



**Ministry of Fisheries,
Crops and Livestock**
Regent Road, Bourda
Georgetown
Tel. (592) 226-1565
Fax (592) 227-2978
www.agrinetguyana.org.gy
/moa_mfcl



Go-Invest
190 Camp Street
Georgetown
Tel. (592) 225-0652
Fax (592) 225-0655
e-mail: info@go-invest.info
www.go-invest.info



NGMC
87 Robb Street
Georgetown
Tel. (592) 227-1630
Fax (592) 227-4114
e-mail:
newgmc@networksgy.com

**EXPORT
MARKET**

OPPORTUNITIES

MARKET PROFILE:

NEW YORK CITY

A RAPID RECONNAISSANCE SURVEY



EXPORT MARKET SERIES: BULLETIN No. 1

November 2002

Export Market Opportunities

MARKET PROFILE

New York City

A RAPID RECONNAISSANCE SURVEY

Ministry of Fisheries, Crops and Livestock
Guyana Office for Investment
New Guyana Marketing Corporation

Export Market Series Bulletin No. 1

November 2002



With the assistance of the United States Agency for International Development

Preface

This publication marks the beginning of a series of market bulletins which seek to provide relevant and timely information about markets and product potential for producers and exporters of non-traditional commodities. Although Guyana depends largely on its traditional exports of rice and sugar; minerals such as gold, bauxite and diamonds; and timber, most small and medium firms focus on sectors such as fresh produce, agro-processing, fish and seafood, and value added wood products, among others. The first bulletins in this series are not market studies in the true sense, but instead they are rapid reconnaissance surveys of the export potential for various Guyanese non-traditional exports in a variety of markets. The purpose is first, to identify the level of demand for non-traditional export products currently produced in Guyana and ascertain whether these products are produced locally or are imported. A second objective is to determine what, if any, is the level of market penetration of Guyanese products. Thirdly, the surveys attempt to capture the preferred characteristics of the different products in each market, and at the same time, to assess the success or failure of Guyanese exporters in meeting this market demand. Where available, prices for the different commodities are provided, if only for a specific point in time. Finally, useful contacts are provided where exporters may obtain additional information on the various commodities, market prices, import and custom requirements, etc. in the importing country. Producers and exporters who are interested in obtaining additional information about the demand for their products in overseas markets are urged to contact either the Ministry, Go-Invest or NGMC. In many instances these agencies may be able to put exporters in direct contact with potential buyers, wholesalers and retailers in the importing countries.

The undertaking of these market surveys also serves to reaffirm the collaboration among the Ministry of Fisheries, Crops and Livestock; Go-Invest and the New Guyana Marketing Corporation (NGMC) in improving quality, increasing production and promoting exports. As a team, the three agencies are working on the problems, limitations, and constraints identified in the surveys, from production and post harvest handling problems, to packaging and transportation, to final market access.

Go-Invest and NGMC maintain a list for many countries of importers, wholesalers and distributors of fresh and processed fruits and vegetables, lumber and wood products and fish and seafood. For more information, contact us at:

Go-Invest
190 Camp Street
Georgetown
Guyana
Tel: 592 225 0658
592 227 0653
Fax: 592 225 0655

NGMC
87 Robb and Alexander Streets
Georgetown
Guyana
Tel: 592 226 8255
592 227 1630
592 226 2219
Fax: 592 227 4114

Table of Contents

| | |
|--|----|
| Preface..... | ii |
| Executive Summary | 1 |
| New York City Area Market Survey | 3 |
| A. Snapshot of the New York Target Market | 3 |
| B. Guyanese Products with Greatest Export Potential | 4 |
| C. Quantities, Prices, and Penetration of Guyanese Products | 5 |
| D. Major Competing Products..... | 7 |
| E. Other Products that Could be Produced In/Exported from Guyana | 8 |
| F. Distribution Chains and Intermediaries | 8 |
| G. Constraints to Exporting..... | 8 |
| H. Keys to a Successful Relationship..... | 10 |
| I. Import Regulations..... | 10 |
| ANNEX A: Article on Steamship Lines in the Caribbean | 14 |
| ANNEX B: Publications in the Export Market Series..... | 17 |

Executive Summary

This report contains the results of initial efforts to define the characteristics and to identify the opportunities and constraints of the Guyanese and West Indian markets in New York City. It represents a first step towards equipping the SME sector with the necessary information and tools required to penetrate new markets in North America.

The overall conclusion is that potential exists to increase exports from small and micro-enterprises in Guyana to the ethnic communities in New York. However, there are some major constraints and drawbacks that must be addressed to increase exports to North American markets.

The following product categories were examined during the market study:

- Fresh produce
- Processed foods
- Seafood
- Food supplements
- Kitchen implements
- Gold jewelry
- Furniture
- Handicrafts

The interviews conducted in both markets did not reveal interest in the furniture or handicraft market.

The scope of work for this activity called for the identification of the following information:

- Size of the markets
- Penetration of products from Guyana
- Competition
- Opportunities for increasing exports
- Obstacles to increasing exports
- Ways of overcoming the obstacles

Market size: To a high degree, the target markets for Guyanese products in the New York City market are immigrants from Guyana, rather than from the West Indies in general. While specific data were not available, it is estimated that there are approximately 400,000 Guyanese in New York. Their per capita income is said to be above average in New York, relative to that of other ethnic groups.

Penetration, Competition, Opportunity: The following table summarizes in general terms the degree of penetration, level of competition and opportunity for Guyanese products in New York City:

Table I
Penetration, Competition, Opportunity

| Product | Mkt. | Penetration | Competition | Opportunity |
|--------------------|------|-------------|-------------|-------------------|
| Fresh produce | NY | Little | Substantial | Little at present |
| Processed foods | NY | Substantial | High | Some |
| Seafood | NY | High | Substantial | Some |
| Food supplements | NY | High | Substantial | Little |
| Kitchen implements | NY | Substantial | Substantial | Some |
| Gold jewelry | NY | Negligible | High | Some |

Obstacles and Overcoming Them: The following table includes some of the major obstacles and solutions that must be addressed to increase exports to the target communities in New York.

Table II
Obstacles and Solutions

| Obstacle | Solution |
|--|---|
| Inadmissibility of most fresh produce to the U.S. | 1. Increase requests to APHIS to add more products to the admissibility list. Try drying, canning or freezing more fresh produce. |
| Expensive transportation and shortage of air cargo space (especially to Toronto) | 1. Form a freight users group to work for improvements. 2. Identify specific transportation constraints and recommend/implement improvements. |
| Poor product quality | 1. Hold workshops in which importers from NY will be among the presenters. 2. Provide training/workshops on proper packaging/labeling. 3. Install cool and cold storage and fumigation chambers at the airport in Georgetown. 4. Help food processors become certified to HACCP. |
| Poor packaging and labeling | 1. Hold workshops in which importers from NY will be among the presenters. 2. Establish a package design center in an existing Guyanese organization. 3. Facilitate importation of materials for packaging and labeling. |
| Export “red tape” in Guyana | 1. Establish a “one window” export documentation system. 2. Assure that the system is clean and transparent. |
| Lack of an export mentality | 1. Hold workshops in which importers from NY will be among the presenters. 2. Develop a system of recognition and awards for successful exporters. |

New York City Area Market Survey

Introduction

The New York City area boasts a very large Guyanese and West Indian population. The people, stores and importers are spread over a wide area which includes the New York City boroughs of Queens, Brooklyn, the Bronx, as well as parts of New Jersey. Entry of most fresh produce is not allowed due to the APHIS phytosanitary regulations. There are fewer local manufacturers of “Guyanese style” products in New York.

A. Snapshot of the New York Target Market

How large is the market?

According to the U.S. census, in the year 2000 there were approximately 723,127 West Indians in the state of New York. It is assumed that about 700,000 of these are in New York City. The census does not provide the number of Guyanese in the area, however it is estimated to be between 400,000 and 500,000.

Where do they live?

Approximately half of the Guyanese population lives in Queens, in an area known as “Little Guyana”.¹ Most are Indo-Guyanese. There are several jewelry stores on Liberty Avenue that advertise “Guyanese gold.”

There is a sizable population in Brooklyn². It is predominantly Afro-Guyanese, who share retail stores with persons from Jamaica, Trinidad and other countries. The area is highly congested. Due to high rent, West Indian stores are located on secondary streets or at some distance from the main intersections (Church/Nostrand and Church/Flatbush). Guyanese bakeries seem to be especially popular in this area.

The third settlement in importance is in the Bronx, especially the northern part, and across the border into the city of Mount Vernon, New York. Here there are Guyanese of various ethnic backgrounds, mainly Indian, but also Chinese.

There is also a small but growing community across the river in New Jersey, specifically in the towns of Jersey City, Newark and East Orange. These communities frequent West Indian stores in Brooklyn and Queens.

¹ “Little Guyana” is centered at about 123rd Street and Liberty Avenue. It stretches for several blocks in both directions.

² The Brooklyn population is located in the general area of Nostrand and Flatbush Avenues and Church Street.

What is their estimated purchasing power?

According to the 2000 census, the median household income in 2000 was \$27,547 in Bronx County, \$26,108 in Kings County (Brooklyn) and \$35,820 in Queens County. Assuming 100,000 Guyanese households with an income of \$30,000 each, the total income would be \$3 billion per year. Since spending on food is a priority, the size of the market for food products is substantial.

What are their buying habits?

Spending on food is a priority for this target market. Generally, most people shop in West Indian stores once a week. Both men and women shop, and to some extent, this has become a family event.

B. Guyanese Products with Greatest Export Potential

There is potential to increase sales of Guyanese products in the New York market. Products with the most potential include:

- fresh produce
- packaged/processed foods (e.g. dried spice mango and honey)
- supplements (e.g. new brands of tonic and noni juice)
- cookware (e.g. large aluminum pots and rolling pins)
- gold jewelry (Guyana has a good name for jewelry)

To sustain increased sales, SMEs in Guyana must produce “export quality” goods – this applies to all types of products. This includes not only the quality of the actual product, but its packaging as well. A higher quality of fresh produce will facilitate the admissibility process through APHIS. Another limiting factor to increasing sales is the prohibitively high transportation costs.

Requests from an Importer

Dave, a major importer, expressed interest in Sheik Garam masala, Daddy's Achar, Peppys products, black pepper, Chinese sauce, Flavor Mate essences, Prestige products, and mustard flavored hot sauce (must be in glass bottle). He asked for a price on tamarind balls, 4 balls per package with nice labels, 25 packages per bag and 4 bags per box.

He would like a price also on honey in wide mouth jars. He now sells honey at \$0.50 for 8 oz (227 g). He went on to ask for prices on dried shark fillets, Chinelle essences, and cassava bread (must be packaged so it won't break). He said that a lot of noni juice was being sold.

He emphasized, however, that the packages should be of thicker plastic and should be folded before they are sealed. Also all bottles should be new and have tamper proof lids, and they need nutrition labeling.

C. Quantities, Prices, and Penetration of Guyanese Products

Quantities and Prices in the Market

People in the trade are reluctant to talk about quantities and prices. U.S. import statistics show the following entries, from Guyana to the U.S., in the year 2001:

Table III
Selected Imports from Guyana to the U.S. in 2001³
Source: U.S. Bureau of the Census

| Product | Approx. Quantity | Value |
|----------------------------|------------------|-----------|
| Fish | 1,128,000 Kg. | 5,047,400 |
| Shrimp | 11,690,000 Kg. | 5,179,300 |
| Rice | 288,000 Kg. | 40,100 |
| Plant parts for herbal tea | 1,100 Kg. | 5,800 |
| Sugar | 12,094,000 Kg. | 4,952,300 |
| Malt extract | 6,500 Liters | 13,400 |
| Pasta and couscous | 111,000 Kg. | 76,600 |
| Preserved vegetables | 127,600 Kg. | 127,600 |
| Condiments, seasonings | 1,700 Kg. | 1,700 |
| Other sauces and similar | 400 Kg. | 4,300 |
| Other food preparations | 26,000 Kg. | 211,500 |
| Aluminum cookware | 1,767 pieces | 12,000 |

Fresh Produce: Guyana must make a concerted effort to increase the number of APHIS approved admissible products to the U.S. Currently, it can send products that are already arriving from all countries, including cassava and yams, and it can send a few other products (artichokes, beans, cocoa bean pods, cucumbers, eggplant, okra, peppers and

³ Values are Customs Value in U.S. dollars

pumpkins) to North Atlantic ports. It can export cocoa bean pods to South Atlantic, Gulf and North Pacific ports.

There is little fresh produce from Guyana on the New York market. A high level of competition exists from Trinidad and Jamaica. The produce arriving from these countries tends to be of a higher quality, better packaged, and transported at lower rates.

Processed foods: There are substantial quantities of Guyanese processed foods on the market. Processed foods imported from Guyana are side-by-side with “Guyanese style” products and other competitors.

Seafood: Seafood from Guyana is on the market and is preferred by consumers. Yellow gilbaka, snapper, cuffum, butterfish, bangamary, Guyana hassa, white belly shrimp and black shrimp are found in numerous stores.

Food Supplements: Ferrol Compound, Limacol and other products of Guyana Pharmaceutical Company are in all the stores, along with competing products. The stores also carry noni juice, but not from Guyana.

Cookware: There are purple heart rolling pins and some of the big aluminum pots, stirring spoons, dahl gurneys and chopping blocks from Guyana available on the market. However, the majority of the cookware available is provided from other countries and has a better quality.

Gold: There are numerous jewelry shops that advertise Guyanese gold, but apparently not much actual jewelry from Guyana. Gold from Guyana is upgraded to 21 carat and made into jewelry in the U.S., although one shop reported sending designs for production in Guyana.

Furniture and Handicrafts: None of these from Guyana were observed on the market.

Penetration of Guyanese Products

Perhaps the products with best penetration are Ferracol compound and other products from the Guyana Pharmaceutical Co., which are imported to the U.S. by La Preferida (based in Chicago) and distributed by a company called Eve’s, in the Bronx. These products are in 100 percent of the West Indian stores visited.

There is also nearly complete penetration by fish, which is always in demand. Most stores have both freezers and coolers for fish. In some cases it sells so fast that it is neither refrigerated nor frozen in the store.

What Some Stores Are Selling

R&A Islamic Enterprises Inc. in Queens has Guyanese products from Indo-West Indian Trading including Allspice at \$1.99 for 3 ounces, mustard flavored oil (packed in New York) at \$2.99 for 16 ounces, coconut oil (packed in the U.S.), and chutney, casareep and achar (packed in U.S.) at \$3.99 for 14 ounces, and vegetable ghee (packed in U.S.) at \$3.99 for 12 oz (344 grams)

Guyana West Indian Grocery in Queens has casareep and other products purchased from a trader, M.Hanif, as well as Guyanese aluminum kettles and wood cooking utensils.

Annjee's in Queens sells mostly Indian goods but has wooden rolling pins, cutting boards and mixers from Guyana, all at \$4.99 each. He also has aluminum cooking pots.

J&B West Indian Grocery in Queens says Banks sodas sell well, and they think Banks beer has good potential.

There is good penetration of processed foods handled by Dave Corp. (including Beharry products) and by Bedessee. However, only some of these are actually from Guyana.

Penetration of other processed goods from Guyana, the few fresh foods that can be entered into the U.S. and cookware is lighter. However, nearly all the rolling pins seen in stores were made in Guyana.

There are reportedly some imports of gold jewelry, although this does not appear in U.S. import statistics.

D Major Competing Products

Fresh Produce: The few fresh produce items that can be imported from Guyana compete with similar items from Jamaica, Trinidad, the Dominican Republic and other countries. For example, pumpkins from Jamaica are very good and cost less than those from Guyana (a large percentage of the pumpkins available are also arriving from Trinidad). Thyme comes in part from Jamaica and New Jersey (Trinidad is beginning to export thyme), and eddoes mostly from Jamaica.

Processed Foods: Here, the competing countries depend on the item. There is good pepper sauce from Trinidad, noodles from Canada, curry from India, tamarind balls from Thailand, etc. Nearly all the competing products are better packaged and less expensive than similar items from Guyana. Apparently, the one advantage that Guyana has is the image, especially among Guyanese customers, that products from their country are more natural and taste better.

Seafood: Other Caribbean countries have most of the same species that Guyana has, although some Guyanese think their coastal fish taste better because the rivers that run to the sea are not polluted. Other countries do, however, have a freight advantage.

Dried fish are not in high demand and the supply is plentiful, with prices from about \$3.00 to \$7.00 per pound. Much of the dried fish on the market is from Canada.

Cookware: Nearly all the pots sold in West Indian stores are from the Imusa company in Colombia. The quality is excellent and they come with lids. Guyanese pots do not have lids. Wooden paddles, spoons, cutting boards, and other cookware come from various countries, including India. Competing countries have better dahl gurneys. These products usually look better than similar ones from Guyana but are not always made of solid wood.

E. Other Products that Could be Produced In/Exported from Guyana

Based on the interviews conducted during the survey, other potential products which could be exported from Guyana (but presently are not) include:

- Locust bark
- Halal canned meat
- Processed mangos, pineapple and other fruits
- Mixed fruits for use in pastries

F. Distribution Chains and Intermediaries

There are a few major players in the importation of Guyanese and West Indian foods. The ones identified are mostly Guyanese, although Korean-owned companies have a large share of the produce trade in New York, including West Indian produce. This is true in the Bronx and in Brooklyn, both of which have terminal markets.

G. Constraints to Exporting

The primary constraints to exporting to New York are summarized below:

- Lack of admissible fresh products
- Poor product quality
- Poor packaging
- Expensive air and sea freight
- A lack of effective distribution for some brands.

Competing Products in Local Stores

Spice World has eddoes at \$0.99 and \$1.20/lb. It imports achar in bulk and bottles it locally. It also carries Beharry curry made in New York, pumpkins from Trinidad, bora from the Dominican Republic, etc.

It has Champion noodles from Guyana at \$1.39 for 454 g. (16 oz), Carib Yana brand from Venezuela at \$1.99 for 20 oz., Lam's from the U.S., Norman Sue from Canada, and Sheik from Trinidad.

It has Chubby punch from Trinidad, Goya guava jelly at \$2.99 for 482 g. (17 oz), Clover brand essences from C. Kenneth Imports at \$1.59 for 4 oz. (120 ml), Matouk and other hot sauces, Chief curry from Trinidad at \$1.99 and \$4.99, and split channa from Trinidad

R&A Islamic Enterprises has Brown Betty mango jam from Bedessee at \$1.99 for 10.5 oz, Matouk green seasoning from Trinidad at \$2.49 for 8 oz, and Sari Miracle sauce from Ricks & Sari in Canada at \$1.99 for 8 oz.

H. West Indian Grocery in Queens has very little that is made in Guyana. They buy mostly from Dave's and Bedessee. There are Long beans, breadfruit and eddoes, all \$0.99 a pound, roasted geera from Canada at \$2.99 for 6.5 oz, etc. They have Twins products but say they move slowly.

Guyana West Indian Grocery has West Indian mixed essences from Kwak Imports in the Bronx and salt fish, \$2.99/lb., (without bones \$4.99/lb). I did not determine the country of origin of the fish. Tahitian Noni Juice is the major brand. The distributor can be found on the World Wide Web at www.caribbean@tahitiannoni.com.

J&B West Indian and American Grocery in Queens has noni juice at \$29.99 for 32 ounces and says it sells OK. They also have Chatak chutney, garam masala etc. from Canada, Marian curry powder at \$1.99 for 16 oz, distributed by Marian Spice Corp. in Jackson Heights, Bedessee garam masala in a double bag, wooden spoons and stirrers at \$3.99 each, and other wood and aluminum articles. They have no problem getting enough fish at decent prices. Many of their products are bought from the trader, M. Hanif, phone 718-468-5964.

Key Food in Queens sells Indra West Indian pepper sauce from Costa Rica at \$2.19 for 11 ounces; indra geera, garam massala, casareep (\$3.99 for 15 oz.); Lall's geera from India; honey (8 oz. \$0.99-\$1.19); Dave's peanut punch (made in Florida); Guyana peanut punch (\$1.99 for 10 oz.) distributed by AFN LLC, New Jersey; flavor mate essences (\$3.99 for 7 ounces); Eddoes from Jamaica at \$0.89/lb.

A Farmboy Market sells Guyana and East India soda, distributed by HTOND, NY; Shirley's noodles (U.S.) for \$1.79 for 24 oz.; Lam's noodles (U.S.) for \$0.99 for 12 oz.; Champion noodles (Guyana) for \$1.99 for 16 oz.; Brown Betty noodles (Canada) for \$0.99 for 12 oz.; Grace products from Jamaica; Guyanese Pride essences, coconut oil, and casareep from Bedessee; Bedessee mustard oil made in the U.K.; dried fish from Canada; curries from Trinidad – Turban and Kola brands; Billy Bee honey (Canada) for \$0.99 for 250 grams.

Admissibility: More products need to be included on the APHIS list. However, having a product on the list does not guarantee that it will make it through to the market. Two persons reported having shipments of approved products rejected because of insect pests.

Quality: Bedessee Imports producing noodles, in part because flour in Guyana is not clean. Processed foods don't have proper preservatives.

Packaging: Bedessee is exporting boxes from Canada to Guyana, although duty is charged on them, because the boxes made in Guyana are expensive and lower quality.

Expensive Freight: Storekeepers, especially, said that if an item from Guyana costs a few cents more than that of a competitor, and if freight also costs a few cents more, either the product must sell at a higher price or the store owner must be willing to take a very low margin.

Distribution: For example, Twins essences are not distributed as well in New York as they are in Toronto.

H. Keys to a Successful Relationship

With exporting in general, the keys to a successful relationship are to be competent and honest. Competency implies producing, packing and shipping exactly what was ordered and on the scheduled dates. Honesty implies the same thing, but in a slightly different way. An incompetent firm might let impurities enter its product, while a dishonest firm might purposely alter its product. Either way, the result will be disaster sooner or later.

In exporting one should clearly determine a target market and a sales forecast prior to preparing an appropriate marketing plan. There are few, if any, firms in Guyana that have product/package/brand, distribution, pricing, promotion, shipping and payment strategies designed to sell known quantities of goods to defined target markets.

I. Import Regulations

There are no import duties on most of the products coming from Guyana covered by this study. The following is a summary of the import regulations. Additional details, and sources of clarification of the regulations, can be found on the websites of the U.S. Department of Agriculture, Food and Drug Administration (FDA), and Customs.

Fresh Produce: As already mentioned, the main regulation that hampers exports from Guyana is that each kind of fresh produce, from each country, must be ruled admissible by the Animal and Plant Health Inspection Service (APHIS) of the U.S. Department of Agriculture. To obtain admissibility status, the Government of Guyana or a U.S. importer must request approval and, essentially, prove that the product in Guyana does not host insects that could harm agricultural crops in the U.S.

To all U.S. ports, Guyana can ship fresh allium (onions and garlic), apples, asparagus, bananas, basil leaf, cassava, cinnamomum leaf, corn (green), dasheens, durian, ginger root, lemons (smooth skinned), lettuce, limes (sour), oranges (sweet), palm heart, pineapple (except into Hawaii), pokeweed greens, strawberries, watercress, and yams.

In addition, to North Atlantic ports Guyana can ship globe artichokes, beans, cacao bean pod, cucumbers, eggplant, okra, pepper and pumpkins. It can ship cocoa bean pod to South Atlantic and Gulf and to North Pacific ports.

In some cases, a product that might harbor harmful insects can be approved for admission with a specified treatment. For example, fresh mangos can come from companies that have approved hot water dip plants. Currently there are no such treatment plants in Guyana.

As noted, even shipments of a product that is admissible can be rejected if harmful insects are found on the product or its package. The presence of insect pests in one box of a shipment is usually grounds for rejecting the entire shipment. One importer from Guyana reported having this problem with a shipment of pumpkins.

The other important regulation relates to pesticide residues. The U.S. Environmental Protection Agency has determined the kinds of pesticide residues that can be present on each type of agricultural product exported to the U.S., and the maximum residue of each pesticide. Although interviews did not reveal any shipments from Guyana being rejected because of pesticide residues, this can be a problem if farmers begin using more insecticides, herbicides and/or rodenticides without knowing or paying attention to the regulations.

In addition, fresh produce shipped to the U.S. should arrive in good *condition*. This is different from *quality*, which is a commercial term and is determined by the importer. Thus, a poor quality pumpkin will be admitted by Customs if it is in good condition, but the market may not accept it.

Finally, each box of produce should be marked with the weight and the country of origin.

Processed Foods: Processed foods, in general, must meet standards determined by the U.S. Food and Drug Administration. These relate to cleanliness and sanitation. Each item should be free of foreign matter and of microorganisms that might endanger human (or animal for animal feed) health. This includes, for example pesticide residues, insect parts, rodent hair, excreta, and bacteria.

The presence of foreign matter in a processed food usually means that the production process is not adequately controlled. The result has been the growing use of process management systems such as Hazard Analysis at Critical Control Points, HACCP. Companies that plan to ship to the U.S. should become certified in HACCP.

The packaging, i.e. bottles, should be sanitary and have tamper-proof lids.

A processed food must contain what it is said to contain. For example, to label an item “Mustard Oil“ would be misleading if it contains large amounts of some other item as a “filler.” Ingredients must be listed on the label, in descending order of content by weight.

If a company sells more than 100,000 units of an item per year, it must put the nutritional content on the label. This requires laboratory analysis to determine the types and amounts of nutrients in each product.

Finally, a product’s label should give the net weight in grams and ounces, the country of origin, and enough information to permit a consumer, or regulatory authority, to identify the producer, exporter, importer or distributor. That is, there should be a way to trace each product and find out which companies were involved in producing and marketing it.

There is also a regulation on low-acid canned foods, such as most palm hearts packed in water with salt. The processors of such foods must apply and obtain Food Canning Establishment (FCE) numbers from the U.S. Food and Drug Administration.

Fish: The FDA has determined that all fish sold in the U.S. must be processed in a facility that essentially follows the procedures of the Hazard Analysis at Critical Control Points system. Only four foreign countries have recognized government agencies that can certify a processing plant to HACCP. In the case of imports from other countries, it is the importer’s responsibility to ascertain that the product he/she sells was processed in accord with HACCP procedures. The FDA can verify that an importer has done the required due diligence.

In addition, fish must be clean and sanitary and must not contain excessive amounts of mercury or other substances that might harm the persons (or animals) who consume them.

Dietary Supplements: Dietary supplements are not highly regulated at present. They should be clean and pure and be marked with the country of origin and the name of the producer, exporter or importer. As with food products, the label should state the ingredients and the contents in ounces and grams. It is important not to make, on the package or in advertising, any medical or other claims that cannot be substantiated by scientific evidence.

Cookware: There are no special regulations for products such as cookware, handicrafts and furniture, except that they not be hazardous. For cookware, that implies no lead or other minerals that could leach into the food. For handicrafts there are probably no special implications. For furniture it implies that it not have, for example, exposed nails that could injure someone.

Go-Invest and NGMC maintain a list for many countries of importers, wholesalers and distributors of fresh and processed fruits and vegetables, lumber and wood products and fish and seafood. For more information, contact us at:

Go-Invest
190 Camp Street
Georgetown
Guyana
Tel: 592 225 0658
592 227 0653
Fax: 592 225 0655

NGMC
87 Robb and Alexander Streets
Georgetown
Guyana
Tel: 592 226 8255
592 227 1630
592 226 2219
Fax: 592 227 4114

Annex A

Article on Steamship Lines in the Caribbean

Specialists and global carriers look for synergies

Vessel sharing, space charters, consolidation playing ever-larger role in Caribbean

By Jim Dow

December 3, 2001

In August, Seaboard Marine completed an agreement to charter space to Mediterranean Shipping Co. (MSC) on three of its services to the Caribbean and the North Coast of South America. The services all depart from Seaboard's South Florida hub at the Port of Miami, and include connections at MSC's hub in Freeport, Bahamas, where it transfers cargo between its North America, South America, and European services.

On October 1, Tropical Shipping reached an agreement to acquire the liner division of Kent Line, a Canada-based carrier that specialized in the Caribbean and Latin America trades.

Those two deals speak volumes about the Caribbean trade, where cooperation between carriers and market consolidation continue to shape the market for ocean shipping services.

Many of the working relationships involve agreements between the Florida-based Caribbean specialists that are container volume leaders and who offer service to the most destinations, and multi-trade, global carriers who use the Caribbean as an exchange point for intercontinental services.

Where "small" is big

The Caribbean is a trade where carriers that would seem small on a global scale dominate the market, and where global giants often ride the backs of niche specialists. The one exception is Maersk Sealand, which has combined the established markets of Sea-Land Service to the Dominican Republic with parent company A.P. Moller's ambitious visions for the Caribbean and Latin America.

Maersk Sealand, which represents one of the ultimate examples of industry consolidation, has been involved in vessel sharing as well, although to a limited degree. It operates some of its Caribbean services in conjunction with the Cagema services of France's CMA-CGM.

Tropical Shipping, which operates most of its services out of the Port of Palm Beach, Fla., is the single largest container carrier in the trade. Tropical offers direct service to more than 25 islands in the Caribbean, and has two or more departures a week to its busiest destination.

Tropical is also actively involved in the market for less-than-container load (LCL) consolidations, giving it the unique distinction of being a statistical leader as both a steamship line and as a non-vessel-operation common carrier (NVOCC).

It has followed a course of growth through acquisitions of specialty carriers, including not only the Kent Line deal this year, but specialty carriers like Thompson Shipping--which retains its brand name--and sails exclusively to the Cayman Islands.

Seaboard, the single largest carrier at the Port of Miami, is also a market leader because of its wide array of services. It has individual services to the Dominican Republic, Jamaica, Haiti, the Cayman Islands, and daily service to the Bahamas.

It also has a separate service to the Caribbean destinations of Antigua, Barbados, Trinidad, Jamaica, and the South American port of Georgetown, Guyana.

Crowley Liner Services (CLS), as a U.S.-flag carrier, is eligible to participate in the domestic trade service to Puerto Rico. But unlike other carriers in that market, CLS is also active in other Caribbean markets. It has extensive services to key hubs like Jamaica and the Dominican Republic, and markets services to smaller islands, as well.

CLS has become a niche operator in the Caribbean and Central America since its parent company, Crowley Maritime Corp., sold its extensive South American services to Germany's Hamburg Sud group. That sale also gave Hamburg Sud the rights to the brand name Crowley American Transport, or CAT. That required Crowley Maritime to change the name of its existing Caribbean services to CLS.

Although CAT is primarily a South American carrier, it, too, offers some service to the Caribbean islands en route to the North Coast of South America. CAT calls Aruba and Curacao on its southbound service to Venezuela.

Another Caribbean specialist that is among the larger players in the trade is Tecmarine Line. Based in Florida, it sets itself apart by offering direct services from the North Atlantic in addition to its primary Florida departures.

Tecmarine offers a weekly all-water service from Gloucester City, N.J., near Philadelphia on the Delaware River, to Haiti, Jamaica, and the Dominican Republic. That service also makes a call at Fernandina Beach, Fla., near the Florida/Georgia border, en route to the Caribbean.

But Tecmarine's services also include weekly departures from Port Everglades, Fla. (at Fort Lauderdale) to 20 destination in the Eastern Caribbean, and a weekly service from Port Everglades to Jamaica, Haiti, and the Dominican Republic.

Smaller niche carriers

Although carriers like Tropical Shipping and Seaboard Marine would be considered niche carriers on global shipping markets, the Caribbean trade also has several other carriers that serve specific parts of the Caribbean, as opposed to the multi-island services of the market leaders.

Carriers like Navieras NPR, King Ocean, Thompson Shipping, and Bernuth Lines are fairly large carriers in the Caribbean trades, but specialize in a limited number of destinations.

Navieras, like Crowley Liner Services, is a Puerto Rico trade carrier. King Ocean does most of its business in the Venezuela trade, but offers service to the countries the Netherlands Antilles and Trinidad & Tobago on the way to the North Coast of South America.

Thompson, the division of Tropical, focuses on the Cayman Islands. Bernuth Lines, which operates from a terminal on the Miami River, is somewhat more diversified. The Dominican Republic is one of its large markets, but Bernuth has a multi-island service to the Eastern Caribbean that offers a combination of weekly and bi-weekly calls.

Growing hubs

Hub ports and transshipments have always been an important part of the Caribbean trades. Many destinations simply do not attract the volumes to justify direct, main line services. That means the larger vessels are used to call hub ports, handing off containers to various feeder services from those islands.

The hubs have become increasingly sophisticated in recent years. Freeport, Bahamas has developed into a load center port for global carriers like MSC.

Kingston, Jamaica is another key transshipment port, counting Israel-based Zim as one of its largest customers. Zim hands off shipments from its east-west services that extend from the Mediterranean to Asia, and from its north-south service between the U.S. East Coast and the East Coast of South America. Zim also offers a service from Houston to Kingston that provides connections to both of those services from the Gulf, with Caribbean island cargoes thrown into the mix.

More hubs are in development. CSX World Terminals is building a new hub port in the Dominican Republic, and the government of Puerto Rico is expected to start work next year on a transshipment center near Ponce, the island from San Juan.

Because of the many options and destination, the Caribbean remains a crowded trade, in spite of the ongoing forces of consolidation. More and more national and northern-based NVOCCs are becoming active in the trade, joining the established Florida-based operations like Econocaribe, Lilly & Associates, and Universal Freightways.

Flat volumes for some destinations have put a squeeze on the steamship lines, but services to other markets are growing as a result of Caribbean parity legislation that was passed last year.

But as a crucial crossroads of world trade, the Caribbean can always attract a variety of niche and global operators, who now more than ever are seeing the benefits of combining their respective strengths.

ANNEX B

PUBLICATIONS IN THE EXPORT MARKET SERIES

- Bulletin No. 1: RAPID RECONNAISSANCE SURVEY OF THE NEW YORK CITY MARKET FOR GUYANESE PRODUCTS, NOVEMBER 2002.
- BULLETIN No. 2: RAPID RECONNAISSANCE SURVEY OF THE TORONTO MARKET FOR GUYANESE PRODUCTS, NOVEMBER 2002.
- BULLETIN No. 3: THE LONDON MARKET FOR GUYANESE PRODUCTS, A RAPID APPRAISAL, AUGUST 2002.
- BULLETIN No. 4: MARKET PROFILE: BARBADOS – A RAPID RECONNAISSANCE SURVEY, FEBRUARY 2003.
- BULLETIN No. 5: MARKET PROFILE: TRINIDAD – A RAPID RECONNAISSANCE SURVEY, FEBRUARY 2003.
- BULLETIN No. 6: MARKET PROFILE: ST. LUCIA – A RAPID RECONNAISSANCE SURVEY, FEBRUARY 2003.
- BULLETIN No. 7: MARKET PROFILE: ANTIGUA – A RAPID RECONNAISSANCE SURVEY, FEBRUARY 2003.
- BULLETIN No. 8: MARKET PROFILE: MARTINIQUE – A RAPID RECONNAISSANCE SURVEY, FEBRUARY 2003.
- BULLETIN No. 9: MARKET PROFILE: GUADELOUPE – A RAPID RECONNAISSANCE SURVEY, FEBRUARY 2003.
- BULLETIN No. 10: MARKET PROFILE: ST. MAARTEN – A RAPID RECONNAISSANCE SURVEY, FEBRUARY 2003.
- BULLETIN No. 11: THE CARIBBEAN MARKET FOR LUMBER AND WOOD PRODUCTS – A RAPID RECONNAISSANCE SURVEY. (A COMPENDIUM VOLUME DUE THE 2ND QUARTER 2003).
- BULLETIN No. 12: THE CARIBBEAN MARKET FOR FISH AND SEAFOOD – A RAPID RECONNAISSANCE SURVEY. (A COMPENDIUM VOLUME DUE THE 2ND QUARTER 2003).
- BULLETIN No. 13: THE CARIBBEAN MARKET FOR FRESH FRUITS AND VEGETABLES – A RAPID RECONNAISSANCE SURVEY. (A COMPENDIUM VOLUME DUE THE 2ND QUARTER 2003).

BULLETIN No. 14: THE CARIBBEAN MARKET FOR LUMBER AND WOOD PRODUCTS – A RAPID RECONNAISSANCE SURVEY. (A COMPENDIUM VOLUME DUE THE 2ND QUARTER 2003).

BULLETIN No. 15: MARKET PROFILE: NORTHERN BRAZIL – A RAPID Reconnaissance Survey (Expected in July 2003).