



Guyana Marketing Corporation

Facilitating and co-coordinating the development of

Quality non-traditional agricultural produce and products for export

ANNUAL REPORT 2007

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EXECUTIVE SUMMARY

Mission Statement

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

This annual report for 2007 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 2007, the Corporation:-

- 1. Actively promoted Guyanese fresh and processed non-traditional agricultural produce by participating in Trade missions and Exhibitions held locally:
 - a. GuyExpo 2007 National Exhibition Centre, Sophia, October 25-31, 2006
 - b. Essequibo Night 2006 Anna Regina Community Centre Ground, November 17 18, 2006.
 - c. World Food Day Exhibition Diamond Community Centre Ground, Diamond, East Bank Demerara, October 16, 2006.

and, overseas in:-

- d. **Trinidad and Tobago** 1st Caribbean Agri-food Trade Convention, Port of Spain, Trinidad & Tobago, May 24th 27th, 2006
- e. Barbados BMEX Sherbourne Conference Centre, Barbados June 2-5 2006
- f. USA Central Florida's First Caribbean-American Business Expo and Conference was held at the Central Florida's Fair and Exposition Park, Orlando, Florida from the 1st-3rd June 2006.

At all of these expositions products were promoted under the themes A and Guyana – Your Choice for naturally Grown Fruits & Vegetables.

- 2. Maintained its retail trading outlet at the Robb & Alexander Street location, thereby providing opportunities for small farmers and agro-processors to sell their products;
- 3. Continued to provide an *Export Packaging Facility* whereby farmers and exporters exporting to the Caribbean, namely Antigua, Barbados and St. Lucia were required to process fresh produce destined for these markets at this facility. At the end of the year a total of 881 tonnes were processed at the facility;
- 4. Maintained its Export Brokerage facility and prepared 390 export documents;
- 5. Co-ordinated and executed training sessions for farmers and potential exporters in the following areas: Georgetown, Parika, Kuru Kuru, Linden, Essequibo, West Coast Berbice

on "Pre and Post Harvest Handling of fruits and vegetables and Good Agricultural Practices":

6. Continued to assist exporters of food products to USA with registration with the US Food & Drug Administration, Bio-Terrorism registration. During 2006, assistance was given to twenty-eight (28) exporters. The total number of exporters assisted since this became a requirement to export food products to the USA is One hundred and twenty seven (127).

Continued the operations at *the Central Packaging Facility- Sophia*, where 1,069 tonnes were processed in 2005 destined mainly for our three main Regional Markets; Barbados, Antigua and St. Lucia. This figure was 16% higher that the volume of produce processed for 2004. In 2004, 919 tonnes were processed.

The total volume of non-traditional produce and products exported for 2006 was 5,219 tonnes valued at G\$ 1.44 billion or US\$ 7.2 million. The export volume for 2006 was 10.6 % or 500 tonnes higher than that of 2005. The export value for 2006 was 5.8 % higher than the export value for 2005.

Of the 5,219 exported in 2006, 538 tonnes or 10% were exported by air and 4681 tonnes or 90% were exported by sea.

2,639 tonnes or 56 % of overall total was exported regionally, whilst 2,080 or 44% was exported extra-regionally.

The major importing countries regionally were Antigua, Barbados, Trinidad and Tobago, and St. Lucia.

Exports to: Antigua rose by 106 tonnes, Trinidad by 478 tonnes and to St. Lucia by 160 tonnes

Exports to Barbados fell by 306 tonnes while the exports to Dominica remained constant.

The major importing countries extra-regionally were France, Canada, USA, Italy and England.

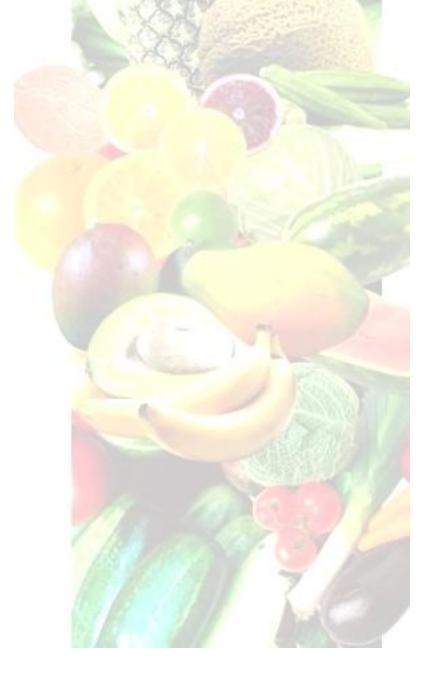
Exports to: England increased by 3 tonnes and United States by 1 ton.

Exports to France fell by 30 tonnes, Italy by 46 tonnes and the Canada by 14 tonnes.

The overall export of fresh produce rose by 282 tonnes or 21% from 1,324 tonnes in 2004 to 1,607 tonnes in 2005. The major fresh commodities exported regionally were watermelons, pumpkins, plantains, eddoes, pineapples, citrus and dried coconuts. The major fresh commodities exported extra-regionally were mangoes, pepper, bora, watermelon and pineapples.

The overall export of processed products fell by 123 tonnes or 4%, from 3,236 tonnes in 2004 to 3,113 tonnes in 2005. The major processed commodities exported regionally were *crude coconut oil, fruit juices and purees* and *copra*. The major processed commodities exported extra-regionally were *heart of palm, pineapple chunks* and *sauces*.

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.

In an effort to fulfill our mandate 2007 proved to be a crucial year for the staff of the Guyana Marketing Corporation. It was the year of organizational and structural metamorphosis. These changes will be considered on a departmental basis.

1.0 MARKETING DIVISION ACTIVITIES

During 2007, the Marketing department was relocated in the Marketing Information Centre. It has a compliment of six staff members. It is head by a marketing manager, followed by a senior marketing officer and a marketing analyst and three marketing officers.

This department focused more on providing technical and marketing advice to our farmer, agro-processors, exporters and potential exporters. Promotions of our client product were also done through local and overseas exhibitions.

1.1 Exhibitions

Overseas Exhibitions

The corporation was represented at:

- i. **Barbados** Agrofest 2007 hosted by the Barbados Agricultural Society, February 23-25, 2007.
- ii. **Miami, Florida** 10th IFE American Food and Beverage Trade Show and Conference, October 29-31, 2007.

Local Exhibitions

- West Coast Nite
- ❖ Guyana Gift and Craft Show
- Guyana Nite
- Guyexpo
- World Food Day Observances
- Linden Career Day
- Canje Nite
- Esseguibo Nite
- Agro Processors Exhibition

- ❖ GMC's Open Day
- Independence Promotion
- ❖ Agro Processors Exhibition
- ❖ Launching of the Guyana Shop and Marketing Information Centre

VAT SALE

Market Research

The Market Research Department in an effort to sensitize our principal clients on the trends and demands of the Market the following was done on a routine basis:

Weekly

- 1. Registration of exporters exporting food products to the USA, as a result of new regulations instituted by US Food & Drug Administration (twenty nine (29) registrations were done for 2007);
- 2. Provided marketing information to farmers, exporters, agro-processors, students and Government Agencies who visited the Marketing information Centre(fifty seven (57) persons were dealt with);
- 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. Provided training to farmers on the roles of GMC, pricing of produce and the need for forming associations.
- 5. Made adjustments to the website and maintenance of computers and related equipment in the agency.

Monthly

- 1. Collected export data from Plant Quarantine, Customs, Amazon Caribbean, Central Packaging Facility and airlines and prepared a monthly report.
- 2. Managed and maintained the FAO Agrimarket Database where prices collected from specified markets are entered and reports are generated on a daily, weekly and monthly basis;
- 3. From data collected on prices and export an analysis was done based on reports generated.

4. Represented the Corporation at the various sub-committees meeting at the Guyana National Bureau of Standard.

Accomplishments

- Our local Prices were printed in both the Stabroek News and Chronicle News Papers for the first half of the year.
- Weekly price reports from Guyana are now published on Namistt website.
- Assistant were given to three new exporters. Information can be found below:

Name	Contact Information	Remarks	
Shem Verisammy	shemverasammy@yahoo.com	Currently exporting to	
6	Tel#: 256-3538 / 622-4760	Antigua	
	R.A.I & Sons Enterprise	Shipping seafood to	
4	Lot 41D, Middletown Street,	Jamaica	
Rafeek Ally Inshanally	Campbellsville, Georgetown		
	Tel 231-7954 / 646-8634		
Navendra Deona <mark>rine</mark>	291 Zeelugt, Public Road,	Currently shipping fruits	
	East Bank Essequibo	and vegetable to Trinidad.	
	Tel #: 681-551		
	Email: venav28@yahoo.com		
	nav_ved23@yahoo.com		

1.2 Central Packaging Facility (CPF)

In response to a need for a central place for preparing fresh produce for export to the Caribbean, GMC, in 2001, established the Central Packaging Facility. The building that housed this facility required repairs, and since its establishment the corporation has been affecting repairs and modifications as appropriate. During 2005, the corporation maintained and continued improving the Central Packaging Facility as well as its service.

Among the improvements done at this facility since its establishment, were:

- Rehabilitation of Floor;
- Pluming Works;
- Paint works:
- Rehabilitation of office and lunch room:
- Rehabilitation of the Roof;
- Construction of Bridge;
- Installing of a new gate;
- Installing a water closet;
- Improving electrical works;
- Installing extractor fans;
- Repairs to canopy;

Purchase of new equipment

- Purchase of two (2) electrical scales;
- Purchase of four (4)expandable conveyors;
- Purchase of three (2500kg) Pallet Jacks;
- Purchase of fifteen (15) stainless steel tables

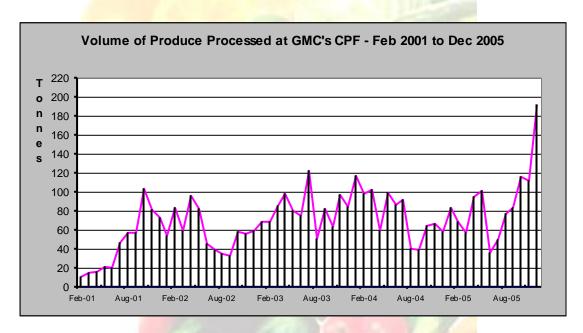
During 2007, the facility was used by thirty two (32) exporters who processed 1,164 tonnes of fresh agricultural produce. This was 282 tonnes or 32 % more produce processed than 2006.

Three commodities: watermelon, pumpkin and plantain made up 960 tonnes or 82% of all produce processed at the Central Packaging Facility.

In 2007, a total of one hundred (100) refrigerated containers were sent by sea from the Central Packaging Facility whilst eighteen (18) shipments were sent by air.

Of the total volume of produce processed at the CPF in 2007, seventy three (9) tonnes or 7% were exported via air and one thousand one hundred and fifty five tonnes (1155) or 93% were exported via sea.

The graph below shows the trend of produce processed at GMC's CPF.



The table below shows the major commodities processed at the Central Packaging Facility for 2006 compared with 2005, 2004 and 2003:-

	2003	2004	2005	2006	
Commodity	Kgs	Kgs	Kgs	Kgs	
Watermelon	151,812	252,223	397,022	228,621	
Plantain	393,860	343,980	251,764	143,689	
Pumpkin	110,359	134,073	254,074	405,995	
Coconuts (dry)	4,785	45,311	44,795	22,286	
Pineapple	157,739	72,679	38,538	5,987	
Lime	91,229	24,705	26,775	24,288	
Eddo	11,875	10,679	18,311	33,567	
Orange	1,557	12,075	13,929	14,225	

1.17 2 7/65

Additional details can be found in Table VIII.

1.3 Supermarket

During 2005, the corporation maintained its retail trading of fresh and processed agricultural produce, as well as other products made in Guyana at its Robb & Alexander Streets Location.

The overall sales at this outlet was G\$ 45.3 million, representing an increase of 14% over 2004 overall sales. Gross profit was G\$ 7,745,211.00, expenses G\$ 7,487,268.00 and net profit G\$ 257,943.00

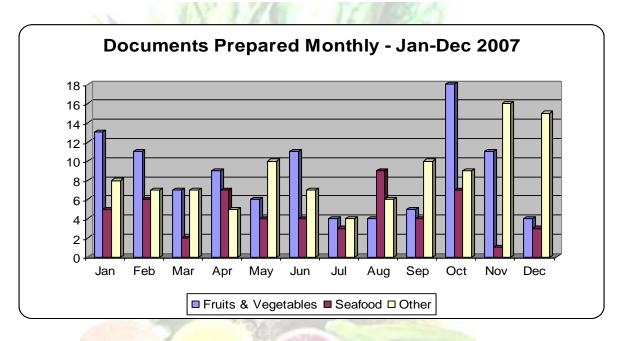
This outlet purchased products from Guyana's farmers and manufacturers and offered them for sale at competitive prices to its customers.

1.5 Export Brokerage

During 2007, the corporation maintained its export brokerage service to farmers, exporters and agro-processors and prepared 262 documents. Of this figure, 103were for fruits and vegetables, 55 for seafood and 104 were for other commodities such as wood, clothing jewelry, craft, etc.

Gross revenue earned by this facility was G\$ 775,398.00.





It can be deduce from the graph that the main set of documents prepared is fruits and vegetables (40%) follow by the other (39 %) then seafood document (21 %)



2.0 TECHNICAL DIVISION ACTIVITIES

During 2007, the Technical Division was involved in providing technical and post harvest advice to farmers and exporters, inspecting produce at the Central Packaging Facility, and conducting field visits, providing training to farmers and exporters and providing support to overseas investors.

2.1 Training

Training was provided to plantain farmers. This training covered activities from planting to marketing. The following agencies were involved in the process:

- 1. Extension Department MOA
- 2. National Agricultural Research Institute (NARI)
- 3. Plant Quarantine Department MOA
- 4. Guyana Marketing Corporation

The table below shows the results of the training and the number of farmers that benefited from the training.

Date	Location	Trainees	No. of Persons
		1111	
May 15,20 <mark>07</mark>	Parika Backdam	Plantain & Ground	
		Provision	13
	100000000000000000000000000000000000000		
May 21, 2007	Salem	Farm Plantain & Ground	
		Provision	29
1.3			
May 28, 2007	Wakenaam	Plantain & Ground	
-	1	Provision	23
		150000	
		The state of the s	
June 07, 2007	Hog Island	Plantain & Ground	26
		Provision	

2.2 <u>Conducting field visits</u>

Field visits were done, on a weekly basis by the marketing officers of the Guyana Marketing Corporation. Two of the main areas targeted were:

- 1. Pomeroon
- 2. Black Bush Polder

The main aim of these visits was to address the marketing issues affecting the farmers in these communities and assist them in developing farmer Association.

Other visits were also conducted these are as follows:

- Conducted farm visit at Tames war's pineapple farm one of the largest pineapple farmers in Guyana.
- Conducted visit at Mr. Benjamin's Farm in Parika, present for this visit were Mr. Obafami and Mr. Daniel Singh of Yomi Foods. This farmer is planting yams and will be supplying Yomi Foods with the product.
- Conducted visit in Pomeroon with Mr. Burgess and Mr. Singh both Canadians
 who are interesting in exporting avocado, passion fruit and pawpaw. The visit
 was aimed at accessing the potentials of these crops in the Pomeroon area for
 exports.
- Conducted farm visit in Bath Settlement Berbice. The visit was aimed at accessing what farmers had in production and what would have been in production for the Cricket World Cup Season.

2.6 Seminars and Workshops Participation

- "Food Security & Vulnerability" at the University of Guyana.
- "How To Export to Brazil" at Ocean View International Hotel
- "VAT" at Regency Suites Hotel
- Caribbean Food & Nutritition Institute "Ministry of Agriculture", the workshop was aimed at drafting a policy and defining ways of implementing policy.
- Rule of Origin Under Caricom, CBI and Cotonou Agreement held at Le Meridian Pegasus January 25-26, 2007
- Anti-terrorism Tactics Management of Intelligence held in Berbice on July 20, 2007
- Shipping the Key issue to competitiveness held at tower hotel, July 2007
- Data Marketing Information System- held at the Caribbean Rice Association on October 2007.

3.0 ADMINISTRATIVE / ACCOUNTING UNIT ACTIVITIES

Administrative

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1):	CI	nı	0	CD	М
Di	3ı		Э.	って	u

Surujpaul Persaud, Driver - 28/09/2007

Resignation

Indra Indarjit, Assistant to the General Manager	-	22/01/2007
Paul Carto, Office Assistant	W 2	22/01/2007
Cavita Persaud, Shop Assistant/Cashier		02/04/2007
Arika Manson, Brokerage Clerk	-4	13/04/2007
Noel Harper, Shop Assistant	135	04/08/2007
Stephen Jones, Marketing Officer	40	12/11/2007

Employed

Randolph Archer, Pack House Assistant	-	08/01/2007
Owen Nestor, Accountant		07/03/2007
Faiz Azeez, Accounts Clerk	-	08/06/2007
Richard Hanif, Marketing Manager	-	16/07/2007
Christopher Chapwanya, Senior Marketing Officer	-	16/07/2007
Ananda Persaud, Executive Assistant	- 10.	01/10/2007
Kenneth Vickerie, Driver	1	2 <mark>7/1</mark> 1/2007

Temporary

Tysha Richmond, Brokerage Clerk	-	03/07/2007
Amied Rafeek, Technical Officer	- 100	03/07/2007

Accounts

The corporation's budget for 2007 was:-

Current - G\$ 38,967,000. Capital - G\$ 10,200,000.

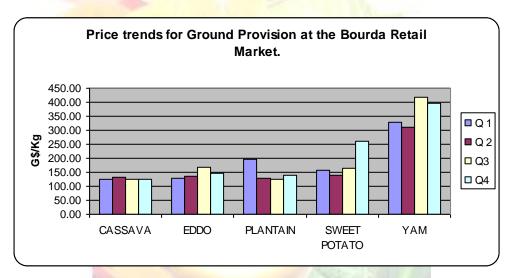
4.0 PRICE TRENDS AND SUPPLY

4.1 Price Trends

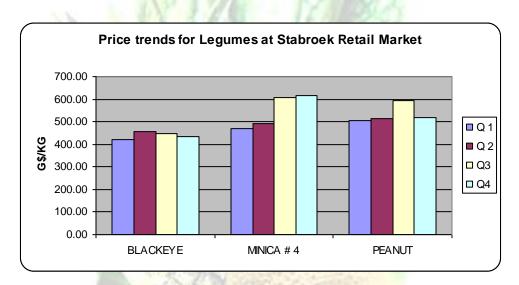
During the year 2007 prices were collected for both wholesale and retail markets. These markets were:

- Anna Regina Wholesale Market
- Bourda Wholesale Market
- Bourda Retail Market
- Charity Wholesale Market
- New Amsterdam
- Parika Opengate
- Parika Farmgate
- Stabroek Wholesale Market
- Stabroek Retail Market

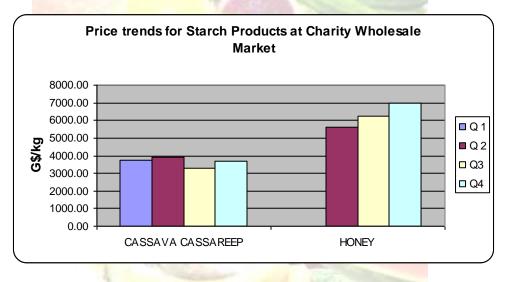
Throughout the year of 2007 most commodities show price fluctuation while others showed either a decrease or an increase throughout the year. An explanation of the graph below shows these occurrences.



Ground provision at Bourda Market and other markets under observation showed a general fluctuation in the prices through out the years.

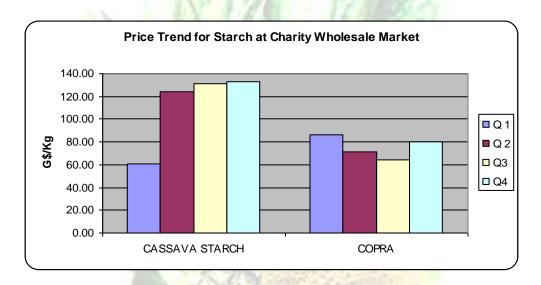


The prices for blackeye and peanuts fluctuated throughout the year however, it was noted that the price for one kilogram of Minica # 4 showed a general increase throughout the four quarters of 2007.

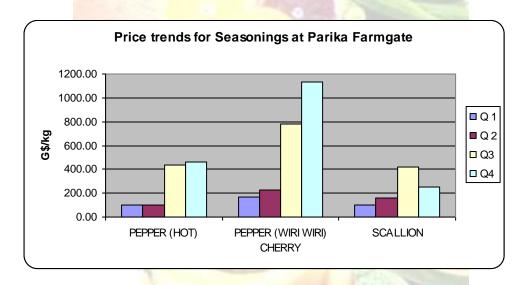


Prices for cassava cassreep fluctuated throughout year while for the honey show a steady increase for the three observances that were made.

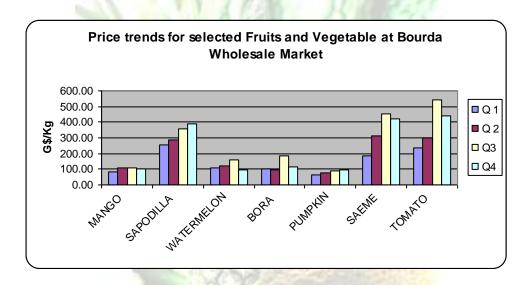




Cassava starch showed an overall increase throughout the year while the price for copra fluctuated.



The cost for peppers increased tremendously through the year while scallion prices fluctuated.



The prices for sapodilla and pumpkin increase throughout the year while the other crops for example watermelons, bora, saeme and tomato showed an increase up to the third quarter then has a sudden decrease in the last quarter of the year. The price for mangoes fluctuated throughout the year.

Supply

There were adequate supplies of fruits and vegetables on the local market for consumers during 2007. However, it was noted that the prices for some commodities increased during the year indicating that there was a shortage in supply during some months in 2007. Some of the commodities that indicated that they were in short supply were pumpkins, peppers, watermelons, and some of our ground provisions.

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

For 2007 the total volume of non-traditional products exported was 7394 tonnes valued at G\$ 1.9 billion or US\$ 9.3 million. Exports for 2007 were 42 % or 2175 tonnes higher than that of 2006.

Of this figure, 487.29 tonnes or 7 % were exported by air and 6906.56 tonnes or 93 % were exported by sea.

4706 tonnes or 64 % of overall total was exported regionally, whilst 2688 or 36 % was exported extra-regionally.

The major importing countries regionally were Trinidad and Tobago, Barbados, St. Lucia, Dominica, Suriname and Antigua and Barbuda.

The major importing countries extra-regionally were France, Canada, Switzerland, Lebanon, USA, Italy and England.

The major fresh commodities exported regionally were pumpkins, plantains, eddo, and dry coconuts. The major processed commodities exported regionally were copra, heart of palm, crude coconut oil and pineapple puree.

The major fresh commodities exported extra-regionally were pumpkins, plantains watermelons, mango, pepper, bora and dry coconuts. The major processed commodities exported extra-regionally were copra, heart of palm, crude coconut oil and pineapple puree.

Forty five (45) fresh products were exported and thirty seven (37) processed products were exported for 2007.

Major commodities exported included heart of palm (1977 tonnes), crude coconut oil (426 tonnes), copra (2677 tonnes), watermelons (316 tonnes), pumpkins (515 tonnes), plantains (303 tonnes), watermelon (316 tonnes), Copra meal(47 tonnes) mangoes (259 tonnes), dried coconuts (243 tonnes), eddoes (69 tonnes), coconut water (96 tonnes), Hot pepper(59 tonnes), pineapples (47 tonnes), pineapple chunk (49 tonnes), and bora (26 tonnes).

6.0 <u>RELATIONSHIP BETWEEN THE CORPORATION AND ITS CLIENTS</u>

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

- Ministry of Agriculture
- Ministry of Fisheries Crops & Livestock
- Ministry of Foreign Trade & International Cooperation
- Ministry of Tourism Industry & Commerce
- USAID's Guyana Trade & Investment Support project
- Guyana Office for Investment
- National Agricultural Research Institute
- Poor Rural Support Services Project
- Regional Administration, Regions II, VII, and IX
- Institute of Private Enterprise Development
- Inter American Development Bank
- Inter American Institute for Cooperation on Agriculture
- Food & Agriculture Organisation
- Guyana Manufacturers Association
- Guyana National Bureau of Standards
- Pomeroon Women's Small Cottage Association
- University of Guyana
- Bath Settlement Farmers Association

- Hopetown Development Association (front & back)
- Cotton Tree Farmers Group
- Laluni Community Development Council
- St. Cuthberts Mission Farming Association
- Tropical Shipping
- BWIA
- Amerijet

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

7.0 MAJOR CONSTRAINTS AND MAJOR SUCCESSES AFFECTING EXPORTS

Constraints

Stated below are some of the key issues and challenges that affected the non traditional agricultural export sector:-

- Limited air cargo space
- Inadequate in-transit arrangements
- Limited list of admissible products to USA
- Delayed or cancelled flights
- Lack of cool/cold storage
- Poor product quality
- Limited quantity of quality products available for export
- Lack of product consistency
- Poor quality Packaging
- Expensive air and sea freight
- Non-payment for goods received
- Lack of export mentality
- Bad perception of Guyanese produce
- Non-tariff barriers
- Poor distribution overseas
- Unethical business practices

- Lack of export financing
- Poor handling and poor local transportation services
- Fluctuating local prices

Successes

Among the successes for 2005 were:-

- Participation in the Guyana Trade and Investment Expositions organized by GoInvest, resulting in greater awareness and export of Guyana's non-traditional agricultural produce and products;
- The increase in export of non-traditional agricultural products.
- The increase locally in awareness and purchase of products that are 'Made and Grown in Guyana";
- The launching of Guyana Marketing Corporation website www.newgmc.com;
- The increasing number of persons involved in exporting.

