

# **CARICOM/UNCTAD/CARDI Workshop on the**

Establishment of a Regional Agricultural Market Intelligence System  
Development of a Sustainable Claims Portal for the Caribbean

**Guyana's Status of MIS Development**  
**Hilton Trinidad and Conference Centre**  
**Port of Spain, Trinidad & Tobago**  
**15-17 February 2011**



# PRICE COLLECTION



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

# AMIS - SMS Component



- This is a service that is used by exporters, buyers, farmers and residents for accessing current agricultural commodity prices by sending a text message to the Agriculture Market Information Service. The service is managed by MOA/GMC through DIGICEL.
- It is accessible by sending a text message from a DIGICEL handset to the SMS service. The service will then resend a message with the requested data. The data that can be accessed from this service are the current weather conditions, and wholesale or retail prices of agricultural commodities.
- Prices for some agricultural commodities in Trinidad & Tobago (NAMIS-TT) and Barbados ([www.agriculture.gov.bb](http://www.agriculture.gov.bb)) are also accessed from their websites and provided on this service.

# CROP DATABASE SYSTEM



- This is an application which enables an electronic monitoring of data relevant to a Farm's production cycle. It allows for records of Farmer Details, Crop Details and Crop Cultivation Instances to be recorded and maintained.
- These records serve as primary parameters when information is recorded about a farm/farmer and allows for the monitoring and prediction of crops available, producer/farmer, location and how much is produced.
- The Marketing officers gather farm and farmer data for this System through field visits, outreaches and telephone conversations with farmers.
- There are also Crop Reporters in the administrative regions of Guyana who gather farm and farmer data. This data is then made available to our Head Office where it is stored in the Crop Database System.

# COLLECTION OF EXPORT DATA



- Collection and monitoring of Exports of Non-traditional Agricultural Commodities. This is used to observe trends of export from Guyana to regional and extra-regional markets.
- Information on the types and quantities of agricultural commodities is collected from the Guyana Revenue Authority, Caribbean Airlines and GMC's Packaging Facilities as well as from individual exporters with whom we have developed relationships over time.
- Contact details for exporters/buyers, agro-processors and farmers are readily available and are used to provide relevant linkages between buyers and suppliers.

## What type of information is provided by the system?



- Wholesale, retail and Farmgate Prices of agricultural commodities.
- All details relating to Farmers – who they are, their geographic location, their cultivation type.
- Data relevant to crop production i.e. availability of crop, quantities available
- Quantities of fresh and processed non-traditional agricultural commodities exported from Guyana to regional and extra-regional destinations.
- Agro-processors – who they are, what they manufacture
- Exporters – who they are, where their markets are located, what commodities they export, quantities of commodities exported.

## What are the gaps in the system that need to be filled?



- A.** There is need for the availability of real-time data. As such persons in the field need access to technology that allows them to transfer data even from remote locations to a central server.
- B.** The READ Business Facilitation Centers could be used as points where computers are placed for access
- C.** Training of staff who will be involved in data collection as well as data entry is also needed.
- D.** Market Identification Studies are needed to help us identify new markets and expand on existing markets.
- E.** Upgrades in hardware such as computers to enhance the efficiency of work being done.
- F.** Website Management – IT personnel needed to ensure regular updates of prices, farmers needed on website.

## What plans are in place for further enhancing our MIS?



1. We have just acquired 15 additional staff that are primarily based in our administrative regions. Their main responsibility will be to gather crop production and farmer data.
2. Upgrades are occurring in our IT resources – just acquired a new server, plans to purchase a second are made.
3. Working with FAO – FAO is providing a consultant who will help us to package all the parts of our MIS.

# COMPETITIVENESS STUDY



1. Assessing the feasibility of local producers meeting market requirements & sustaining the supply and demand for the initial products.
2. Assist in the formation of a Market Info System
3. Guidelines to improved infrastructure & technologies integrated in the production and marketing supply chain for agricultural & non-agricultural based enterprises.

# MARKET IDENTIFICATION STUDY



1. To identify initial products & markets that has the potential to achieve marketing and enterprise development for producers. Initial products will be 4ps, cassava, pork, mutton, and beef.
2. Conduct a market study and assess the economic viability of these markets
3. Develop a framework/agenda to link producers to market
4. Acquire pertinent information on markets and market conditions which will be disseminated to the producers.
5. Provide guidance and recommendations on prevailing market conditions and how to meet market requirements
6. Provide an indefinite interlink between local producers and product markets

# READ PROJECT



1. Increasing market opportunities available to small rural men and women producers
2. Increasing the capacity of rural producers to efficiently and effectively produce and market non-traditional products and develop small-scale enterprises.

Thank You.

Questions & Comments.

