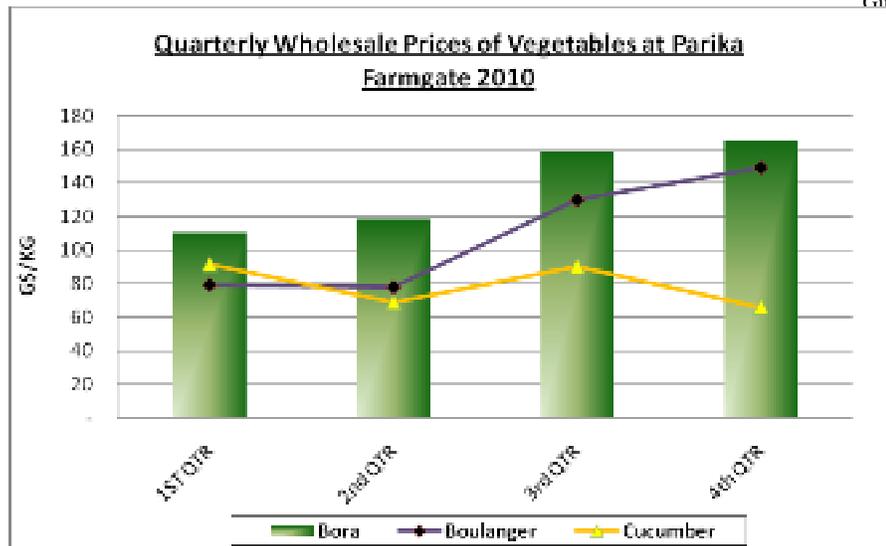
a. Dissemination of prices collected in the following manner:

- ❖ The prices for commodities at Bourda and Stabroek Wholesale Markets were disseminated to the Price Collectors at Anna Regina, Charity and Parika Markets who placed the information on Price Boards.
- ❖ Price reports were prepared and sent on Thursday mornings to the Stabroek Business and Mirror Newspapers to be published.
- ❖ The prices collected from Bourda and Stabroek Markets were used to update the AMIS every Monday, Wednesday and Friday.
- ❖ Monthly reports on the prices of Hot Pepper, Sweet Potato and Pumpkin were prepared and sent to CARDI.
- ❖ Provided weekly price analysis for non-traditional agricultural commodities.

b. Maintained records of prices collected from various markets on the FAO AgriMarket Software.

5.1.1 VEGETABLES

The prices of bora, Boulanger and cucumber were high during the First Quarter and then decreased in the Second Quarter, 2010 at Parika Farmgate, Parika Open, New Amsterdam, Anna Regina, Charity, Bourda and Stabroek Markets. Bora prices remained relatively stable at Bourda, New Amsterdam, Parika Farmgate and Open Markets throughout the third and fourth quarters of 2010, while Boulanger prices increased during the third and fourth quarter of 2010 at all the markets under review. Squash and corilla prices continuously increased throughout 2010 at Bourda, Stabroek, New Amsterdam, Parika Farmgate and Open markets. Ochro prices also increased steadily throughout 2010 at all markets under review, except Charity and Anna Regina markets. Pak choy prices increased steadily during the First and Second Quarter, peaked in the third qtr and then reduced during the fourth quarter, 2010.



5.1.2 FRUITS

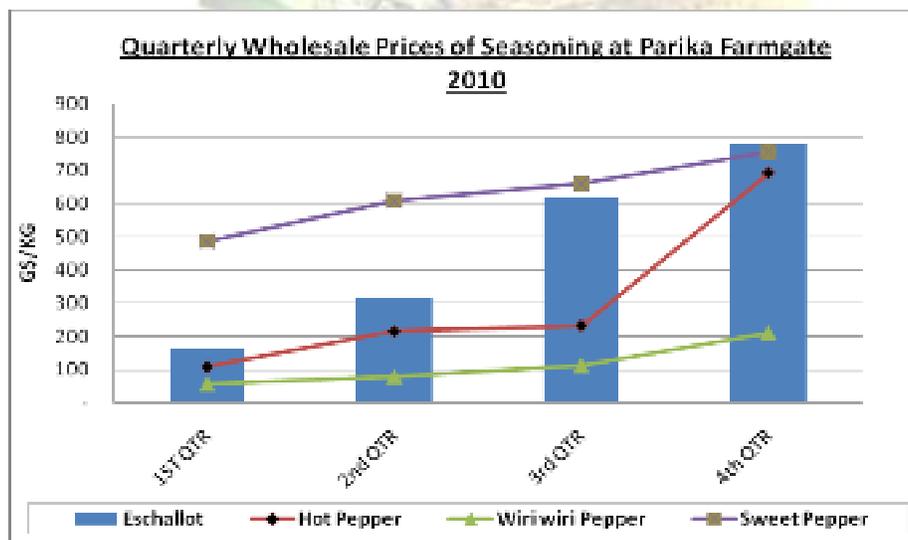
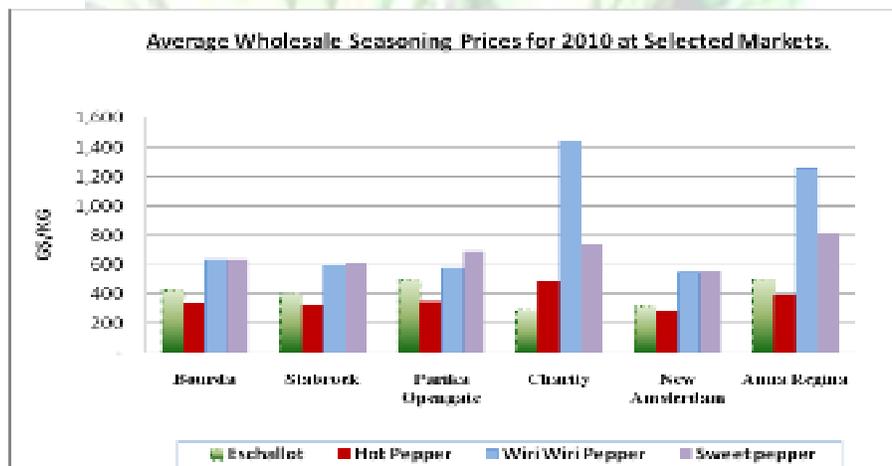
The seasonality of some fruits, coupled with the effect of the El Nino weather conditions contributed to the variations in supply of these fruits. In Region 2, tangerine, orange, pineapple, mango and cherry were notably absent from Anna Regina and Charity Markets for most of the first, second and third quarter of 2010. However by the fourth quarter tangerine and oranges came into season and the prices significantly reduced. Pineapples were especially affected by the adverse weather conditions which greatly affected the yield. Nevertheless pineapple prices remained relatively stable throughout 2010.

The prices of apple and cayenne bananas were relatively stable at Bourda and Stabroek Markets throughout 2010, while sweet-fig banana prices peaked in the third quarter and returned to normal during the fourth quarter 2010.

Lime and passion fruit prices remained relatively stable during the first three quarters of the year and increased during the final quarter of 2010. Lime supply was fair throughout the first three quarters of 2010 but reduced during the last quarter. Orange prices continuously increased during the first half of 2010 and reduced in the last quarter of the year. At New Amsterdam Market, prices of bananas, limes, papaw and watermelon were relatively stable.

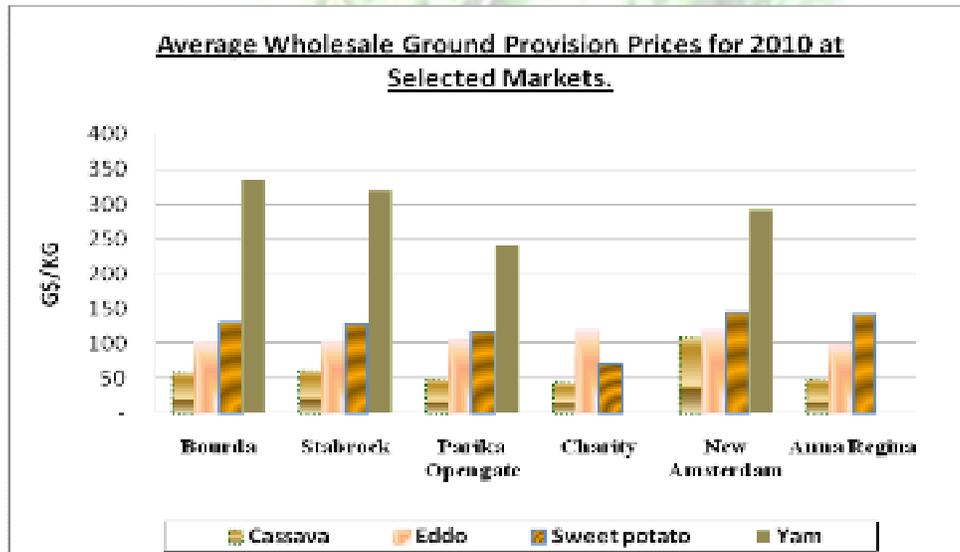
5.1.3 SEASONING

The prices of eschallot, hot pepper, wiri-wiri pepper and sweet pepper generally increased at Anna Regina, Charity, Bourda, Stabroek, New Amsterdam, Parika Farmgate and Open markets throughout 2010. The supply of these seasonings fluctuated during the year and was affected by the weather patterns. Ginger supply was also adversely affected by the El Nino weather conditions and this resulted in increased prices during the first three quarters of 2010. In the Fourth Quarter, although the price remained high, it was lower than in the third quarter.



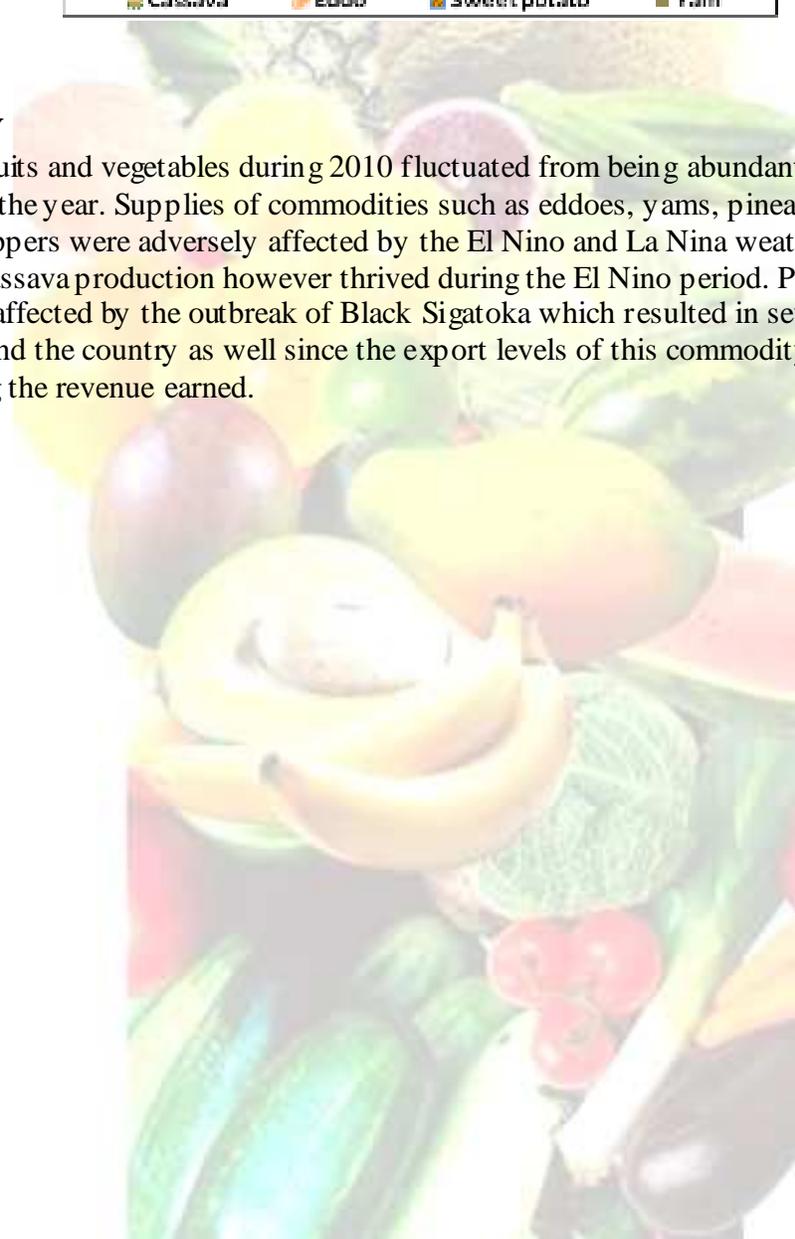
5.1.4 ROOT CROPS

Eddo prices were generally high during the first three quarters of 2010 while in the fourth quarter prices reduced at all markets under review, except Charity. Sweet potato experienced continuously increasing prices during the first half of 2010 at Bourda, Stabroek and Parika Open and Farmgate Markets, and decreased prices during the third and most of the fourth quarter. However, toward the end of the fourth quarter the prices began to increase. Yam prices continuously increased during the first half of 2010 at New Amsterdam Market and was absent at Anna Regina and Charity Markets. At Bourda and Stabroek Markets yam prices continuously increased during the first three quarters of 2010 and then reduced during the final quarter of the year. Cassava experienced relatively stable prices at Stabroek, Bourda, Anna Regina and Charity Markets throughout 2010.



5.2 SUPPLY

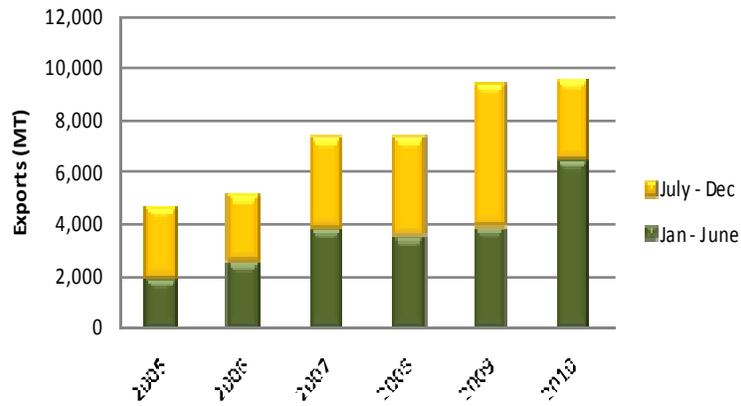
The supply of fruits and vegetables during 2010 fluctuated from being abundant to scarce during some periods of the year. Supplies of commodities such as eddoes, yams, pineapple, ginger, eschallot and peppers were adversely affected by the El Nino and La Nina weather conditions respectively. Cassava production however thrived during the El Nino period. Plantain production was affected by the outbreak of Black Sigatoka which resulted in severe economic loss to farmers and the country as well since the export levels of this commodity also decreased, thereby affecting the revenue earned.



6.0 PRODUCT EXPORTED: VOLUME, VALUE, SHIPPING METHOD, IMPORTING COUNTRY

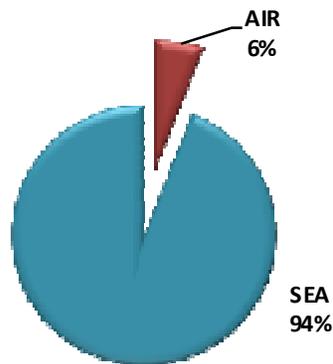
The total volume of non-traditional products exported during 2010 was 9,566 Mt valued at G\$ 1 billion or US\$ 5.1 million. Exports for 2010 were 1.5% or 143 Mt higher than that of 2009. There has been a steady increase in the exports of non-traditional agricultural commodities over the last several years, testimony to the successes of several initiatives of the Ministry of Agriculture.

EXPORTS OF NON-TRADITIONAL AGRICULTURAL COMMODITIES 2005 - 2010

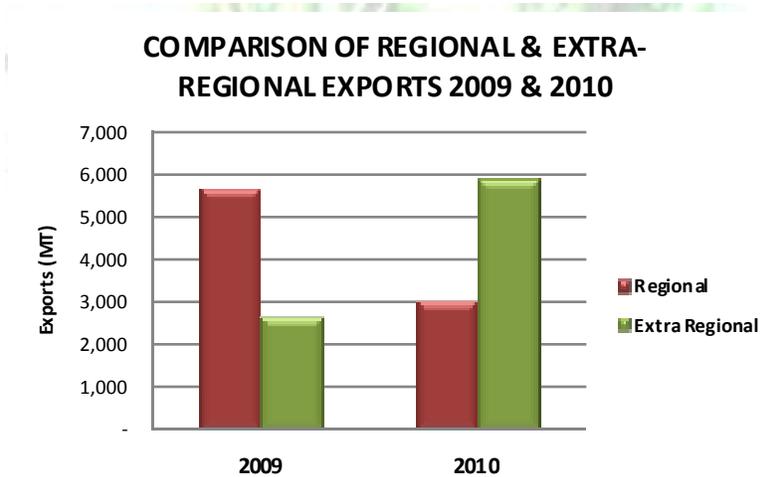


Of the total exports, 567Mt or 6 % were exported by air and 8,999 Mt or 94% were exported by sea.

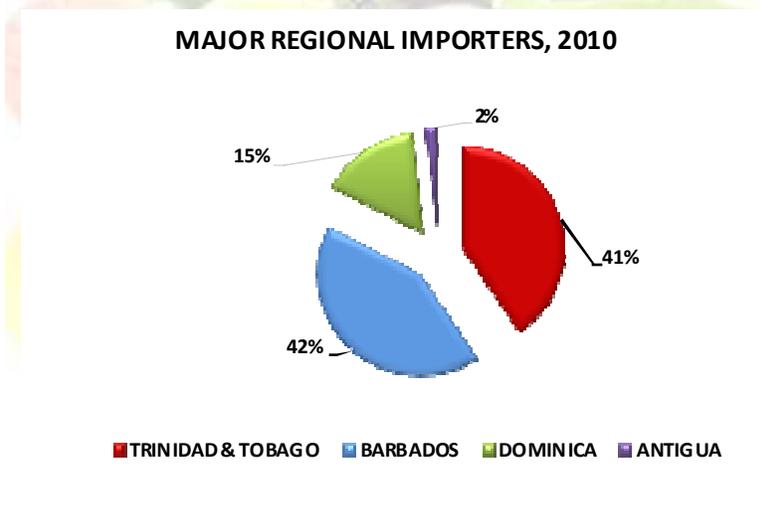
EXPORTS BY AIR & SEA, 2010



3,353Mt or 35 % of overall total was exported regionally, whilst 6,213 Mt or 65 % was exported extra-regionally.

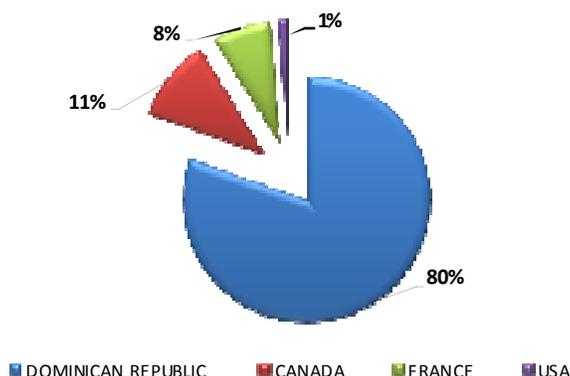


The major importing countries regionally were Trinidad and Tobago (1,352 Mt), Barbados (1,399 Mt), Dominica (518 Mt) and Antigua and Barbuda (60 Mt).



The major importing countries extra-regionally were Dominican Republic (4,909 Mt), Canada (660 Mt), France (458 Mt) and USA (80 Mt).

MAJOR EXTRA-REGIONAL IMPORTERS, 2010



The major fresh commodities exported regionally were pumpkins (537Mt), watermelon (476 Mt), dried coconuts (342 Mt), plantains (152 Mt), limes (78 Mt), eddoes (61 Mt) and pineapple (55 Mt).

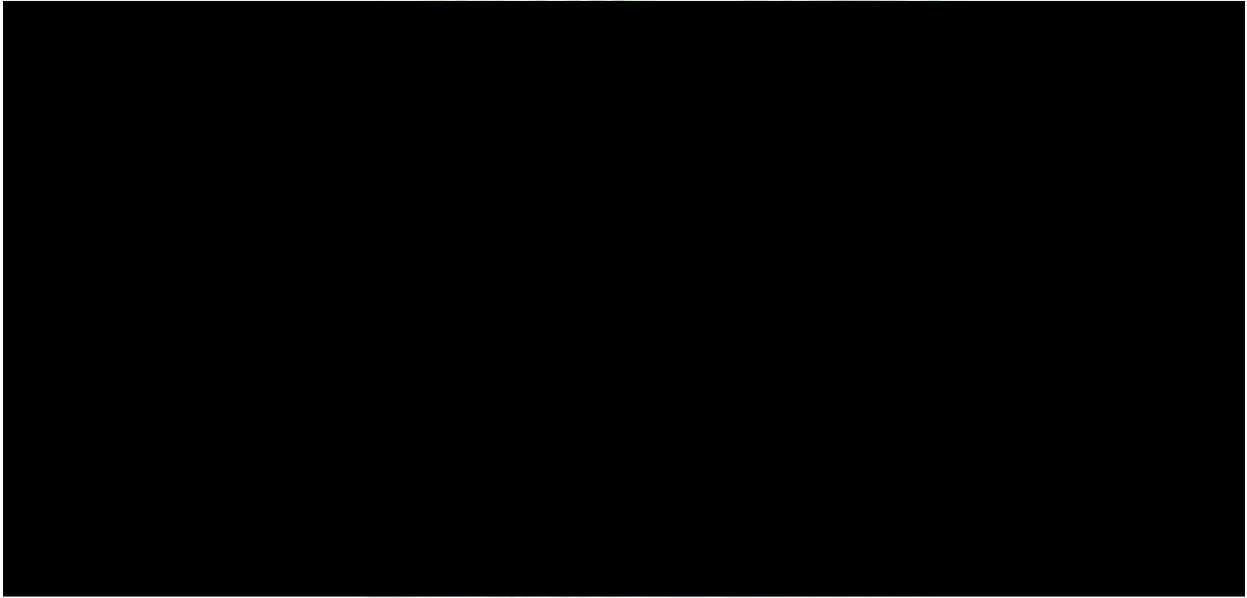
The major processed commodities exported regionally were copra (901 Mt), coconut crude oil (360 Mt), coconut water (231 Mt), copra meal (82 Mt).

The major fresh commodities exported extra-regionally were dried coconuts (5,107 Mt), mangoes (328 Mt), wiri-wiri pepper (55 Mt), eddoes (33 Mt) and pumpkin (19 Mt).

The major processed commodities exported extra-regionally were heart of palm (489Mt), pineapple chunks (14 Mt) and coconut cream (19 Mt).

Fifty-five fresh products and thirty-three types of processed products were exported for 2010.

Major commodities exported included coconuts (5,449 Mt), copra (901Mt), pumpkins (546 Mt), heart of palm (489 Mt), watermelons (479 Mt), crude coconut oil (361 Mt), mangoes (328 Mt), coconut water (231 Mt), plantains (155 Mt), eddoes (95 Mt), copra meal (82 Mt), lime (78 Mt), pineapple (66 Mt) and wiri-wiri pepper (56 Mt).



7.0 RELATIONSHIP BETWEEN THE CORPORATION AND ITS CLIENTS

Throughout the year the corporation maintained cordial relationships with public sector agencies, private sector organizations and companies, international agencies and farmer organizations. Major stakeholders were:

- Ministry of Agriculture
- Guyana Office for Investment
- National Agricultural Research Institute
- Pesticide and Toxic Chemicals Control Board
- Inter American Institute for Cooperation on Agriculture (IICA)
- Guyana National Bureau of Standards (GNBS)
- Caribbean Airlines
- DIGICEL
- Trade Facilitation Office of Canada (TFO)
- National Agricultural Marketing Corporation of Trinidad (NAMDEVCO)

Additionally, the corporation strengthened its relationship with the many agro-processors and exporters in Guyana.

8.0 PUBLIC RELATIONS

Guyana Marketing Corporation has continued to keep the public well informed through several features, press releases, television programmes and publications.