

IICA



MARKETING OF PERISHABLE PRODUCE
BARBADOS

ANNOTATED BIBLIOGRAPHY

Prepared and compiled by
Edgar C. Porsche

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The Inter-American Institute for Cooperation on Agriculture (IICA) is the specialized agency for agriculture of the Inter-American system. The Institute was founded on October 7, 1942 when the Council of Directors of the Pan American Union approved the creation of the Inter-American Institute for Agricultural Sciences.

IICA was founded as an institution for agricultural research and graduate training in tropical agriculture. In response to changing needs in the hemisphere, the Institute gradually evolved into an agency for technical cooperation and institutional strengthening in the field of agriculture. These changes were officially recognized through the ratification of a new Convention on December 8, 1980. The Institute's purposes under the new Convention are to encourage, promote and support cooperation among the 29 Member States, to bring about agricultural development and rural well-being.

With its broader and more flexible mandate and a new structure to facilitate direct participation by the Member States in activities of the Inter-American Board of Agriculture and the Executive Committee, the Institute now has a geographic reach that allows it to respond to needs for technical cooperation in all of its Member States.

The contributions provided by the Member States and the ties IICA maintains with its twelve observer countries and numerous international organizations provide the Institute with channels to direct its human and financial resources in support of agricultural development throughout the Americas.

The 1987-1991 Medium Term Plan, the policy document that sets IICA's priorities, stresses the reactivation of the agricultural sector as the key to economic growth. In support of this policy, the Institute is placing special emphasis on the support and promotion of actions to modernize agricultural technology and strengthen the processes of regional and subregional integration.

In order to attain these goals, the Institute is concentrating its actions on the following five programs: Agrarian Policy Analysis and Planning; Technology Generation and Transfer; Organization and Management for Rural Development; Marketing and Agroindustry; and Animal Health and Plant Protection.

These fields of action reflect the needs and priorities established by the Member States and delimit the areas in which IICA concentrates its efforts and technical capacity. They are the focus of IICA's human and financial resource allocations and shape its relationship with other international organizations.

**MARKETING OF PERISHABLE PRODUCE
BARBADOS:**

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Annotated Bibliography

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1100 - 1100

EDGAR C. PORSCHE
Peace Corps Volunteer, IICA

1100 - 1100

**BIBLIOGRAPHY PREPARED AND COMPILED IN RESPONSE
TO GROWING INTEREST IN MARKETING OF PERISHABLE
PRODUCE IN BARBADOS.**

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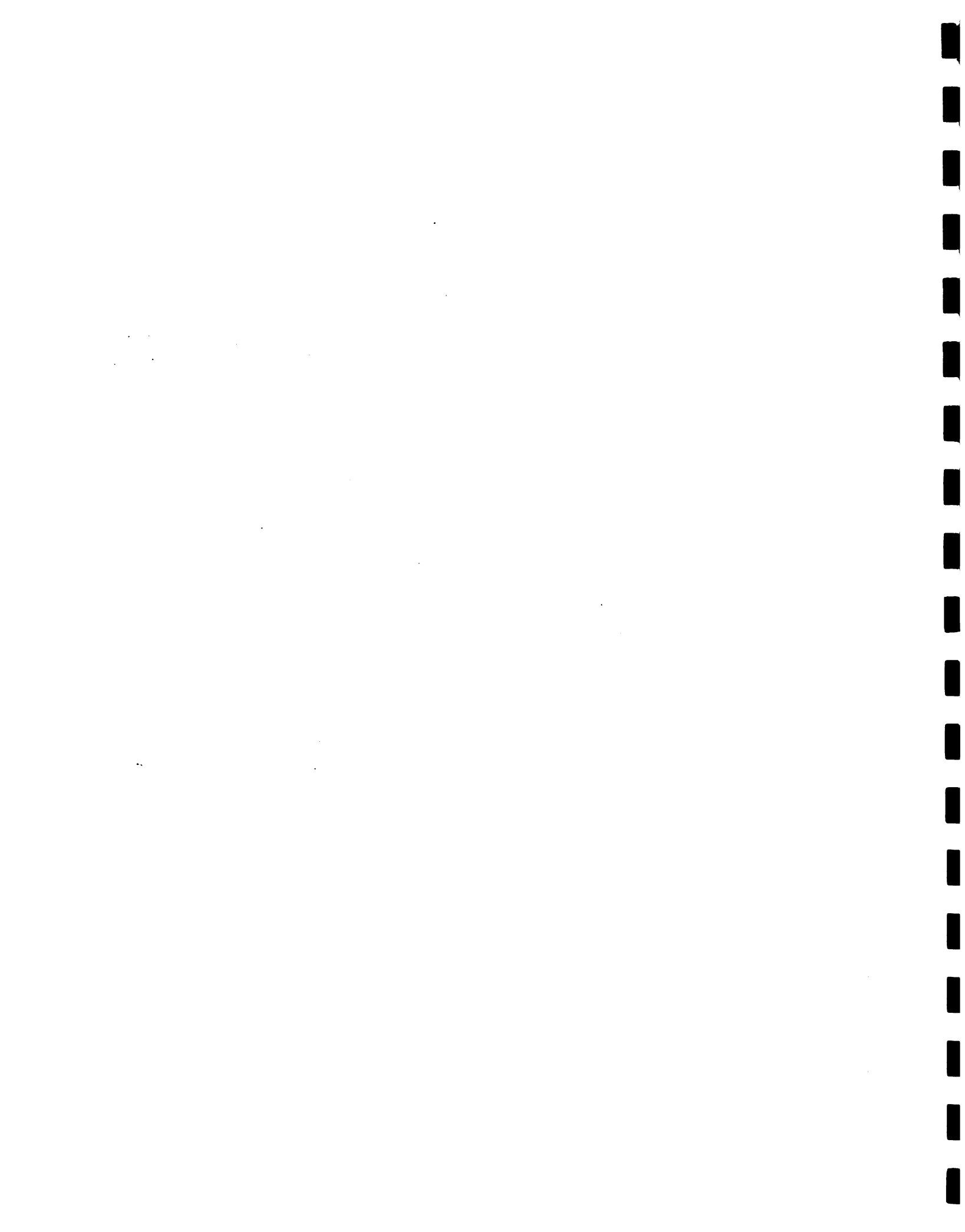
PREFACE

This Annotated Bibliography was prepared in response to the growing interest in marketing of perishable produce in Barbados.

Mr. Edgar Porsche, a Peace Corps Volunteer assigned to IICA/Barbados, prepared this Annotated Bibliography, he visited documentation centers, libraries and consulting firms to select and report on the information already generated. This Bibliography is arranged into five broad categories. Many entries could easily fall into more than one grouping.

We are hopeful this publication is useful to others and can result in time and cost saving in locating such information on marketing of perishable produce in Barbados.

Michael J. Moran
DIRECTOR, IICA OFFICE IN BARBADOS.



ANNOTATED BIBLIOGRAPHY

MARKETING OF PERISHABLE PRODUCE, BARBADOS

1. Crop/Project Identification.

- 1.1 Agricultural Marketing Services. BASIS - Annual
(IICA)* Reports, beg. 1983. Barbados Marketing Corporation.
Barbados. 12p + tables.

This gives information necessary to understand what BASIS does. Describes year's accomplishments & plans for coming year and gives a crop-by-crop review.

Comments: The 1985 Annual Report issued, but not distributed. However, it is available for inspection at the Barbados Marketing Corporation.

- 1.2 ----- Potential impact of mechanical
(BMC) harvesting on production and exports of yams in Barbados. Field Document #2. Barbados Marketing Corporation, Barbados. Undated. ppl-10.

Discusses production methods, but touches briefly on the export market. Includes export figures and projections thru 1988.

- 1.3 -----Sweet pepper marketing manual, Oct. 31.
(BMC) Barbados Marketing Corporation. Barbados. 1983. 32p + appendix.

This manual is designed to guide exporters. The plan is a commodity approach to develop export outlets which would encourage production which in turn would stimulate local demand because of the export excess. The Dutch market which is a major reexporter is the target. It identifies parties involved in the process, e.g. the procurement procedures, planting, field inspection, quality control, grading, storage, contract buyers, export insurance and documents, payments, harvest & postharvest arrangements and handling, packing, transporting.

Comments:

This could be a useful marketing guide and model for other products as well.

* The source where the item was first located is indicated in paranthesis directly under the item numbers. The item, however, may be in one or more of the other libraries.

1.4
(IICA)

Baier, Wilhelm, Jollands, Peter; Grysae, Han-George. National fruit orchard project study.. AFC Agriculture & Food GmbH International Consulting Corp.. K.G. Tonhallenstrabe 21, Fed. Rep. of Germany. Barbados. pp39-40. 193-209.

This comprehensive report, has a section on agricultural marketing. Horticultural products are marketed, 40% to hucksters, 30% by wholesalers and supermarkets, 23% by BAS and hotels, 7% by BMC. Marketing intelligence service is only partially adequate, as is the physical marketing structure. The marketing component of the fruit orchard national program including credit and insurance, is necessary. The marketing project should be treated separately from the overall fruit orchard program. Fruit per capita consumption in Barbados is less than that of other Caribbean Islands, indicating an unsatisfied potential demand. Imports furnish one third of Barbados consumption, and majority of imported fruit and processed product could be produced locally. Fruit goes directly from production to consumption and is not commercially oriented, and this condition makes it difficult to parlay the foreign market. The long-term export objective should focus on processed commodities rather than primary commodities. The domestic market has a better potential. The project proposal is to have the Barbados Marketing Corporation emphasize market data, establish a grading system, push the export market, establish collection stations, and provide storage equipment.

Comments:

Cost figures for projected implementation of the proposal are sketchy. Otherwise it is a very good nuts-&-bolts report.

1.5
(CDB)

Caribbean Development Bank. Agricultural marketing conference, summary of recommendations. Barbados. 1980. 22p + appendix.

Evaluates marketing boards, proposes actions for government role of private sector, and discusses market information systems.

Comments: No direct reference to Barbados, but observations may be applicable.

1.6
(IICA)

Energy Technology Consultants. Technical aspects of the renovation of the abattoir and its operation. Prepared for Barbados Marketing Crop. Barbados. 1982. 26p.

The report evaluates and outlines in detail the slaughter house operation in Barbados. A program to revitalize and rejuvenate the abattoir is presented. Marketing of aged or tenderized beef is discussed.

Comments:

When the abattoir becomes an on-going full scale operation, this report should be taken into consideration.

1.7
(AID)

Food and Agriculture Organization. East Caribbean broiler breeders project. Rome. 1979. 45p + appendix.

This report was stimulated because of the non-regional import to Trinidad and Guyana of hatching eggs. Investigation into the less-developed Caribbean countries and Barbados as sources to supply this deficiency resulted in cautious proposal for establishing or increasing capacity of broiler breeders units in the less developed Caribbean countries and in Barbados. The report concentrates on production costs, but has some marketing information. The proposal is marginal with a 10% return estimated.

Comments:

Success is dependent upon gov't subsidization policy.

1.8
(UWI)

Francis, Gloria. Food crop production in Barbados and its response to CARIFTA/CARICOM and the agricultural marketing protocol. University of West Indies paper #2. Barbados. 1975. 59p.

Report explains why Barbadian social/rural development is different from other Caribbean nations i.e. very few large sugar plantations on other islands, resulting in village-type rural development. Marketing via hucksters is the primary outlet. The uncertainties of marketing limit quantity and range of vegetables produced. The CARIFTA of BMC was not very successful because farmers used it as an escape valve.

Comments:

Outdated and there is little information that is appropriate to current situation.

- 1.9 (IICA) Halcrow Caribbean Limited. Relocation and expansion of facilities, scheme design report. Barbados. 1979. 93p. + appendix.

This is a scheme design report re proposed relocation and expansion of Barbados Marketing Corporation, that goes into crop supply and demand of poultry, vegetable, root crops to provide logic to proposal.

- 1.10 (CDB) Hviery, A.S. 1983-85. Survey of food production, marketing, distribution and quality systems in nine Caribbean and Latin American countries, FAO. Rome, Italy. 23p + appendix.

Discusses the situation and problems from a regional point of view. Occasional reference is made to Barbados. Vertical ownership that exists in a marketing system enables production, distribution and processing of farm commodities to take place with minimum waste and maximum efficiency. Appendix has food import statistics.

Comments:

Report is based on a survey. Appendix tables give individual nation data, including Barbados. They are of a macro-economic nature.

- 1.11 (CDB) Inter-American Institute for Cooperation on Agriculture. An agricultural marketing strategy for the Caribbean. Santo Domingo. IICA. Misc. Pub. # 220. 1979. 29p.

At the assembly stage, the marketing of farm production is highly dependent on traditional intermediaries. Further down the line, there is a lack of trained personnel, inadequate infrastructure. The conclusion is that a national marketing strategy and a complementary regional strategy are needed.

Comments:

Although the marketing principles may be applicable to Barbados, no specific reference is made to Barbados.

1.12
(IICA)

----- Improvements of the agricultural marketing system in Barbados. Proj. I.D. IV-XLB-2.1. Simon Bolivar Project. IICA Barbados. 1980. 24p.

Present marketing system is a constraint to agricultural development in Barbados. The factors involved are identified as follows: producers are unorganized and scattered; no grading system; hucksters have more bargaining power than farmers; transportation costs are high; large postharvest losses, 10% of marketing is wholesaled. The Barbados Marketing corporation and the Ministry of Agriculture should take steps to help solve the marketing problems. The project to solve those marketing problems is estimated to take two years for full implementation.

Comment: General and specific objectives in improving the marketing system are given, and the details on costs and personnel required will prove very helpful in executing any of the remedial steps proposed.

1.13
(IICA)

----- Marketing plan for small farmers in Barbados. pilot project: Responsibilities of participants institutions. IICA Barbados. 1982.

This is an outline of responsibilities of BADCO, ACTCO, BMC. MAFCA & IICA in a pilot project. The pilot project is not identified, but individuals involved are named.

1.14
(IICA)

Lohoar, J.S. V. Bourne, E. Edghill. UK market for selected tropical and off-season fruits and vegetables. IICA. Barbados. 1980. 14p.

Review of UK market is based on an April 80 survey. Parallel action on export and domestic market is necessary for improving production utilization. Barbados has competition for UK market from the Near East, Africa and Mediterranean countries, and promotion, brand name, methods of selling, and transportation has to develop or improve. Domestically demand must be identified better. Brochures on product preparation made available to tourist-related infrastructure, and airport outlets and prospects must be checked out.

Comments:

Of interest is the brochure proposal - to stimulate demand.

- 1.15 Ministry of Agriculture Food and Consumer Affairs.
(IICA) Agricultural Sector Plan 1983-1988. Barbados
(pp123-126) 156p.

Discusses briefly the previous 5yr. plan, BMC & ACTCO, & identifies facets of marketing for future & related policies. The marketing effort is to stabilize price and supply, sustain production, expand opportunities for sale/distribution and systemize distribution of non-sugar agricultural products. A collection center focal point is to be established to help promote the livestock industry. The recommendation is that it be a private venture and an incentive programme should be provided.

Comments:

This is an overall agricultural policy expression of what should be done, and the section on marketing of non-sugar agricultural products has specific comments on the distribution system.

- 1.16 ----- Background information and analysis of
(IICA) market and marketing for Barbados. Planning
Unit/UNDP-FAO Proj. Barbados. 1977. 216p.

The following programmes are discussed: surveys, market information system, standardization and coops, monitoring of imports, import-export policies, hawker trade, storage, emphasis on local market activities, regional & extra-regional market opportunities, supply and demand, and policy implications. Identifies what aspects make up a successful marketing program. Discusses BMC and its policies and the effect of Caricom. It has a voluminous appendix of tables, including fisheries data.

Comments:

This should be pursued concurrently with "Non-sugar Agricultural Marketing" (report #6 of profiles on Agricultural Development in Barbados) for a comprehensive understanding of Barbados markets.

- 1.17 ----- Proposals for the agricultural sector
(IICA) plan 1983-1988. Subsector program, Marketing.
Barbados. Section 6. 1983. ppl-4.

The Barbados Marketing Corporation was to have a primary role in marketing non-sugar crops but was hampered. The Barbados Agriculture Society, a farmers' organization, assumed a leading role. It is a marketing effort to stabilize price and supply and systematize distribution of non-sugar crops. An associated investment program is outlined with greater emphasis on the development functions of the Barbados Marketing Corporation.

Comments:

This report should be studied in any future assessment of the Barbados Marketing Corporation.

1.18
(IICA)

Springer, Basil; Small, Winston. Summary of the status of the Barbados project. Sub-regional workshop. Barbados. 1981. 58p + appendix.

Summary analyzes production and marketing of root crops and vegetables in Barbados. Most of root crops and vegetables are grown by small farmers. Onions, however, are primarily a plantation crop. Plantations are increasing significantly the production of vegetables. Root crops and vegetables are sold to hucksters, supermarkets, hotels, BMC, and BAS, and municipal markets. The majority of small farmers have outside employment. Road access is almost universal.

Comments:

Some good pointers on agricultural problems, including marketing.

1.19
(IICA)

Stanley Associates Engineering Ltd Systems & Government of Barbados. Scotland district development study - The development plan. Barbados. 1979. Sections and pages: ES21, 6.1.5, 6.2.2.12, 6.2.5.

This is the second part of the Scotland district study - one is the Development Plan and the other the Development Project. The 1st part, Background Papers, is not currently available. The Development Project is the third part, which is an extension of the Development Plan. Tree crops and livestock are briefly discussed as are cost estimates for investigation into marketing production and processing problems.

Comments:

Both the Development Plan and Project Plan are detailed and verbose, but still useful.

1.20
(BMC)

Systems. An overview of the market for meat, fish, milk, dairy products, eggs and fresh produce in Dominica, St. Lucia, St. Vincent, Grenada, Barbados and Trinidad & Tobago, for Caribbean Development Bank. Barbados. 1980. 75p and Tables.

Marketing channels in general are covered, followed by individual country overview. The analysis on Barbados is broken out by major commodities - meat, fish, milk and dairy, eggs, fresh produce. Of the fresh produce, fruit, white potatoes and onions account for 90% of import by weight. Onions and yams are virtually sole fresh produce export crops (yams are for extra-regional markets, while onions are intra-regional exports). Estimates are that 80% of all household grow some vegetables or fruit for own use. Hotel, restaurant, and the institution (HRI) sector is serviced by wholesalers, but supermarkets buy direct from farmers, as a rule. Role of BMC is described. BAS and BMC in promoting export market government policies and their effects on agric. programs, are discussed. Inadequacies of marketing infrastructure are outlined. Local grower has to compete with better experienced, well-organized supply chain importers with time-developed consumer demand for imported production. Marketing information and facilities lack is big disadvantage of local farmer. Self-sufficiency figures are given by products, and are presumably for 1979.

Comments:

A must to understand agricultural marketing of non-sugar crops.

1.21
(Systems)

----- Summary project report on the survey and analysis of protein waste resources and markets for protein waste products of livestock feed and fertilizer. Vol. 1. Barbados. 1982. 67p.

(Vol 2 contains survey from data on which Vol 1 is based). Report covers English-speaking Eastern Caribbean Islands with a separate writeup for each. Although there are significant quantities of waste products, there is an insufficient amount to make by-product use commercially practical.

Comments:

Conclusion of insufficiency of supply is significant.

- 1.22
(Systems) -----Summary project report on the survey and analysis of protein waste resources and markets for protein waste products of livestock feed and fertilizer. Vol. 2, Appendix A. Barbados. 1982. 183p.

This is a complete cataloguing of interview information, based on surveys made. It contains no consolidation, or evaluation of data.

- 1.23
(Systems) ----- A survey of shipping and port facilities in the LDC. Barbados and Trinidad. Barbados. Undated. 6p + appendix.

Object of study is to assess viability of establishing a shipping system for agric. produce within region based on surveys. Contained is information on shipping schedules, capacities, facilities.

Comments:

Although sparse, information contained is very good and illuminating.

- 1.24
(Systems) ----- . TASI/DELOITTE CONSULTANTS. 2nd Quarterly progress report. Agricultural marketing facility, July-Sept. for Caribbean Food Corporation. Barbados. 1982. 62p.

This is the business plan for CATCO. Funding is discussed, and is based on the full potentials for trading. Expected financial rate of return is 9.4% for a ten year period. A proposed organization structure is outlined. Appendix also includes an agricultural information system. Data on crop movement in marketing is given.

Comments:

There is a lot of good back-up data.

- 1.25
(Systems) ----- . - TASI/DELOITTE. Sixth Quarterly progress report. Jan. 83 - March, for Integrated Rural Development Programms of Barbados Agricultural Development Corporation. Barbados. 1983. 25p.

This report contains Extension Agronomist's report which states that extension officers have had further training courses, participated in technical investigations, assisted farmers, gave information for radio programs, and revised development strategy re agricultural services and tenure problems; Report B discusses praedial

larceny. Legislation among the E.C. nations varies considerably, (Trinidad, Jamaica, Grenada, St. Lucia, St. Vincent, Barbados are cited) Marketing discussed briefly in consultant's report.

Comments:

Interim reports cite situation as of 1982-1983..

- 1.26 (Systems) TAST/DELOITTE. Mid-term progress report Oct 1, 81 - Sept 30, 82 for Barbados Agricultural Development Corporation. Barbados. 1982. 73p.

This is a mid-term progress report on the Integrated Rural Development Project, object of which is to increase agricultural diversification and food production in Barbados to supply domestic and tourism demand, to increase farmers' productivity and income, and to help farmers in marketing of their produce. There are three major components - contract production and marketing; guaranteed market access; and high quality extension advice.

2. Agricultural Sector/General.

- 2.1 (AID) Agency for International Development. Agricultural development in the Eastern Caribbean. A survey. Wash, D.C. 1977. 250p (25p on Bds.)

This is a brief overview of background macroeconomics, land tenure, national programs, resource utilization, government policies, extension and info transfer, research, marketing, agric credit, fisheries, with a small section on Barbados.

Comments:

An out-dated report that skims the surface.

- 2.2 (AID) Caribbean Development Bank. Agricultural marketing conference. Guidelines for workshop sessions. Barbados 1980. 6p.

Discussed are pointers under following categories: Role of government and the private sector in agricultural marketing; development of regional and national marketing information systems and produce intelligence service, a series of papers.

Comments:

Some astute generalities.

2.3
(IICA)

Deloitte, Haskins & Sell Associates. Design of an integrated agricultural production and marketing system. Vol 2, 3B, & 7. Tropical Agricultural Services International, Bridgetown. 114p Vol 2. Vol3B. Vol 7. 1984.

This is an Eastern Caribbean study that includes Barbados. Three of referenced volumes contain some information on Barbados, although study is comprehensive for the eastern Caribbean. Vol 2 evaluates BASIS (Barbados Agricultural Statistical Information Service) and recommends that as a model for other E.C. nations to follow, but BASIS should be strengthened. Report recommends expended functions such as production intention surveys, and survey of all large and medium scale growers. Vol 3B details description of handling, processing, and marketing including exporting, packing, transportation, storage of individual products. Vol 7 identifies market intelligence, quality standards, transportation facilities.

Comments:

Vol 2 gives very good detail on what an effective market information system should consist of and do. Any defacto attempt to enlarge or improve Barbados market data should make good use of info herein. Subsequent volumes deal with other aspects of marketing, i.e. storage, transportation, contracts, etc with no particular reference to Barbados.

2.4
(BMC)

International Development Service. Analytical study of the agric. sector of Barbados. May. Wash. D.C. 1971. pp IX-I-III.

This is a voluminous report that has background material on Barbados. It discusses role of agriculture in economy of Barbados. Export/import figures for 1960 decade are given. It dwells on role of future of sugar in Barbados. Background info is very good for an understanding of overall agricultural process. An example of detail is tabular listing of costs of establishing and operating a citrus nursery. It is the same for mango, guava, coconut. Study even has figures for costs in foreign countries.

One chapter is devoted to marketing and describes the current system. Much of the specifics comes from BMC, and recommendations are made.

Comments:

Although outdated, this report contains some observations that may be still viable.

- 2.5 (IICA) Inter-American Institute for Cooperation on Agriculture. Survey of food crops production and planting intentions. IICA. Barbados. 1981. 4lp.

Contains details for continuing survey of farmers to assess supply and demand, to take advantage of export opportunities, and identify areas for improvement; bulk of report is the appendix which has questionnaire form with a list of farmers and a list of estates.

Comments:

A good reference for survey composition. The report neglected to emphasize the place "dry-runs" have in perfecting questionnaires before actual implementation.

- 2.6 (IICA) Jones, J.E., R.D. Lucas, C.C. Browne et al. Postharvest losses in Barbados. In report of postharvest losses consultative meeting. Vol.. 2. Univ. West Indies. Trinidad. 1981. ppl57-182.

Postharvest losses in Barbados are substantial and attributed to pest and disease, produce quality, storage facilities, and oversupply. Vegetables affected are onions, cabbage, cucumber, carrots, beans, sweet potatoes and tomatoes. Onion drying facilities are inadequate. BMC storage facilities are inadequate. Rats or mice contaminate food & business places surveyed had losses up to \$500.

Comments

This is a 3 section report on postharvest losses that occur in one phase of marketing chain, i.e. postharvest handling and storage. Some bibliographic references are useful.

- 2.7 (BMC) Jordan, Lionel. Women in food marketing. A Caribbean perspective. BMC. Barbados. 1984. ppl-6.

Report discusses general role of women in food marketing in Caribbean. On Barbados, women constitute 54% of all workers on sugar plantations. Losses in postharvest operation amounts to 20% in Barbados for vegetables.

Comments:

Of limited use.

- 2.8 (IICA) Lohoar, James S. An analysis of food self-sufficiency in Barbados. IICA Misc. Publ. #277. Bridgetown. April. 1981. 24p.

Report suggests where increased domestic agricultural production could help replace imports and increase exports. Food imports continue to exceed agricultural exports. An algebraic formula measuring self-sufficiency, shows a constant relationship 1969-1979. Barbados continues to be very dependent on imported food supplies and incentives should be provided to encourage greater self-sufficiency in food. The report recommends more byproduct use, encouragement of more forage crops, extension of fruit and vegetable growing season via irrigation and improved varieties, and improved storage of yams. Barbados should increase exports of those commodities in which it has a comparative advantage. Improvement of transportation facilities and subsidies are proposed.

Comments:

It is difficult to not agree with principles stated, but the problem is the pragmatic application. For example, because of the diversity and small quantities involved, increased byproducts use for the pig and poultry industry, as recommended, is very limited. The same applies to the meat processing and fishing industries as byproduct sources.

- 2.9 (IICA) ----- Production and marketing handbook for horticultural crops in Barbados. IICA. Barbados. Misc Publ. 333. 1981. 34p.

Report is on a project to improve efficiency of marketing system in nonsugar crops by strengthening capabilities and marketing services

of BMC. The handbook summarizes findings of a number of other studies. Almost all holdings are small, less than 10 acres. 1971 census shows 12,600 small holdings and 230 large ones. Only 16 holdings are in excess of 500 acres. The report identifies the components of the marketing system and gives much data on production of certain crops, seasonality, prices received, and retail prices (given in chart form). In market opportunities, it suggests production as the 1st stage of marketing, rather than marketing as final stage at production. Contains a distribution table showing % share each marketing component takes broken down by individual items in 1980.

Comments:

A lot of good basic data is contained herein. It is short on evaluation of data, but material should be incorporated into any analysis of the market system.

2.10 Barbados Market Development Project Proposal, Agricultural Planning Unit. March 1985. Ministry of Agriculture, Food and Consumer Affairs. Barbados, 17p.

2.11 (Systems) Ministry of Agriculture, Food and Consumer Affairs. Profiles on agricultural development in Barbados. report #3. Opportunities for Agr. Production and Farming. Barbados. 1977. 147p.

This report (#3) emphasizes the production aspects of agriculture, but is included here because it discusses briefly export/import situation. Balance of report heavy on sugar/cane.

2.12 (Systems) Ministry of Agriculture and Natural Resources. Marketing manual. Integrated rural development programme. Barbados. 1983. 81p.

Manual was written for extension officers use in counselling farmers on what to grow, when, how to harvest and how to market produce. Seventeen vegetables are covered.

Comments:

A useful document, but the time lag interval from planting to harvesting could be incorporated with price seasonality charts to improve usefulness of manual.

- 2.13 Mboqua, John Peter. Peasant agricultural in Barbados; a
(UWI) sample study. McGill University, Canada. 1961. 180p.

A historical background of Orange Hill community, St. James as sample study of current land use, ownership pattern. Marketing is discussed briefly.

Comments:

A report that is well-written - interesting, but very little on marketing. (On micro-film).

- 2.14 McClean, A.W.A. Working note on a study of the
(CDB) distributive system in Barbados. Seminar, Univ. of West Indies, Barbados 1975. 15p.

The distributive system is highly oriented toward import trade. Discussion is on general marketing, but there is application to agricultural marketing. The advent of supermarkets leads to a significant departure from the traditional pattern of distribution. Marketing of locally produced food differs from imported food marketing. Some aspects of food marketing discussed.

- 2.15 Redma Consultants. Agricultural marketing corporation
(AID) in the Caribbean. Georgetown, Guyana. 1981. 84p.

This is a broad coverage of marketing in the Caribbean, and states that a more formalized Eastern Caribbean infrastructure should be instituted to facilitate the marketing process - Barbados is treated, not as a separate section, but as part of information in general.

Comments:

Some helpful aspects may be gleaned from this report.

- 2.16 ----- Agricultural market corporations in the
(AID) Caribbean. Vol II - Individual country Assessments. Caribbean Community Secretariat, Georgetown, Guyana. 1982. 135p.

Twelve nations of Caribbean studied, including Barbados. There is a tabular presentation of imports and exports by crops, 1979. Food processing is undeveloped, but there may be a potential for frozen vegetables. There is a discussion in detail of BMC.

Comments:

A very good run-down on BMC, some complimentary some not.

2.17
(MANR)

Renwick, Peter W. A restructured horticultural industry - planned growth for exports. Ministry of Agriculture, Barbados (commonwealth fund for technical cooperation). 1980. 44p.

This study, done at the request of the Barbados Government, investigates the kind of infrastructure needed to establish a successful exporting system from Barbados to U.S., Canada, U.K. and other European countries for okra, hot peppers, long beans, melons, yams, sweet peppers, egg plant, squash, breadfruit, and other horticultural non-sugar products. Some historical background is given as well as the current resource situation including the management system, communication (and lack of), and relationship of government. Study states that export licensing is a deterrent and marketing techniques and facilities should be restructured. An export and marketing company should be formed, and communication flow developed. A management team should be recruited, service to retailers improved, packing house, postharvest control for grading and the BMC role expanded, but redirected since it is a constraint on exporting and needs new orienting, to benefit agriculture. Agricultural Development Corp. is discussed, and a training board is recommended. Role of government discussed, U.S. Canadian & European markets are discussed.

Comments:

A critical evaluation without too much back-up substance.

2.18
(Systems)

Springer, B. and Small W. (Systems). The social and cultural factors involved in production by small farmers in Barbados of root crops and vegetables and their marketing. Barbados. 1985. 57p + appendix.

The information is based on a comprehensive interview survey conducted. As a result a lot of comprehensive, very informative details are given, a historical background is described and the current status is explained. The discussion on marketing emphasizes root crops and vegetables. Sample questionnaire is included.

Comments:

This is a must to understand properly how Barbadian agriculture functions. Report is heavy on facts based an survey and light on recommendations.

- 2.19 (Systems) Systems. Tourism and agricultural linkages in the Caribbean - a workshop. Systems consultants. Barbados. 1984. 35p.

Purpose of workshop is to identity meaningful linkages between agriculture and tourism. There is an abbreviated rundown summarizing role of hotels, wholesalers, retailers, market researchers, agriculture extension workers training institutions, promotion agencies, farmers, tourists, financial institution and government.

- 2.20 (IICA) Zuekas, Clarence Jr., A partially annotated bibliography of agricultural development in the Caribbean region. Gen. working doc #1; Agency for International Development and USDA office of International Cooperation and Development. Barbados. 1978. pp96 - 126.

This bibliography covers a wide range of topics with some on market-related subjects with about ten percent annotated.

3. Hucksters/Public Markets

- 3.1 (IICA) MAFCA. Profiles on agricultural development in Barbados. report #6. Non-sugar agricultural marketing. Barbados. 1977. 35p.

The report describes the essence of the huckster system and relates how BMC had difficulty in fulfilling its role, both as a trading organization buying and selling, and in providing services (abattoir). BMC often has supplier contracts and has exclusive import right to poultry, eggs, fish and certain vegetables. Fruit importation is a private enterprise realm. Accounting practices were deficient. The heavily skewed distribution of land holdings profoundly affects the marketing system and agricultural diversification does not make for easy marketing solutions. Regional agricultural trade is limited and the Mediterranean and Africa provide competition in the U.K. market. A national pricing policy at the farmgate may be possible, but has pitfalls.

Comments:

Report has an interesting table of price increments at various marketing stages, that could be very useful.

3.2
(MANR)

Reusse, E. 1984-85. Horticultural produce marketing in Barbados. FAO. undated but presumably 1984 or later. 21p + annex.

Purpose is to identify investment opportunities in strengthening of market facilities and organization for domestic marketing of horticultural produce. Present system is due to closeness of farming areas to market outlets, excellent rd. network and nature of product (its longevity or lack of it), all of which fosters direct individual supply links between farmers and final market outlet. Wholesale intermediaries are on the decline as is public market use. Deficiencies of the public markets are discussed and the lack of export policy. A list of recommendations is spelled out. A farmers' market is proposed for strategic locations. There is a tabulation of consumption, & supply by weight per capita. Prices for produce are high relative to international price levels. Average price is \$1 per lb; Provided are estimates of effect on prices (retail and received by farmers) of improved market intelligence. Role of gov't, public markets, and farmer's market, is discussed.

Comments:

The annexes contain some "down-to-earth" recommendations in reference to existing public markets - Oistens has cost data. Study contains some excellent ideas.

3.3
(IICA)

Systems. A survey of small scale agricultural marketing enterprises in the Eastern Caribbean. Vol 1. FOA, Barbados. 1981. 163p + appendix.

This is a discussion on the characteristics of hucksters, including Barbados. Vol 2 has trade information on domestic market for Barbados.

Comments: Section 2 of Vol 1 currently not available.

4. Cooperatives.

- 4.1 Inter-American Institute for Cooperation on Agriculture.
(MANR) 1982 & 1984. A marketing plan for small farmers in Barbados, IICA, Bridgetown, Barbados. (1982) 22p & app. & (1984) 32p + appendix.

Problems and barriers facing small farmers are given. A brief discussion of organization and activities designed to assist the small farmer, is given. The major problem is the lack of an assured outlet for the farmers' produce at remunerative prices. The key is producers' cooperation in undertaking group marketing activities, and increased information on current prices and supply situation will be required.

Comments:

Original evaluation is based on preliminary report, 1982. i.e., pilot project document (J.L. Pando). Follow-up report gives cost detail and effect of pilot project.

5. Marketing system/Supply-Demand-Prices

- 5.1 Exportation of Vegetables from Barbados to the European, USA and Trinidad Markets. A preliminary Study 1984; 3p.+ appendix.
- 5.2 Amorin, Cesar A. Pricing of agriculture products in Barbados. Ministry of Agriculture, Science and Technology. Barbados. 1974. 140p.
(CDB)

Agricultural products that are analyzed are: onions, carrots, tomatoes, cabbage, yams, sweet potatoes, eggs, broilers and pork. Acreage increases are needed to satisfy local demand for items mentioned. Farm gate prices are also given as well as, average wholesale prices and average retail prices. Hawkers have no grading or pricing system. There are no storage facilities at the farm level and price information is inadequate.

Comments:

A lot of data, much of it obviously out-dated.

- 5.3 Baier, Wilhelm, Jollands, Peter; Gysae, Hans-Georg.
(IICA) Agriculture & Food Consulting. National fruit orchard project study. Barbados; date unknown; (p39-40) 193p.

This is an abbreviated discussion on marketing and marketing components.

5.4
(CDB)

Caribbean Development Bank. Summary of background paper on overview of the market for agricultural produce in 6 Caricom territories. Conference. undated. Barbados. 8p.

Marketing channels for milk and dairy products, fish, meat & eggs are given, constraints identified, and marketing infrastructure described. A series of charts depicting the major sources and marketing channels are given.

Comments:

Abbreviated discussion with no specific reference to Barbados.

5.5
(Systems)

Chandler, Francis. Production recommendations for okras for export. CARDI. Barbados. 1985. 8p.

This is a manual-type booklet which gives the requirements for export okras, eg: insecticides, planting, care (weed, insect, disease control), harvest and postharvest handling.

5.6
(MANR)

Deloitte, Haskins & Sells Associates, Draft Report. Export marketing opportunities for selected fresh produce in Europe and North America and the development of an outline export marketing strategy for food crops produced in Barbados; undated. Guelph, Ontario, Canada. 1981. 142p + annex.

Report describes supply potential for various crops, infrastructure of marketing system, evaluates North American and European markets, intraregional markets, gives field figures for irrigated and non-irrigated crops, in-and out-of-season production costs for selected crops and total net returns, describes port and shipping facilities, current postharvest practices, market opportunities for off season exotic products, commodity market profit for processed foods, identifies major constraints to export market development and outlines strategy for developing export markets. Explains role of BMC and marketing information, with evaluation and recommendations.

Comments:

A very good, quite complete study, with facts and figures. Annexes contain a lot of basic data.

5.7
(AID)

Deloitte, Haskins and Sells, Associates. Tropical Agriculture Services International: Design of an integrated agriculture production and marketing system Vol 1-7. Barbados. Vol 2. 1984. 300+p.

Vol 2 describes the production and marketing intelligence system. Describes essential elements and production and marketing systems and provides a model for expansion of production and marketing of fresh produce in the Caribbean region. It is oriented toward fresh fruit and vegetables and describes functions of CATCO, CFC. Entire gamut of functions are described in detail, and extent is very comprehensive. Only fleeting references made to Barbados.

Comments:

It is overly voluminous to get a grasp of overall picture. Vol 2 has brief section on BASIS; 300+ p. Vol 1 is an overview of production and marketing system, but no specific reference to Barbados.

5.8

FAO; Prevention of Food Losses through Improvement of Marketing System, Perminal report of Project PFL/BAR/002 1985; Findings and recommendations; 17p.

5.9
(IICA)

Griffin, Michael. The Basic Manual - A guide to establishing a production and marketing intelligence system, Barbados Marketing Corporation. Barbados. 1984. 199p.

Describes development of Barbados Agricultural Statistical Information Service, 1983-1984 that provides production and market information services. The manual is a staff reference source, re procedures for collecting and disseminating information. It also should serve as a guide to other countries. Weekly wholesale prices are from hotels, supermarkets, restaurants, government institutions and its development is traced. Current and projected programs are described, as are funding and staff and organization. It is replete with figures and other data.

Comments:

A useful document historically and as a guide for establishing or strengthening marketing information system.

5.10
(IICA)

Hrapsky, Alan et al. A diagnostic prescriptive assessment of the production and marketing system for mangos in the Eastern Caribbean. Working paper #23. Michigan State Univ. East Lansing. 1985. 83p + appendix.

Purpose of report is to provide overview of production and marketing system for mangos in the Eastern Caribbean, and related details. Supermarkets and hucksters are major market channels in Barbados for mangos. CATCO does not deal first-hand with producers, and instead relies on a network of agents. The market and supply of mangos for Barbados is discussed, about 1/2 of supply coming from regional traffickers - St. Vincent and St. Lucia. Report then delves into U.K. Market.

Comments:

Although much of report is on supplies, non-Barbadian, the Barbadian market for mangos has good coverage.

5.11
(IICA)

Inter-American Institute for Cooperation on Agriculture. An assessment of the production and marketing of onions in Barbados. IICA. Barbados. 1981. 22p.

This report is a synopsis of current onion production and marketing in Barbados. Onion acreage has declined since 1972 'til 1980, date of report. BMC problems with onions are: onions have high moisture content; inadequate drying facilities; inter-island shipping is erratic, agricultural marketing protocol does not make for consistent export trade, and export potential is not effectively applied. There is reduced BMC control in onion marketing export trade. Lack of enthusiasm of onion producers is evident among farmers. A pricing policy to provide early season incentive is proposed, as is an export license arrangement, and improved shipping facilities. An associated investment program is outlined.

- 5.12
(IICA) -----. Identification of small farmers in Barbados, a marketing plan for small farmers in Barbados, a survey. IICA. Barbados. 1982. 8p.
- This report gives pointers on collecting production information from small farmers.
- Comments:
- Very abbreviated.
- 5.13
(IICA) -----. Seasonal price variation for selected vegetables in Barbados. IICA, Barbados. 1983. 8p. plus charts.
- This is a brief discussion of the major points in seasonal price variations. Water and labour availability determines seasonal fluctuations in production which in turn affects prices received. Series are given for specific vegetables.
- 5.14
(IICA) LaGra, Jerry. Marketing research, ancillary services. and export promotion, seminar on Agric. Marketing on Caricom Caribbean countries. Barbados. IICA. 1980. 10p.
- General marketing problems arise because agricultural marketing organizations are ineffective price-wise and are inefficient. Traditional marketing system is efficient, but losses are excessive, and services to small farmer are minimal. Current price information is ineffective, and marketing problems are a bottleneck. The system favors large farmers. Problems related to marketing research are identified and a regional coordinating body is recommended to promote and support marketing research prospects for improvements. Export situation and related problem areas discussed.
- Comments:
- A good overview, and, though it is covered from a regional point of view, it is applicable to Barbados.
- 5.15
(AID) Leeper, D. Schemerhorn, R., Jackson, D. Perishable postharvest losses in selected eastern Caribbean countries: Causes and recommendations. USAID. Univ. of Idaho. 1981. 77p.

Four islands including Barbados, were "field" investigated. On Barbados, investigation was confined to onions. Storage and marketing problems were encountered. Onions are imported into Barbados except during Barbados harvest months. BMC drying facilities in Fairy Valley are inadequate and onfarm and postharvest losses are substantial, which can be as high as 50%.

Comments:

Brief, but good one crop analysis with good pictures.

5.16
(IICA)

Lohoar, James S. Medium term production and marketing programme for the horticultural sector in Barbados. IICA. Simon Bolivar Fund. Barbados. 1980. 13p.

Small market size, seasonal variations in production, ineffective farmer organization, and insufficient marketing services make for marketing difficulties of non-agricultural production. As production increases on the estates without compensating increase in exports, it will become more difficult for small farmers. It will be necessary to increase the demand for fresh fruits and vegetables and modernize both production and marketing systems. Changes are needed in marketing to improve bargaining position of the small producer. Report recommends regional assembly centers (patterened after Dominica Republic), expansion of cold storage facilities, and processing, and improved market information.

5.17
(IICA)

Lohoar, J.S., Bourne, V. Edghill, E., The United Kingdom market for tropical and off-season fruits and vegetables from Barbados. IICA Misc. Publ. #276. Barbados. February, 1981. 16p.

This is a brief review of the market for tropical and off-season fresh fruits and vegetables in the U.K. The report purpose is to assist in increasing exports from Barbados to the U.K. and other markets. The report is based on a survey made in April 1980 and updates the UNCTAD/GATT study of 1976. There is a demand in the U.K. for tropical and off-season fruits and vegetables that is a well-established expanding market. Competition is from Mediterranean countries, the U.S. and countries within the EEC. Marketing boards, to support a sensitive market, are

increasing in use. Wholesale price quotations, weekly market price reports are readily available. Market requirements are: 1. quality; 2. proper packaging with brand names; 3. continuity of supply; 4. responsiveness to price changes. Barbados has a direct transportation link advantage, off-season production capabilities, favourable exchange rate, and Lome agreement advantage. Disadvantages are also listed. The steps Barbados can take are: formulation of a market strategy, domestic demand survey, and improved availability of informative literature.

Comments:

One astute wholesaler suggested that BMC design a brightly coloured carton (orange with black printing) to identify product source. It would be appropriate to use the national colours (blue lettering against a yellow background) which could be standardized and used for all off-the-island export trade.

5.18
(CDB)

McIntosh, C & Choy, M.L. Performance of selected agricultural marketing agencies. Occasional series # 11. Uni. of West Indies. St. Augustine, Trinidad. 1975. 103p.

The purpose of study is to determine if marketing agencies were performing their functions efficiently. Conclusion is that agencies or boards that are established should be given more authority. Better storage and processing facilities are needed. The collection system can be improved, better market intelligence provided, and grading upgraded. There should be training of graders and packers. All suffer from lack of capital. BMC discussed.

Comments:

A very good write-up on the evolution of Barbadian agriculture.

5.19
(AID)

Ministry of Agriculture, Food and Consumer Affairs. Profiles on agricultural development in Barbados. Report No. 3. Opportunities for agricultural production and farming. Bridgetown. 1977. pp148-330.

Onion production information is detailed and export/import market situation is explained. Other vegetables, like tomatoes, cabbage are discussed. By the 1970's the large plantations

had become major producers of carrots, cucumbers, string beans, tomatoes and cabbages. Marketing of vegetables is difficult because the supply is irregular and products very perishable, and the market is small. The best potential for expansion is the export market. Vegetable processing plants are a possibility.

Comments:

Report contains a lot of back-up detail, mostly on production, some on marketing.

**5.20
(MANR)**

----- Report on the marketing of agric. produce. Israel team report for MAFA. Barbados. 1983. 17p + annex.

States that Barbados has no clear-cut relative advantage in exporting vegetables, but an export potential does exist. There is a lack of marketing infrastructure for successful exporting, i.e. sorting, packing, storing, cooling and information. The result is that produce tends to be of low quality, and poorly presented. There are tabular presentations of principal fresh produce exported and imported, 1981. Sales promotion, sorting and marketing facilities and information needs are discussed. Annex includes standards required for selected vegetables for post-harvest and export stages of marketing.

Comments:

Evidently an "in house" report, which contains many of the same admonishments and conclusions as other studies; but contains some useful figures.

**5.21
(IICA)**

Orshan, Jeuda. Barbados onion & yam development projects, OAS & BEPC. Barbados. 1982. p72.

Because of competition, there is little chance for a substantial increase in yam export in Jan.-May. Barbados should find other export markets, and diversify varieties. Yam processing should be investigated. Barbados supplies 20% of UK yam. Appendices give details on drying equipment, marketing targets and relates technicalities of production of onions. A step-by-step procedural outline of work plan to be undertaken by BMC, supported by OAS technical assistance, is given.

Comments:

A lot of what-to-do.

5.22
(BMC)

Reid, Stone. BMC. Marketing: from farm to table. Paper prepared for agricultural youth seminar. April 27. Barbados Community College. Barbados. 1985. ppl-9.

This is a general marketing picture with a chart showing general patterns of flow and participants involved in marketing in Barbados.

5.23
(UWI)

Smith, Henry. Study of the cost and structure of distribution in Barbados. Institute of Soc. & Eco. Res., U of W. Indies. Barbados. 1966. 46p + appendix.

This study evaluates the various retail kinds of trade in Barbados from the importing wholesaler to clothing and hardware retailers. Provision merchants and retail trade in general are described. Hawkers and retail trade in general concentrate on food distribution. The small food shops number about 1700 and are socially oriented. Supermarket prices have a need for upgrading their availability of frequently purchased items, price-control is a factor on some items.

Comments:

Although old, some good material.

5.24
(IICA)

Springer, Basil G.F. A marketing thrust in developing non-traditional commodities - the Barbados experience, symposium Caribbean Agro-econ Soc. Conference. St. Augustine, Trinidad. 1984. 8p.

Exporting to regional and extra-regional markets, processing commodities for those markets as well as local, increasing demand for locally produced commodities, and import substitution are the ways to increase market size. This is being done in Barbados in the public sector through BMC. The private sectors are farmers, suppliers, and handlers, and ACTCO. Export success depends on quality, price, continuity of supply, and timeliness. Yams and sweet peppers for exports are explored. Some work has been done to increase local demand and provide import substitution.

Comments:

Primarily a recounting of what has been done and is being done to improve agricultural marketing in Barbados.

5.25
(BMC)

Springer, B.G.F. Tropical Agric Service International Ltd. A strategy for the development of a processing industry using locally produced commodities. Caribbean Association of Industry and Commerce Food Conference, Kingston, Jamaica. Sept 12-16. 1983. ppl-9.

The study identifies ways in which market size can be increased, and specifies measures for success of a processing industry. Activities specified are: 1. improve raw material production system 2. market penetration 3. modular processing 4. vertical integration 5. information system and goals for each of the activities. Sweet pepper and carrot farmers in Barbados are given as an example.

Comments:

General attack on marketing problems in Eastern Caribbean with some reference to Barbados.

5.26
(IICA)

Stanley Associates Engineering Ltd System & Government of Barbados. Scotland District development study. (pp3.9, 6.1-6.4 A12.1-9, A17.1.5) (Development Project) Barbados. 1979. 28p + annexes.

Farm gate prices for fresh fruit are usually higher than import prices and little relationship between import quantities and domestic production season exists. Vegetable and root crops farm gate prices are less than import prices. Marketing facilities must be developed to accommodate proposed production increased. BMC should be emphasized and the Agriculture Development Corporation should continue to operate government controlled lands. Questions on fruit production are raised i.e. what type and variety. prod. costs, net returns to producers, size and composition of domestic market. Considerable expansion of livestock is proposed. Marketing outlets are described. BMC has exclusive rights to import certain agric products and acts as a wholesale consumer purchasing agent. "Shadow" prices, explained in section 10 of working papers, are used in evaluating imported and exported items.

Comments:

This is background material good for understanding marketing situation in Barbados.

5.27
(IICA)

Stevenson & Kellogg. An intra-regional integrated production, processing and marketing system for the Caribbean community. Vol 1 of IV. Toronto. 1980. 203p (pp.29-54, 69, 71, 112-114, 117, 140, 157, and appendices).

This is a comprehensive review of past and current trade in and out of island nations. Barbados treated as part of Caribbean community and only incidentally.

5.28
(BMC)

Summers, Cleas & BMC. Prospects for agro-industrial expansion in Barbados for BMC. Barbados. 1984. 303p.

Object of study was to conduct the feasibility relating to the potential demand for specific products, to identify sources of raw material, and to investigate the technical and operation pre-feasibility for expanding present processing facilities. The only dependable market for canned items (assumed to be processed in Barbados) was Barbados. The viable markets for frozen vegetables are Trinidad and Antigua. One unusual suggestion was to mix imported vegetables with local products and sell as a unit (frozen).

Comments:

Some good ideas.

5.29
(BMC)

Systems. Export development plan for food crops. Bridgetown. BAS. Barbados. 1980. 57p + app.

This is an export feasibility study which identifies yams as major export item to non-Caricom countries. Exports regionally are onions, and sweet potatoes. BMC is major figure in exports to Caricom nations. Almost all extra-regional exports are to the U.K. The Agricultural Protocol, which administers intra-regional trade, has hampered, rather than facilitated intra-regional trade. The best potential is for yams, okra, sweet potatoes, breadfruit, sweet peppers, pumpkins, eddoes. Markets do exist. The key is actual price information, when Barbados can supply the market. Costs of production and market prices

for certain products are listed. The mode of transport best suited for what products is given. There is an appraisal of which crops have the best potential in what markets. There is nothing on fruits.

Comments:

The data, although 7-9 years old, can still be very useful. It is unfortunate the report is not more current. One drawback - except for a fleeting reference to fruit, no discussion on fruit was included in study.

5.30 (Systems) ----- Market survey of the fruit juice trade in eastern Caribbean countries. Barbados. 1985. 70p.

This is the result of a survey to get market information on fruit juices, drinks and nectars. Fruit juice consumption is on the increase, but there is a steady increase in imports with more competitive prices from out-of-the-region. Tariff structure assisted regionally produced products; the study compares U.H.T. vs pasteurized and canned fruit juices, for each of the Caricom eastern Caribbean nations, including Barbados.

Comments:

U.H.T. is not identified in the beginning.

5.31 (AID) ----- A pre-feasibility study for a fruit and vegetable multi-purpose processing plant. Barbados. 1979. 30p.

A market demand analysis was made. Local production does not satisfy demand throughout the year, hence a multi-purpose processing plant is in order. Investment requirements also given.

Comments:

An interesting study.

5.32 (IICA) ----- A survey of the hotel, restaurant, supermarket and institutional markets for fresh produce in Barbados. IICA. Barbados. 1981. 40p.

The report gives results of survey of fresh produce market of certain outlets as indicated in the title. Both quantitative and qualitative

information were solicited. There is a difference in kinds of produce consumed by purchaser groups. The institutions are heavy users of rice and farinaceous products. Hotels use a lot of fruit. Dissatisfaction of unreliable supply and quality is expressed by some hotel and restaurant purchasers. Sometimes buyers make contact, sometimes seller. Only hospitals of the institutions bought canned fruit and vegetables. Normally there is no contract arrangement in hotel and restaurant trade. Estimated volume of major fresh produce items by market sector in lbs/M tons and seasonal purchase patterns of fruit, vegetables and root crop groups by market sectors are included. Also there are details on per cap. consumption. Conclusion states information in report is kind that is needed for successful production and marketing system for fresh produce.

Comments:

Very good background information. Some figures could be converted to percentages and help anyone in analyzing data.

**5.33
(IICA)**

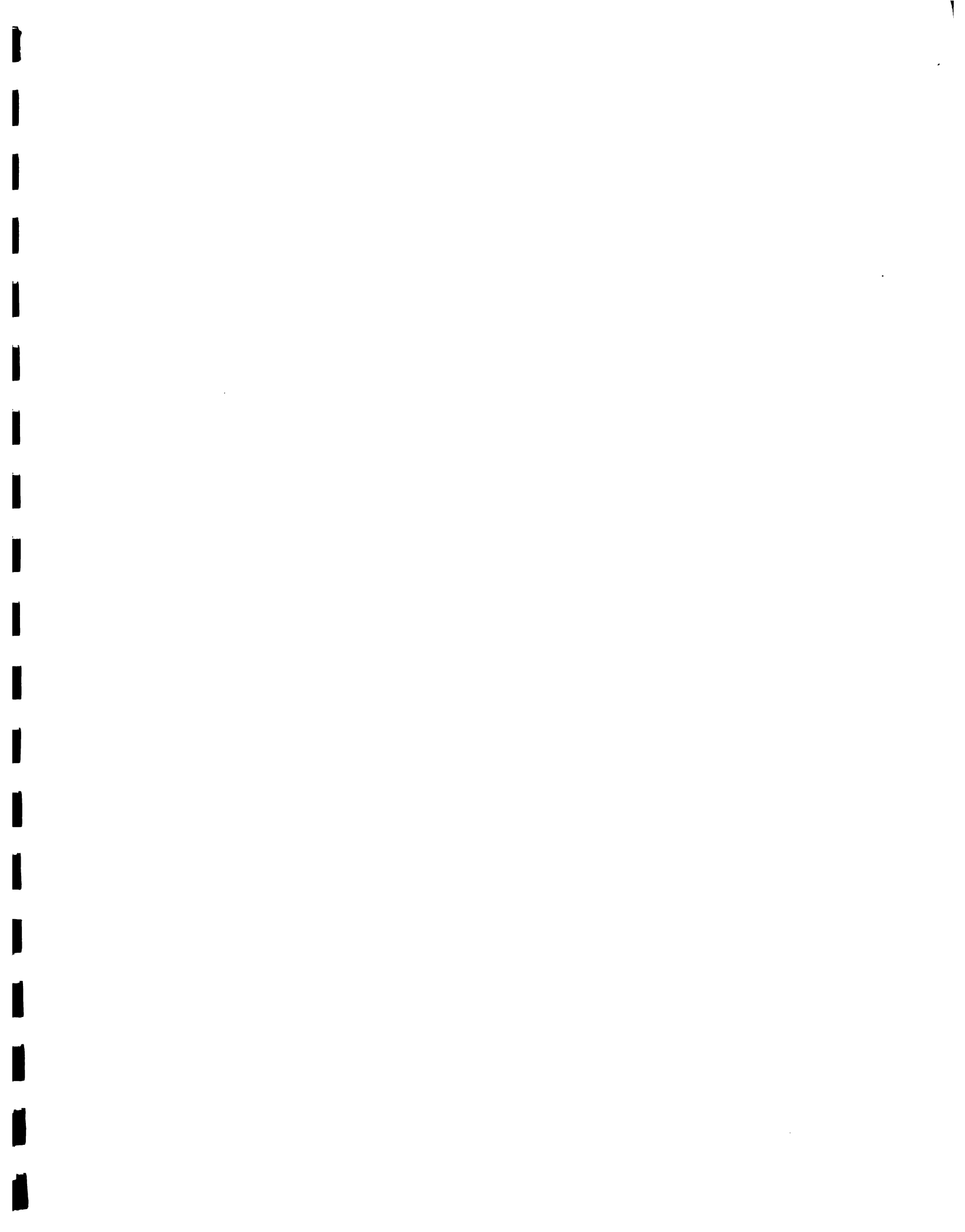
Trupke, H. Establishment of rural collection centres in Barbados. FAO. Barbados. 1980. 39p + annex.

Summary of findings states (1) horticultural marketing in Barbados is disorganized and haphazard; (2) there is almost no exchange of information; (3) it is especially risky for small farmers; (4) transportation cost is high; (5) no wholesale marketing structure exists. Recommendations are: (1) establish an agricultural data collection system and a market information service; (2) facility recommendation is one pilot rural collection center to serve as model for islandwide network of rural collection centers. (data needed to identify locations of future collection centers). Discussed are: 1. BMC 2. BAS 3. export markets. Shipping rates are given. Cost data for collection centers are presented. 1971 production data prices, seasonality are given.

Comments:

Though out-dated, this is a useful document. One big drawback is that the author assumes a collection center would be a magnet for retail

buyers as well as hucksters and institutional buyers. It is difficult to envision how produce would move from collection center to final consumer. Also the high transportation costs cited as one of main reasons for collection center, would not be significantly reduced for the small farmer who buses to "town". (It would for those who truck it).







INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE
P.O. BOX 705, BRIDGETOWN, BARBADOS. PHONE: 425-1432/3/4. CABLE: IICABARB. TELEX: 2446 IICA WB