

# Market Access & Rural Enterprise Development Programme



**(MAREP)**

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## PRESS RELEASE

NO. 41/2015

DATE: 2<sup>nd</sup> September, 2015

### Marketing Training for MAREP Beneficiaries

In keeping with the objective of the Market Access component of the Market Access and Rural Enterprise Development Programme (MAREP) - **Improve sustainable agriculture, linkages to production chains, access to markets and financial service** – marketing trainings will be offered to MAREP beneficiaries. These beneficiaries include individual microenterprise owners, farmers, and producer groups engaged in the following activities: Crop Farming, Poultry, Bee Keeping, Food/Agro Processing (confectionaries, jams, pepper sauce, seasonings), Fishing, Livestock (pig and small ruminants) and Art & Craft).

The aim of the sessions is to equip beneficiaries with the necessary skills and knowledge needed to operate/manage effective agricultural and non-agricultural businesses. Trainees will receive certificates of achievement for each course successfully completed.

The first training session occurred on the 27<sup>th</sup> August with approximately 18 persons participating in the workshop. It was facilitated by Mr. Leonard St. Bernard of the Grenada Bureau of Standards. The topic covered was **General Standards & Packaging and Labelling**. The second training session will occur in September; the topic to be taught is **Customer Service**. It is anticipated that at least 20 – 25 persons will participate in the activity.

For more information about the Marketing Trainings and planned 2015 community initiatives by MAREP, please contact:

For further information, please call 442-0100 / 0105, or email: [marepgrenada@gmail.com](mailto:marepgrenada@gmail.com), or fax: 442-0104.

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