

## **NAMDEVCO's Market Intelligence now on line**

Act No. 16 of 1991 mandates NAMDEVCO “to create, facilitate and maintain an environment conducive to the efficient marketing of agricultural produce and food products through the provision of marketing services and the stimulation of business investment in the agro-industrial sector of Trinidad and Tobago.” In fulfilling this mandate the Corporation began restructuring and instituting systems to adequately accomplish this, two years ago.

This process resulted in an improved system of collection, compilation and dissemination of market information and intelligence. Tracking the volume and prices of produce entering the Northern and Southern Wholesale Markets. In addition, to monitoring the production of Certified Farms to forecast availability of produce, greatly enhanced our market information and intelligence capabilities. The GreenVine Newsletter also enhanced our capacity to disseminate information and intelligence.

It is the National Agricultural Market Information System (NAMISTT), in development since April 2005 that will fully equip the Corporation to fulfill its role in the provision of timely market information and intelligence to stimulate and promote investment in the agricultural sector in Trinidad and Tobago. This system will provide real time access to critical information needed by the key players in the agri-food sector in making their routine management decisions. These include:

- Producers: both current farmers and new investors
- Exporters
- Importers
- Supermarkets
- Agro-Processors
- Hotels
- Restaurants
- Caterers
- Policy Makers
- Agricultural Planners

For success in agriculture whether at the industry or sector level three critical factors must exist. These include: the main players must be organized; it must be managed as a business; and it must be based on sound science. NAMISTT will serve as an information tool that will provide timely and accurate information for successful agriculture in Trinidad and Tobago. Timely market intelligence and other tools such as cost of production models will assist in improving the agri-business skills. Details on the Good Agricultural Practices by commodities will provide the required scientific basis on which our agriculture must be based.

To achieve the above the database is arranged in several components:-

**Document Repository:** This section will contain up to date information on production and marketing of local commodities with emphasis on best practices for producing, processing and marketing of local produce.

**Traders:** This section gives a comprehensive listing of buyers and sellers of local agricultural commodities including: Producers; Exporters; Importers; Supermarkets; Agro-Processors; Hotels; Restaurants and Caterers.

**Buyers and Sellers Forum:** In this section buyers can post their demand for produce while sellers can advertise their commodities available for sale.

**Price and Volume:** This section provides a current and historical listing of the prices and volumes traded at the Northern and Southern Wholesale Markets; the Wholesale Fish Markets; and retail prices from selected municipal markets and supermarkets.

**Production Data:** This section is currently limited to the NAMDEVCO's certified farms and gives an indication of acreages that are cropped with a breakdown with respect to acreage under growth and harvesting, respectively.