



Cuban Vice-Minister of Agriculture, Ydael Perez Brito, conducted a seminar by videoconference and in person for some executives of the province of Holguin, where he encouraged the participants to open their minds when producing and marketing, as well as to the new opportunities aimed at promoting the sector in the country.

The new pricing policy is taken by consensus of all participants in the Price Committee of each jurisdiction, and includes producers and traders, including street vendors or wheelbarrows, it was explained.

The Vice-Minister emphasized that the producer is the one who knows prices best, and therefore, their timely inclusion.

Perez Brito also highlighted the importance of contracting, and that from now on, in addition to observing the interests of the State in the social assignment, it is obligatory for both the producer and the marketer to comply with it. Therefore, the doors are opened to sell to all those entities that have the logistic and financial capacity to respond in time with the payment to those who produce.

And in case of any unexpected situation, the Price Committee is consulted to proceed with the commercialization, that is, it is not at will, although it must act jointly and quickly so that the products stay fresh to prevent that producers are not affected in the long run .

The Deputy Minister stressed the importance of each entity opening an

account in convertible currency, for which an initial balance of 100 pesos in hard currency is required, and for those who do not have that possibility, the bank gives an opportunity to have the necessary balance, but advises to proceed as soon as possible because the term expires in about three months.

This account, which would allow for the channeling of exports, would also serve for the purchase of inputs to promote production and working conditions in each place.

For this reason, Perez Brito stressed the need to open minds, to work together to take the course of production that the country demands, and not only to seek selling in markets beyond the seas, but within the national, provincial or municipal territory as well, for example e-commerce stores and in hard currency, or in national currency.

The Deputy Minister called for the legalization of all forms of production and commercialization that may be possible, and gave as an example the roadside vendors, in the communities where the production forms are located, and the street vendors who should be governed by the same system of prices agreed upon by the Committee of each locality.

The seminar discussed how much the leasing of everything each person needs can bring, not to mention ways of not limiting the process, since, just to give an example, cases are hired to transport tomatoes to the markets, which are returned as soon as the shipment is completed so as not to pay overdue fees.

It was said thta it is necessary to seek added value for the products, either by the producers themselves or by the personnel hired, which the client would appreciate and pay for the new service.

Finally, it was offered a comprehensive explanation about the infrastructure of spatial data that would allow a control of the areas in production, which constitutes an unprecedented fact for agriculture in the country, emphasized Ydael Pérez Brito, Cuban Vice-Minister of Agriculture.