



**JAMPRO**  
TRADE & INVESTMENT JAMAICA

# MARKET POINTERS

## Pasta to Guyana



JAMPRO  
Business Analysis & Research  
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## Pasta (uncooked)

Most commonly used in Mediterranean cuisines, pasta has transcended the borders of Italy into the palates of people all across the world. This Italian delicacy is known for its very subtle taste, making it a perfect match for various sauces and condiments or as a suitable accompaniment to your favourite soups and protein dishes. Its variation in shape, colour and texture makes it a versatile food item with visual appeal.

Pasta is a dry ingredient normally made from flour, semolina, water, and salt and sometimes eggs. Pasta is considered part of the healthy foods group and provides sustained energy due to its low ranking on the glycaemic index; it is low sodium and cholesterol free and is a good source of several essential nutrients including iron and several B vitamins. Pasta, when enriched also contains folic acid which is essential for women of child bearing age. High in fibre, whole wheat pasta can provide up to 25% of daily fibre requirements in every one cup portion.

Dried pasta has a shelf life of up to 2 years once stored in an airtight container in a cool dark place.

Italy is currently the largest exporter of pastas at 51.2% while the USA is the largest importer with a 14.2% market share in world imports.

<b>Total national production Jamaica:</b>	Unavailable
<b>Total national exports Jamaica:</b>	\$530,786 USD
<b>Average [unit] value:</b>	\$1.75 USD/ kilogram
<b>HS Code:</b>	19.02.19
<b>National tariff line:</b>	19.02.19.00.00
<b>Tariff line in Guyana:</b>	19.02.19.00.00

## Target Market

Population: 747,884 %Growth 0.04

GDP per Cap: US\$ 4,226.2 (2014) %Growth 3.8

Capital: Saint John's Georgetown

Major Cities Georgetown, Linden , New Amsterdam , Anna Regina Demerara-Mahaica (Population 313,429)  
East Berbice (Population 109,431)  
Essequibo Islands – West Demerara (Population 107,416)

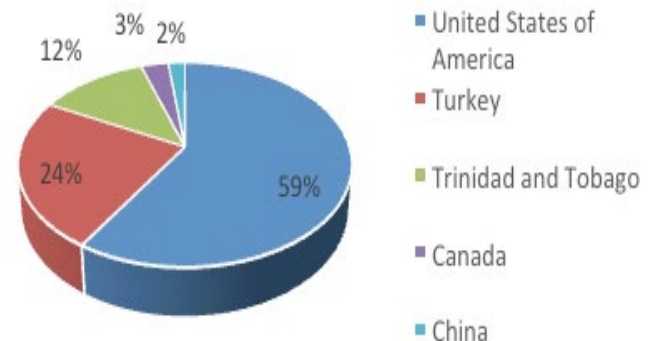
Currency: Guyanese Dollars (GYD)  
1.000 GYD : 0.5826 JMD  
1.000 GYD: 0.00482 USD

Languages: English (official), Guyanese Creole, Amerindian languages (including Caribbean and Arawak languages), Indian languages (including Caribbean Hindustani, a dialect of Hindi), Chinese

Religions: Protestant 30.5% (Pentecostal 16.9%, Anglican 6.9%, Seventh Day Adventist 5%, Methodist 1.7%), Hindu 28.4%, Roman Catholic 8.1%, Muslim 7.2%, Jehovah's Witness 1.1%, other Christian 17.7%, other 1.9%, none 4.3%, unspecified 0.9%

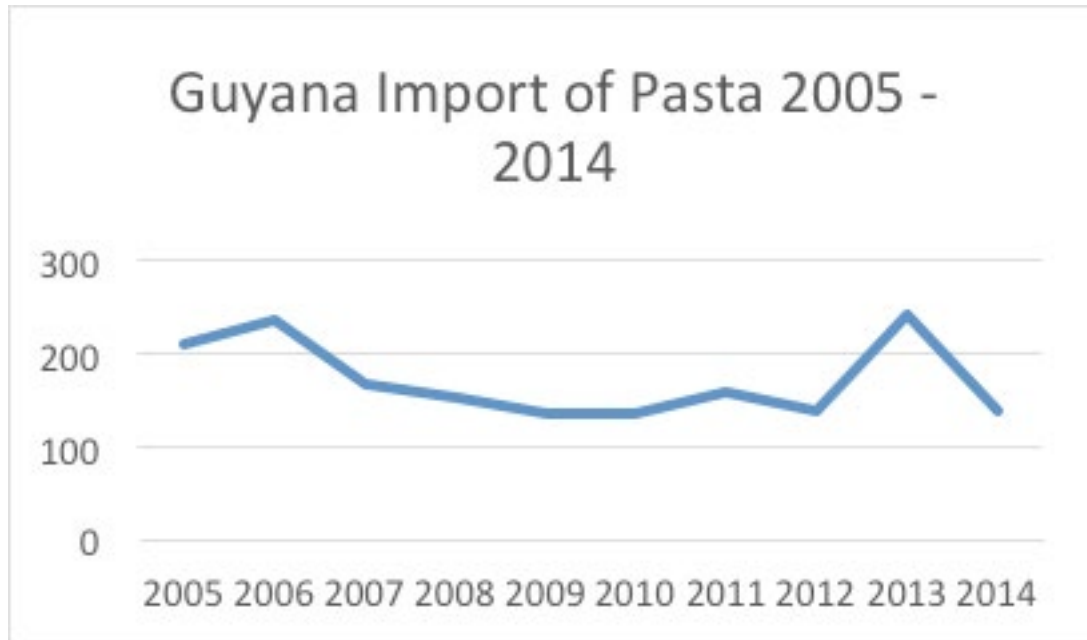


### Market Share Pasta to Guyana



The above chart highlights the market share of foreign pasta in Guyana as at 2014. The Guyanese market for uncooked pasta has been dominated by the United States of America throughout the last decade, satisfying more than 50% of the market, most recent estimate of 59%. All of the import partners with the exception of Trinidad and Tobago are subject to a 20% duty on the good. Nonetheless pasta/macaroni brands from the US such as Kraft, are popular in Guyana.

# Target Market



The market demand for pasta in Guyana has been fluctuating over the last decade. Average imports over the period are 171 tonnes, with a maximum of 242 tonnes and low of 136 tonnes.

Total imports of uncooked pasta :	\$162,820USD
Average import [unit] value:	\$1.18USD/kg
Imports from Jamaica	No data to show

The US provides the cheapest pasta by unit value to Guyana at a rate of USD\$960/ton. This competitiveness allows for continued dominance in the market along with popular brands. Price competitiveness and trends reveal decreasing costs to Guyanese importers over the period 2005 to 2014. Most recent reductions of US unit value was 24% relative to 2013, which was offset by increased costs from other partners, Turkey, Trinidad and Tobago and Canada.



## Market Access

- Guyana and Jamaica are members of the 15 member Caribbean Community (CARICOM), and as such, each receives duty free access to all other member states on a case by case basis, as specified. According to Article 87 of the Revised Treaty of Chagaramas, goods of community origin will not be subject to an import duty, unless otherwise stated.
- Guyana and Jamaica are considered more developed countries with the Caribbean Community and as such duty rates do not apply for some products as is the case with some goods from the more developed community members to less developed community members, under Article 160 relating to import duties.
- Guyana employs the CARICOM common external tariff for most of its products, 20% is levied on non CARICOM territories

General applied tariff:	20%
Tariff applied to Jamaica:	0%
Tariff applied to main competitors:	20%

### Certification:

Goods wholly produced within the common market (CARICOM) to be traded within the common market, require the completion of a CARICOM Certificate of Origin. Article 84 of the Revised Treaty of Chaguaramas outlines the community rules of origin as follows:

Subject to the provisions of the Article, goods that have been consigned from one Member State to a consignee in another Member State shall be treated as being of Community origin, where the goods:

- have been wholly produced within the Community; or
- have been produced within the Community wholly or partly from materials imported from outside the Community or from materials of undetermined origin by a process which effects a substantial transformation characterised:
  - by the goods being classified in a tariff heading different from that in which any of those materials is classified; or



- in the case of the goods set out in the List in Schedule I to the revised Treaty only by satisfying the conditions therefore specified.

CARICOM Certificates of origin can be obtained from the Jamaica Trade Board

### Packaging requirements:

There are no explicit packaging requirements for this product entering Guyana. The size of products are not guided by rules for entry. Overall, manufactured food products must meet minimum traceability standards in place along with packaging that ensures the product is protected and safe for human consumption. Hazard analysis and critical control point ensures the proper handling of food throughout the stages of the food chain – processing, packaging and distribution – protecting consumers and businesses alike.



# Market Access

## Labelling requirements:

Labelling of pre-packaged food in Guyana is subject to similar rules and standards used throughout the Caribbean, adopted by the CARICOM Regional Organisation for Standards and Quality

Each package of pre-packaged goods shall be labelled with the following information:

- a) The common or usual name of the commodity, a generic name, or appropriately descriptive term such as a statement of function or the name required by or specified in any applicable regulation together with any trade name or brand name controlled by the manufacturer;
- b) The name of the manufacturer and the identifiable address, the principal place of business or registered office of the manufacturer, packer or importer and the name of the country of origin. It shall be preceded by the words "manufactured by ....", "packed by.....", "distributed by....", "imported by.....", as applicable, and the words: 1) "made in (name of territory)"; 2) "produce of (name of territory)"; 3) "packaged in (name of territory)"; as appropriate.
- c) A correct statement of the net contents of the package, subject to such tolerance as may be allowed, in metric units of measurement;
- d) All ingredients or contents shall be listed in decreasing order of predominance by weight or volume. If applicable, 'Active Ingredients' shall be stated first, in decreasing order of weight, or volume, or percentage, followed by the 'Inert Ingredients', in decreasing order of weight or percentages.
- e) An expiry date or date marks where an indication of the age of the goods is likely to be useful to the consumer or purchaser.

## Distribution channels:

Distance to Market: 2,479km  
Trade channels (Sea Freight):  
20ft container US\$1545 + Origin Terminal Handling Charge (OTHC) of US\$25 + Documents of US\$75  
Total: US\$1,645

40ft container: US\$2245 + Origin Terminal Handling Charge (OTHC) of US\$25 + Documents of US\$75  
Total: US\$2,345

The firms below are members of the Guyana Manufacturing and Services Association, trading food products and other goods:

Beepats  
Jonathan Beepat, General Manager  
jbeepat@beepats.com

Mr. Ramdat Rampersaud, Marketing Director  
rrampersaud@beepats.com  
100 – 101 Regent Street,  
Lacytown, Georgetown,  
Guyana  
Tel: +592 226-1292  
Fax: +592 226-1939  
E-mail: mail@beepats.com

Patsan Trading  
Patrick Seebaran, Director  
282 Sheriff and John Streets  
Campbelville, Georgetown  
Guyana  
Tel: 592-225-9832  
Fax: 592-227-7624  
Email: patsan@networksgy.com

# Market Access

## Distribution channels:

Caribbean International Distributors Inc  
Mr. Maurice Gajadhar, Managing Director  
Alisia Katideen, Sales and Marketing Manager  
Lot 'D' Rome Access Road,  
Mc Doom Village East Bank Demerara  
Tel: 592-233-0867 / 592-233-0910/1  
Fax: 592-233-0912  
E-mail: mail@cidiru.com

Carib Foods Distributions Inc.  
Kharishma Narine-Foo, Operations Manager  
78, Croal Street, Stabroek,  
Georgetown.  
Tel: +592-227-8159

DeSinco Trading Company Ltd.  
Frank De Abreu, Managing Director  
48 John & Sheriff Street  
Georgetown, Guyana  
Tel: +592-226-7109/592-226-1805  
Fax: 592-227-6008  
Email: desinco@gol.net.gy

## Supermarkets:

Bonny's Marketing Complex and Supermarket  
302 Church Street, Georgetown  
Tel: 592-226-7310  
Email: bonny\_53@hotmail.com

Nigel's Supermarket  
44-45 Light St. Georgetown  
Tel: 592-226-6200  
E-mail: nigelsup@yahoo.com



Swiss Macaroni (enriched pasta) 400g



Tinkyada Brown Rice Pasta 454g





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