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## REPORT OF WORKSHOP 4

Subject:    Marketing of Non-Sugar Agricultural Products

### Preamble

The approach of the Group was to review and evaluate the present working arrangements in terms of the local and overseas markets. The Group also discussed the relevance of the marketing intelligence and agro-industries.

The spectrum of functions in the marketing system defined by the Group to include the planning of production, storage and processing, finance and pricing, transport, outlets and local, regional and international markets.

A marketing intelligence system was discussed to cover the entire ambit of the marketing function. The following recommendations were made by the workshop:

- (i)      The activities, internal structure and facilities of the CMC should be developed to focus on the export marketing of carefully selected commodities.
- (ii)     It was suggested that CMC should continue to handle the wide range of products for its present retail operation.
- (iii)    The structure of the flow of the commodity should be investigated. This would include transportation and the volume of a commodity moved from one point to another within the distribution system. This investigation should take place with a view to improving the facilities in the interest of the nutritional status and the general economic well-being of the people of the State.
- (iv)     A clearly delineated marketing system should be developed and fully integrated with the overall system of the agricultural economy of the State. It was suggested that regional institutions should be approached for assistance with the establishment of these integrated systems.
- (v)      A marketing intelligence information system should be established to include comprehensive information on crop forecasting and pricing, on a continuing basis, to expedite the planning of production.
- (vi)     Consideration should be given to the appointment of Directors to the Board of the CMC to avoid conflict or possible conflicts of interest, particularly in the case of private businessmen on the Board.
- (vii)    There should be greater contact, collaboration and communication between territories in the areas of marketing intelligence and general marketing operation. Initiative should be taken by the marketing corporations in the regions to promote this greater collaboration, especially in view of the fact that the Agricultural Marketing Protocol is not performing the desired functions.
- (viii)   A study should be designed and conducted to determine the feasibility of the establishment of agro-industries, particularly in the processing of cotton, peanut roasting and packaging, dehydration of vegetables and goat milk and cheese. Spin-offs from the processing industries, for example, cotton seed, may be used as an input to a livestock industry.

## APPENDICES