



MINISTRY OF AGRICULTURE



GUYANA MARKETING CORPORATION ANNUAL REPORT 2015



MARKETING
INFORMATION
CENTRE

PACKAGING
FACILITIES





Mission Statement:

Coordinate and facilitate the development and marketing of quality non-traditional agricultural produce and product.

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1.0 EXECUTIVE SUMMARY

In 2015, the Guyana Marketing Corporation (GMC) worked assiduously to coordinate and facilitate the development and marketing of quality non-traditional agricultural produce and products. GMC has three core functioning departments: the Guyana Shop, the Packaging Facilities and the Market Information Centre. Each of department had a specific role to play in achieving the Corporation's mandate and responsibilities as outlined in the APNU/AFC Manifesto, National Agriculture Strategy 2013 - 2020, GMC's Services Agreement for 2015 and GMC's Strategic Plan. These documents provide the core guidelines for the execution of GMC's activities.

At the Marketing Information Centre (MIC), which is the hub for market and marketing information on non-traditional agricultural produce and products, the staff interacted with 1,179 clients. These clients were able to obtain information such as prices, exports, production, exporting procedures, requirements for exporting to the various countries and marketing advice. The information was disseminated via GMC's Market and Enterprise Information System (website), telephone and emails. Additionally, information was provided during field visits and to those persons who visited the MIC.

The Market Extension function of GMC was improved significantly as the Corporation sought to improve its coverage across the country. Market Extension Services were provided to farmers and agro-processors in regions 1, 2, 3, 4, 5, 6, 9 and 10. More importantly, the officers at GMC were able to create a number of linkages between farmers and buyers.

During the reporting year, it was observed that there was need to raise awareness of the services offered by GMC and train farmers in areas of Post- Harvest Management, Cost of Production, Good Agricultural Practices, Marketing, Book Keeping, Exporting and Group Development. To this end, awareness and training sessions were held in various areas across the country. Notably, four hundred and forty one (441) farmers were trained in Regions 2, 3, 4, 5, 6 and 10.

Furthermore, the Corporation continued to maintain its export brokerage service and in so doing, three hundred and forty six (346) export documents were prepared. Exporters who were desirous of sending fruits and vegetables, in both fresh and processed form, to the USA were able to complete the US Food

and Drug Department Registration at the MIC. These activities were executed under the Corporation's directive to facilitate and promote the export of non- traditional commodities.

In relation to Agri-business development, there was extensive work done with agro-processors to aid in the acquisition of Government Analyst Food and Drugs Department (GFDD) approvals, improvement in packaging and labels and capacity building and the Corporation facilitated the computation of the nutritional facts labels for agro-processors' products using the Genesis Software. GMC also functioned as a platform for agro-processors to interact with local packaging companies and other key stakeholders. Additionally, the Corporation hosted an Agro-processors Forum and an Export Facilitation Workshop which targeted agro-processors and exporters, respectively.

There was specific focus on the promotion of the consumption of locally manufactured commodities. To achieve this objective, GMC hosted and participated in several trade shows and exhibitions. There were several promotional events hosted by the Guyana Shop at its Robb Street Location. Agro-processors were invited to participate and showcase their products with members of the public who had a chance to sample and purchase these commodities.

As the Corporation continued to promote the use of local commodities, there were several other promotional activities such as the Agro-Processors Street Fair. The Corporation also made representation at national and international trade fairs and exhibitions such as Linden Expo, Essequibo Nights, Berbice Expo, Business Expo and Guyana Folk Festival. Furthermore, the Guyana Shop continued to undertake its initiative "Taking the Guyana Shop National". This initiative entails establishing a Public-Private Partnership with owners of supermarkets across the country. By the end of 2015, there were two "Guyana Shop Corners" one each in regions 2 and 6. In addition, a Gondola was placed at a mini mart in region 4. During the year 2015, efforts were made to bring other supermarkets in the various regions onboard. Consequently, meetings were held with personnel from supermarkets in Regions 3, 6, 7, 9 and 10, to determine their level of interest in partaking in the initiative.

Export Promotion continues to be a core function of the Guyana Marketing Corporation. In so doing, GMC continued to facilitate the packaging of produce for export through the provision of its two Packaging Facilities to exporters. In 2015, there were 592 MT of produce prepared at the Central Packaging Facility (CPF) while 62 MT of produce were prepared at the Parika Agro Packaging Facility (PAPF). Additionally,

exporters continued to utilize the refrigerated trucks and containers, which are provided by GMC to aid in the promotion of proper post harvest management practices.

Furthermore, the Corporation has been directly involved in facilitating and promoting the export of both fresh and processed commodities. In 2015, Guyana's exports of non-traditional agricultural commodities totaled 10,999 MT valued at G\$1.9 billion or US\$ 10 million, which reflected a 27% decrease in exports from 2014. In 2014, exports of non-traditional agricultural commodities totaled 13,922 MT.

In summary, the year 2015 was a very interesting one for Team GMC as they worked assiduously to coordinate and facilitate the development and marketing of quality non-traditional agricultural produce and products. There were successes and challenges; nevertheless, the Corporation continued to put the necessary systems in place in order to provide more efficient and effective services for its stakeholders.

Ida Sealey-Adams

General Manager

2.0 INTRODUCTION

2.1 Guyana Marketing Corporation (GMC) is a government corporation established under section 46 of the Public Corporations Act, Cap 19:05 of the Laws of Guyana. The Corporation has been working assiduously over the years to promote the development and export of Guyana's non-traditional agricultural products to Regional and Extra Regional markets.

The Guyana Marketing Corporation (GMC) is the marketing arm of the country's Ministry of Agriculture. It is primarily responsible for enabling the growth and development of the fresh and processed products sector. Additionally, it is tasked with promoting the expansion of agri-business investment throughout Guyana, with emphasis on maximizing exports.

The country's progression towards a more diversified agriculture sector has seen the role of GMC evolve from a 'facilitator' to an active player at all levels of the production and marketing chain enabling vital linkages between producers and exporters.

2.2 GMC's Key Functions

The agency assists farmers, exporters, agro processors and other important stakeholders within the non-traditional agricultural sector with technical advice, assistance for sourcing supplies, harvesting, cleaning, and facilitating logistical arrangements for exports. GMC also provides the Government of Guyana with recommendations on domestic agricultural policy and measures to increase and expand regional and international exports.

2.3 Organizational Structure of GMC

Within GMC there are several departments which work together in order to effectively and efficiently achieve the Corporation's mandate. These departments include:

- Market Information Centre
- Packaging Facilities
- Guyana Shop
- Administration/Accounts

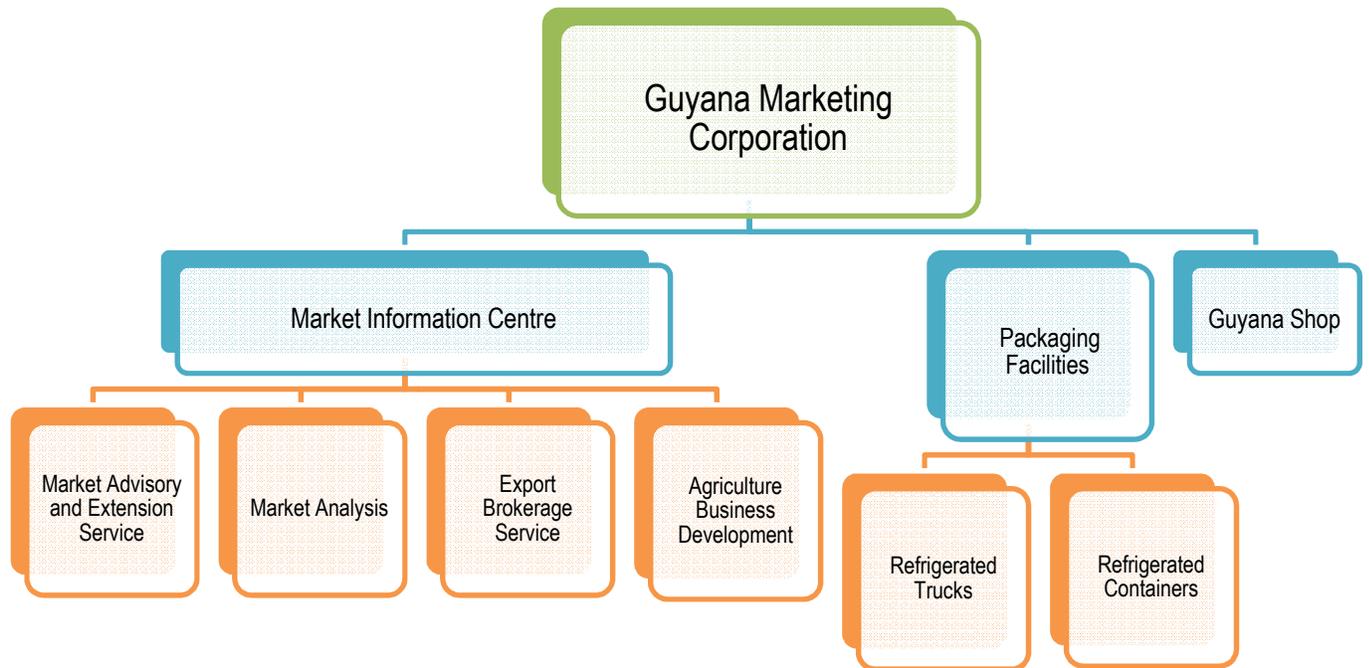
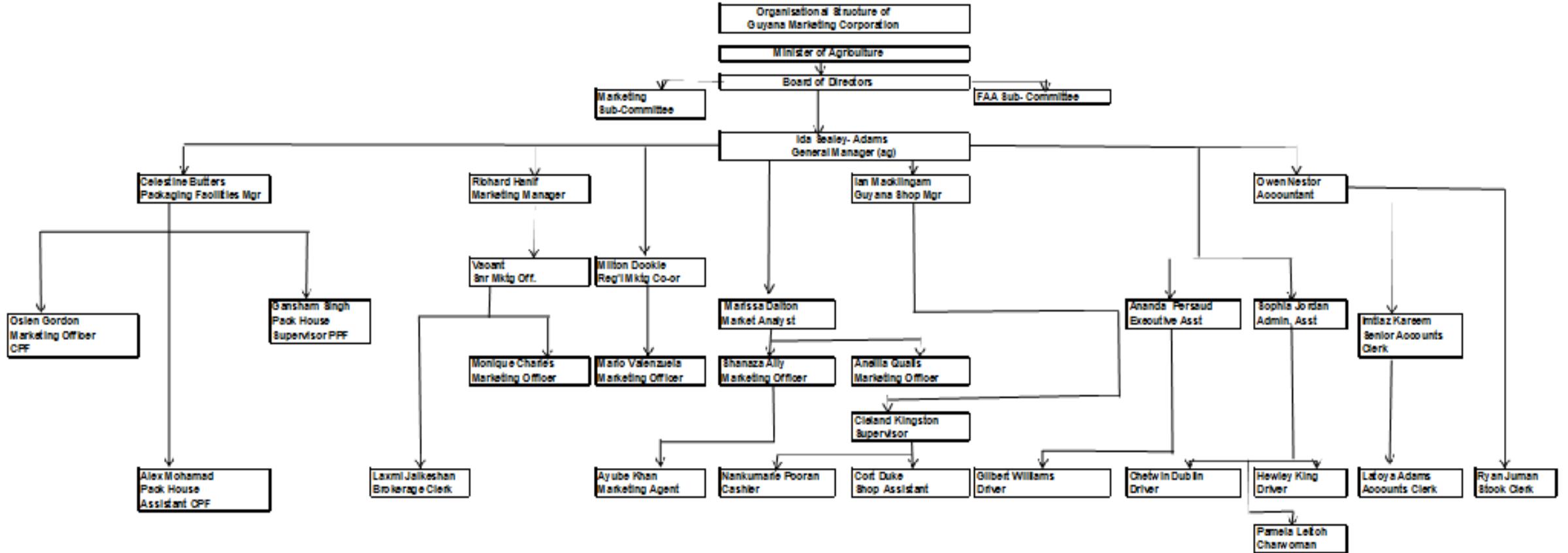


Figure 1: Functional Structure of GMC



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Figure 2: Organizational Structure of GMC

3.0 MARKET INFORMATION CENTRE

The Market Information Center (MIC) is the hub of information for non-traditional agricultural commodities. It acts as the Ministry of Agriculture's Market Intelligence on non-traditional agricultural produce and products that are for export markets.

Its core activity is to provide market and marketing information to farmers, exporters, agri-business investors and promote of Guyana's non-traditional agricultural commodities.

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. Collaborating with agencies such as NAREI, Plant Health/Quarantine, Pesticides Board, etc., to more effectively address challenges in farming communities
4. Providing support to potential investors; regionally and extra-regionally, who desire to invest in Guyana.
5. Training of farmers in areas of post-harvest handling, pricing, packaging and labeling, and good agricultural practices, among others.

3.1 Market Advisory

In 2015, GMC continued to function as the nucleus for market and marketing information on non-traditional commodities, through its Market Information Centre (MIC). The staff interacted with 1,179 clients. These clients were able to obtain information such as prices, exports, production, exporting procedures, requirements for exporting to the various countries and marketing advice. The information was disseminated via GMC's Market and Enterprise Information System (website), telephone and emails. Additionally, information was provided during field visits and to those persons who visited the MIC. Persons were also given an opportunity to visit the Guyana Shop and the Packaging Facilities.

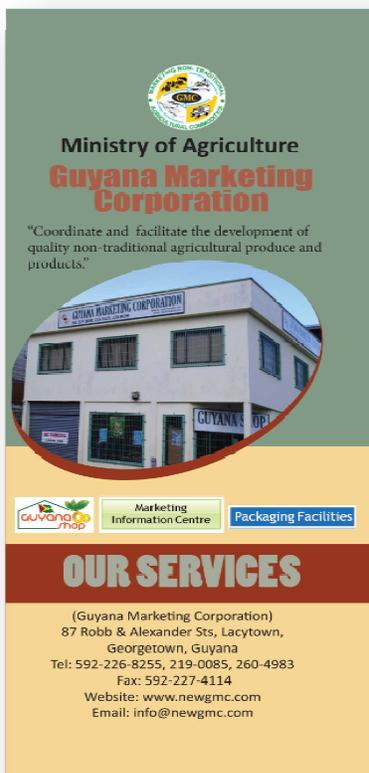


Figure 3: GMC Services Brochure

In a bid to ensure that clients were able to access timely and useful information, GMC also printed several brochures and flyers. The Corporation continued to promote its General Services, Packaging Facilities, Cold Storage Facilities, Agricultural Field Crates, Guyana Shop and AMIS Text Messaging Service through the use of brochures and flyers. There is also an informational brochure on the “Guidelines for Establishing an Agro-processing Business”.

3.1.1 Market Linkages

There were several successful market linkages created between Farmers and Exporters, Farmers and Agro-processors, Exporters and Agro-processors. GMC's Marketing Officers, Agricultural Officers and Crop Extension Officers acted as the medium for creating the initial link between the relevant

stakeholders in a bid to assist them with the marketing of their products.

3.1.2 Farmers' Training and Awareness

In 2015, the Guyana Marketing Corporation developed seven training modules which were used to train farmers in Regions 2, 3,4,5,6 and 10. During this initiative, four hundred and forty one (441) farmers were trained in areas of Post-Harvest Management, Cost of Production, Good Agricultural Practices, Marketing,

Book Keeping, Exporting and Group Development. Additionally, farmers were sensitized about the roles and functions of the Guyana Marketing Corporation.

These awareness and training sessions were held for farmers in Upper Pomeroun, Lower Pomeroun, Supenaam Creek, Parika Back, Naamryck Back, Ruby Back, Morasika, Alik, Berribissiballi, Lanaballi Hog Island, Hague, Canals 1 & 2,

Friendship, Craig, Kuru, Kuru, Hillfoot, Laluni, Now or Never (Mahaicony), Cotton Tree, Little Biaboo, Mara, Black Bush Polder, West Watooka and Spike Land.



Figure 4: Training Session in Black Bush Polder



Figure 5: Training Session in the Pomeroun

3.2 Promotion

3.2.1 Trade Fairs/Exhibitions

In 2015, the Guyana Marketing Corporation, through the Marketing Information Centre and the Guyana Shop, was involved in numerous promotional activities which sought to encourage the use of locally produced commodities. The staff of GMC participated in the following Trade Fairs/Exhibitions:

1. Guyana Folk Festival – Brooklyn, New York
2. Berbice Expo & Fair - Albion
3. Essequibo Night – Anna Regina
4. Linden Expo – Mc Kenzie
5. Rupununi Agricultural Expo and Business Forum - Lethem
6. Business Expo - Georgetown
7. Green Expo - Georgetown
8. PAHO Street Fair - Georgetown

The Corporation also took the opportunity to promote Guyana's local produce and products by organizing displays at the following events:

1. World Food Day - Uivlugt
2. GSA Open Day – Mon Repos
3. MMA-ADA Community Event - Onverwagt
4. Bath Settlement Village Day – Bath
5. East Ruimveldt Restoration Fair – East Ruimveldt
6. Berbice Town Week - New Amsterdam
7. Amerindian Heritage Celebrations – St. Ignatius
8. Canjie Secondary School Agriculture Month Open Day



Figure 6: GMC's booth at the Guyana Folk Festival in Brooklyn,



Figure 7: GMC's booth at Berbice Expo



Figure 8: GMC's booth at Uivlugt on World Food Day

3.3 Market Extension

BOX 1

Field visits were made to the following areas:

1. Arukamai
2. Hobodieah
3. White Creek
4. Waini
5. Sacred Heart
6. Three Brothers
7. Hotaqui
8. Wauna
9. Kaituma
10. Morahwana
11. Kariabo
12. Black Water
13. Barima
14. Unity Square
15. Upper Kaituma
16. Yarakita
17. St. Anslem
18. Arukamai
19. Kamwatta
20. White Water
21. Lima
22. Paradise
23. Supenaam
24. Dartmonth
25. Hambug
26. La Grange
27. Canal #1 & #2
28. Vive La Force
29. Cathrina Sophia
30. Maria's Lodge
31. Free & Easy
32. Bonasika
33. Hague
34. Den Amstel
35. Parika
36. Naamryck



Figure 9: Field visit in Crabwood Creek



Figure 10: Field visit in Dora

BOX 2

Field visits were made to the following areas:

37. Helena #1
38. Mahaica
39. Soesdyke
40. Clonbrook
41. Kuru Kuru
42. Kuru Kururu
43. Number 10
44. Handsome Tree
45. Cotton Tree
46. Mahaica Creek
47. Little Biaboo
48. Big Biaboo
49. Crabwood Creek
50. Yakasari
51. Mibikuri
52. Johanna
53. Lesbeholden
54. Jackson Creek
55. Laluni
56. Laluni Creek
57. Mara
58. Mara Retraite
59. Lower Kara Kara
60. Kara Kara
61. West Watooka
62. Wisroc
63. Christianburg
64. Dalawala
65. Amelia's Ward
66. Rockstone
67. Supenaam Creek
68. Lethem
69. St. Ignatius
70. Tabatinga
71. Jacklow
72. Plegt Anker

3.4 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 the Agriculture Market Information System. These components include:

3.4.1 Price Collection – Wholesale, retail and farm-gate prices of agricultural commodities are collected from seven markets in Regions 1, 2, 3, 4, and 10 daily or weekly depending on the market operation and major market days. This price information is stored in the **FAO AgriMarket Software** and it can be retrieved for reporting or dissemination purposes. Excel is also used to produce graphs and charts for reporting purposes.

Guyana Marketing Corporation maintains a record of prices of agricultural commodities from 2005 and is widely used for analysis as well as to provide historical price trends for the key stakeholders.

3.4.2 AMIS - This is a SMS service that is used by exporters, farmers and even consumers for accessing current agricultural commodity prices by sending a text message to 1010 with the name of a specific commodity (produce). The service is managed by MOA/GMC through DIGICEL.

In 2015, there were **57 updates** done by the Guyana Marketing Corporation and the service was used **1,140 times**.

Guyana Marketing Corporation in collaboration with DIGICEL presents

Agriculture Market Information System

TEXT 1010

This Short Messaging Service (SMS) provides market information on various agricultural crops to farmers and residents countryside. This information can be accessed by texting the name of a commodity to 1010 using a DIGICEL mobile phone.

Is there a Help feature? YES
How do I access the feature?
Text "ESAP" to 1010. A message appears outlining how to use this service.

How much does it cost?
The cost will be five dollars (\$15.00) VAT inclusive per text message

The following steps should be taken:

1. Go into the message section of the phone.
2. Type the name of the commodity you would like to access the price information for eg. Bona. Any of the following formats may be used. Bona, BORA, Bona or BoKa.
3. Type 1010 in the entry field for the telephone number.
4. Then press Send

Within a few seconds you will receive a message with the price information you requested.

(Guyana Marketing Corporation)
87 Robb & Alexander Streets, Lacytown, Georgetown.
Tel: 592-226-8225 | 219-0085 | 260-4983 | Fax: 592-227-4114.
Email: info@newgmc.com
Website: www.newgmc.com | www.agriculture.gov.gy

Figure 11: AMIS Flyer

3.4.3 Collection of Export Data – GMC is also responsible for the collection and monitoring of the export of non-traditional agricultural commodities. This is used to observe the trends of commodities exported from Guyana to regional and extra-regional countries. Information on the types and quantities of agricultural commodities exported is collected from the Guyana Revenue Authority, Caribbean Airlines, Plant Quarantine and GMC's Packaging Facilities as well as from individual exporters.

Furthermore, under the FAO – TCP Project entitled 'Support for the Enhancement of the National Agricultural Information System in Guyana'; an Export Information Management Component was designed as part of the GMC Market Information System (GMCMIS). This component allows for the entry of data and it also generates specific reports.

3.5 Export Brokerage Service

The Corporation has maintained its export brokerage service to all farmers, exporters and agro-processors. During 2015, three hundred and forty six (346) documents were prepared and processed. Of this figure, 74.9% (259) were for fruits & vegetables, while approximately 4.6% (16) of the documents were for the exportation of seafood and the remaining 21.4% (74) were for the exportation of other commodities such as leather craft and virgin coconut oil.

A comparative analysis of the export documents that was prepared in 2014 and 2015 revealed that there was

approximately 5.5 % overall decrease in the use of the export brokerage service. In 2015 it was observed that fruits & vegetables & other commodities contributed greatly to the amount of the brokerage revenue as compared to 2014, where fruits & vegetables and sea food contributed to the majority of exports.

Figure 13 shows the comparative analysis of the export documents that was

prepared for each month in 2015. It showed that the months of June and July had the highest number of export documents prepared while December had the least number of documents prepared.

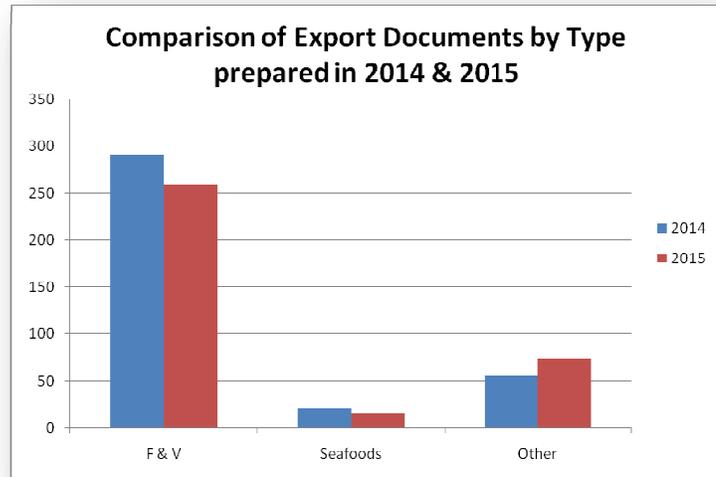


Figure 12: Comparison of Types of Export Documents prepared at GMC

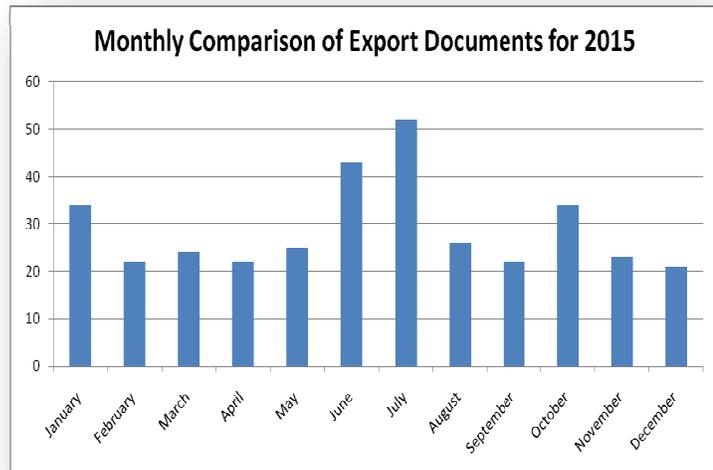


Figure 13: Monthly Comparison of Export Documents prepared by GMC

3.6 Market and Enterprise Information System

The website is the primary means of disseminating market information. This provides an electronic database with information for producers, buyers and other interested stakeholders. It provides vital information such as marketing and prices.

In 2015, clients continued to use the Market and Enterprise Information System as a means of accessing information on the non-traditional crops sector. All of the services that are provided by GMC can be found on the website, for example, Brokerage, Market Analysis, Agri-Business Development, Cold Storage Facility and Market Extension. Moreover, the website is updated regularly; the price data is updated every Monday, Wednesday and Friday.

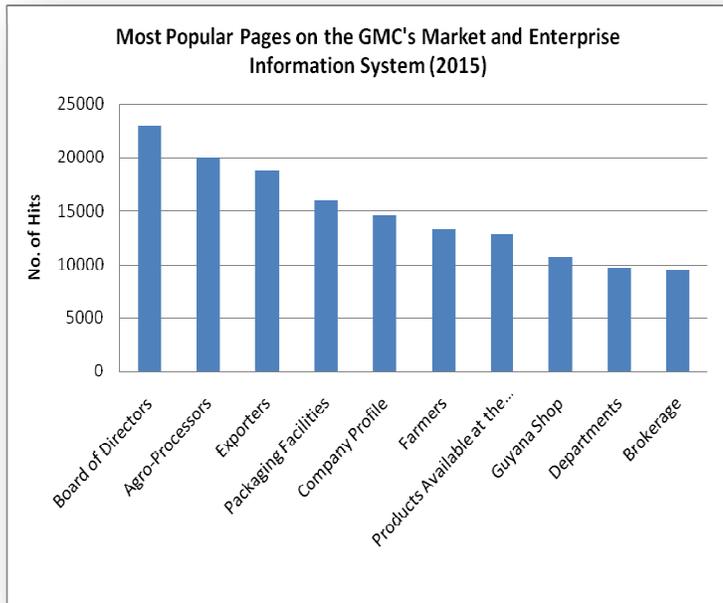


Figure 14: Most Popular Pages on GMC's Website

| # | Title - Filename (Section/Category) | Downloads |
|----|--|-----------|
| 1 | List of Agro-Processors - revised agro-processors list - april 2015.pdf (Miscellaneous/Miscellaneous) | 12572 |
| 2 | List of Exporters - copy of exporters list june 2014.pdf (Miscellaneous/Miscellaneous) | 7503 |
| 3 | Crates Brochure - crates.pdf (Brochures/Services) | 6157 |
| 4 | Cold Storage Brochure - cold storage facilities.pdf (Brochures/Services) | 5954 |
| 5 | Seafood Exporters - seafood companies.pdf (Miscellaneous/Miscellaneous) | 5642 |
| 6 | Cassava - pests diseases of cassava in guyana.pdf (Brochures/Pests & Diseases) | 5231 |
| 7 | Training Manual - market and rural enterprise development manual - final.pdf (Training Materials/Rural Enterprise Development) | 4654 |
| 8 | London Report - LondonReport.pdf (Marketing/Market Surveys) | 4452 |
| 9 | GMC's Role in Shaping the Future in Agro processing - 01-gmcs role in shaping the future in agro processing.pdf (Media Library/Agro Processors Forum 2014) | 4379 |
| 10 | Barbados Trade Protocol - Guy_Barbados_Trade_Protocol.pdf (Marketing/Market Entry Requirements) | 3872 |

Figure 15: Most Downloaded Files on GMC's Website

During the reporting year, online clients were mostly interested in obtaining information on the Board of Directors, Packaging Facilities, Agro-Processors, Exporters and Company Profile (**see Figure 14**). Furthermore, the Agro-Processors' list, Crates Brochure, Exporters List were among the most downloaded files (**See Figure 15**).

3.7 Other Activities

- **United States Food & Drug Administration Registration**

All persons desirous of exporting food products to the USA must complete a US Food & Drug Administration Registration. In 2015, GMC completed twenty-one (21) registrations for exporters.

4.0 AGRICULTURE BUSINESS DEVELOPMENT

During the year 2015, the Guyana Marketing Corporation continued to work closely with prospective and current agro-processors by conducting visits to agro-processing facilities, providing assistance in the creation of labels, computing nutritional facts, sourcing of packaging materials, creating market linkages and assisting in promoting their products, among others.

4.1 Updating of GMC's Agro-processors Database

New agro-processors were included on the agro-processor's database, while information was revised for existing Agro-processors during the reporting year.

4.2 Visits to Agro-processing Establishments

During 2015, twelve visits were made to agro-processing industries. Three of the visits were done in collaboration with a consultant and supplier of packaging materials and equipment from Trinidad. Agro-processors benefitted from advice on appropriate equipment that can be utilized to improve the efficiency of their current operations.

The objectives of these visits were to ascertain the operations that are carried out at the processing facilities, provide recommendations and technical assistance where necessary to improve the respective business operations.

4.3 Training

A collaborative workshop with the Guyana School of Agriculture was undertaken in June 2015 at the Processing Facility of the institution. Nine agro-processors benefitted from a Pepper Making Demonstration. By the end of 2015, two of the Agro-processors' pepper sauce were shelved at

BOX 3: Success Story:

Promoting the development of new, innovative and diversified products

The proprietress of Anne's Products approached GMC with her current line of products which included pepper sauce, vinegar and achar. At the time, her business was not registered, she was utilizing recycled bottles and her products were only sold in a few supermarkets. Additionally, she was engaged in little promotional activities. After consulting with GMC, Ms. Anne was able to register her business, source new bottles for packaging and she introduced two new products: preserved fruits and lime chunks and pepper, to the market. She was also able to participate in more promotional activities and her products can now be found in a wider number of supermarkets. The proprietress also benefitted for Product Development training on Pepper Making which was organized by GMC in collaboration with GSA.



the Guyana Shop and other retail outlets.

4.4 Collaboration with Agro-processors

Two meetings were organized with agro-processors during 2015. The purpose of the initial meeting was to plan activities for the 2015 Agro-processor's forum and exhibition for agro-processors. During the second meeting, further discussions were held on the 2015 Agro-processor's forum, Exhibitions and the development of the 'Roadmap for the Agro-processing Industry.'

4.5 Collaboration with Agencies

After consultations with agro-processors, five agro-processors attended the seminar on 'Positioning Your Product in a Competitive Market Place' Seminar on January 26, 2015 at Pegasus Hotel.

This seminar was organized locally by the Guyana Manufacturing & Services Association Ltd. Importantly; the purpose of the seminar was



Figure 16: Agro-processors Forum 2015

to enlighten producers on the essentials of packaging and labels of products. Presenters at the seminar constituted part of the management team of Prism Communications Limited of Jamaica.

4.6 Linkages with Service Providers

In an attempt to ensure that agro-processors have access to reliable supplies of packaging materials, through constant negotiations with a supplier of packaging materials, glass jars are now readily available for sale to Agro-processors. Through facilitation with the Corporation, visits by a Trinidadian Consultant were conducted at individual establishments.

4.7 Agro processors' forum

The annual Agro processors' forum was held on November 5, 2015 at the International Conference Center organized by the Guyana Marketing Corporation. Approximately fifty persons attended the forum which comprised of officials from the Ministry of Agriculture, Ministry of Business and Investment, Ministry of Social Protection, agro-processors, prospective agro-processors, suppliers of packaging materials, other private sector officials, representatives from regulatory bodies and international organizations.

The day's activities consisted of three main segments namely; the table top display, formal opening and presentations by key stakeholders and interactions by participants. A major feature of the 2015 Agro-processors forum was the review of the draft Roadmap for the Agro-processing Industry.

4.8 Agro-Processors Street Fair

The Guyana Marketing Corporation held its Second Annual Agro Processors Street Fair on the October 24, 2015 on Main Street in Georgetown. The one-day street fair was aimed at allowing the agro-processors the opportunity to promote and market what they produce. The day's activity commenced at



Figure 17: Participants at the Agro-processors Forum 2015



Figure 18: Participants and Patrons at 2nd Agro-processors Street Fair



Figure 19: Participants and Patrons at 2nd Agro-processors Street Fair

approximately 9:00 hrs and concluded at 15:00hrs. The soothing music added to the excitement of the fair. There were twenty five (25) participants including two suppliers of packaging materials who showcased their products.

The event was successful and allowed the Guyana Marketing Corporation to promote the development of quality non-traditional agricultural commodities. The Agro-processors' street fair attracted a steady stream of visitors, who were treated to samples and charmed into making purchases. On display were a large number of locally produced food items, beverages, snacks, beauty products such as soaps among other items.

4.9 Export Facilitation Workshop

The Guyana Marketing Corporation has been assiduously working to achieve its mandate of promoting the exportation of Guyana's non-traditional agricultural crops. Against this backdrop, the Guyana Marketing Corporation hosted its second Export Facilitation Workshop at the Arthur Chung Conference Centre, on October 13, 2015.

This workshop brought together exporters, potential exporters, service providers, representatives from other agencies within the Ministry of Agriculture and farmers. Linkages were also created and there was an increased awareness of local products, export and export services. A total of sixty six (66) participants attended the export facilitation workshop.



Figure 20: Export Facilitation Workshop



Figure 21: Participants at the Export Facilitation Workshop

4.10 Development of a Guide to Good Agro-processing Practice

The Guide to Good Agro-processing Practice (GGAP) was prepared specifically for Agro-processors in the local Agro-processing Industry. This document has been developed to compliment the already existing Code of Practice for Food Manufacturers which was developed by the Government Analyst Food and Drugs Department. The GGAP can be used by both manufacturers of Agro-processed products and Agro-processors who merely re-package agro-processed products. Further, existing Agro-processors can follow this Guide to Good Agro-processing Practice to improve on their business practices while prospective Agro-processors can utilize this document to aid them in transforming their business ideas into fruition.

4.11 The Computation of Nutritional Facts

The Genesis R&D program was used to compute nutrition facts labels for Agro-processors. This programme was donated to the Guyana Marketing Corporation by the Guyana Chapter of PROPEL (Promotion of Regional Opportunities for Produce through Enterprises and Linkages) which was funded by the Caribbean Hunger Fund. A total of fifty nutritional facts labels were computed, forty four were presented to Agro-processors and six were developed for use by the Guyana Marketing Corporation for World Food Day Exhibition.



Figure 22: Screenshot from ESHA Software