



Forty-first Meeting of the Executive Committee of IICA

REPORT OF THE MARKET INFORMATION ORGANIZATION OF THE AMERICAS
2020-2021

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I. Background

The Market Information Organization of the Americas (MIOA) is a cooperation network comprised of Agricultural Market Information Systems (MIS), that is to say, government institutions or those institutions so delegated by the government, whose principle functions and objectives are to collect, process, analyze and disseminate information related to markets and agricultural commodities.

The MIOA is defined as a catalytic body, as in serving to facilitate and support common efforts to achieve the proposed goals of greater cooperation and improved market transparency. These key goals align with the member institutions' needs and concerns as they seek to maximize their own resources, find efficiencies through cooperation, and to harmonize where possible with key neighbors and trading partners. MIOA helps to partner with other national and international cooperation organizations for aligning efforts and serving as a key technical partner.

Established in 2000, the MIOA is currently comprised of 33 countries of the hemisphere. In 2004, IICA was designated as the organization's Technical Secretariat with responsibility for providing technical assistance and financial management. In its role as Technical Secretariat, IICA is also responsible for supporting the implementation of activities and projects by providing technical and strategic support. With its presence in the member countries, IICA oversees the implementation of the agreements of the Executive Committee of MIOA, while serving as the institutional memory. The cooperation agreement signed between the MIOA and IICA was updated in 2018 and extended until December 31, 2021.

The purpose of the MIOA is to facilitate the timely and constant exchange of market information for agricultural products through the achievement of its goals, namely:

- To promote cooperation among its member institutions and facilitate the exchange of knowledge and experiences in the collection and dissemination of market information.
- To help set standards in aspects related to terminology, methodology and technology within the network.
- To facilitate the timely and systematic exchange of market information between member institutions.
- To act as a channel and facilitate a multiplying effect in order to obtain financial support from international cooperation organizations.

The Executive Committee of the MIOA meets regularly to propose the organization's strategic orientation and work plan, identifying opportunities for member countries, and setting policies and priorities. Delegates from all the MIOA member countries typically meet once a year to share new methodologies, identify coming innovations and reaffirm best practices. Regions within MIOA may meet periodically with their Regional Representative on the Executive Committee to ensure that needs are identified, and strategies are set for the region.



II. Executive Committee of MIOA

The current MIOA Executive Committee elected for the 2019-2021 period. Regional delegates duly elected their representatives on the Executive Committee, which is constituted as follows:

- Northern Region: Terry Long. AMS-USDA, United States. Chair
- Southern Region: Pablo Pacheco. Mercado Modelo, Uruguay. Vice Chair
- Andean Region: Dagguin Aguilar, Ministerio de Agricultura, Ecuador.
- Central Region: Socrates Theoktisto. Instituto de Mercadeo Agropecuario, Panama.
- Caribbean Region: Robert Saul, Ministry of Agriculture and Food Security, Barbados.

The Executive Committee continues to meet remotely on a near monthly basis. With the support of the Technical Secretariat and funding by Foreign Agricultural Service (FAS), the Committee is working on the design and development of a Hemispheric Dashboard. The Executive Committee and the Technical Secretariat are working with CARICOM to build a regional profile of the Agricultural Market Information Systems (MIS) in the Caribbean.

In addition, the Executive Committee is actively promoting its Technical Presentations and its training tools to members countries and stakeholders in the Hemisphere and beyond. A key part of the purpose of MIOA is to create tools and strategies to enhance market information and improve access across all the Regions and within individual member countries.

III. Results

In relation to the MIOA's objectives, several activities have been implemented to strengthen the MIS, and to:

1. **Promote cooperation among member institutions and facilitate the exchange of knowledge and experiences in the collection and dissemination of information.**
 - **Cooperation activities USDA-FAS**

FAS is a strategic partner of MIOA and in the context of the FAS/USDA-IICA agreement, five projects were implemented to support the MIS. In addition, financial leverage from USAID was obtained through the Participating Agency Program Agreement (PAPA) in order to create a Catalog of Agricultural Products in the Central Region.

FAS has provided direct funding to MIOA to develop a Hemispheric Dashboard, with work underway on regional basis in collaboration with IICA's strategic services.

Funding is currently available for the execution of capacity building activities in market intelligence and market information systems, in coordination with FAS-USAID. These activities focus primarily on the member countries of Ecuador, the Dominican Republic, Peru and the Caribbean.



In order to follow up with this activities, MIOA and FAS-USDA are working to coordinate several virtual activities in order to support the member countries. These efforts are inclusive of the GADAS system as well as market information and intelligence.

- **Capacity building in market information and price analysis**

The Agricultural Marketing Service, within the United States Department of Agriculture (AMS-USDA) has provided technical specialists and built training modules in collaboration with MIOA. The training modules, known as The MIOA Toolbox, was delivered to a large audience of market information specialists and data analysts within the Ministry of Agriculture in Peru. The training program was supported by FAS and leading specialists within the Ministry in Peru.

The Executive Committee, along with the Technical Secretariat, is promoting a program to exchange technical specialists with MIOA support, either virtually or in person. The institutions will select the specialists and cover their salary costs during the program. These bilateral exchanges of specialists will not only offer capacity building of basic reporter skills and a direct relationship with their counterparts in another country, but also allow for the multiplier effect, as these institutions can assist other countries and institutions.

2. **Helping to set standards related to terminology, methodology and technology to be used within the network**

- **Survey of the Caribbean Region**

The Executive Committee agreed to focus attention on the Caribbean Region of MIOA as it was clearly less engaged and involved in MIOA activities as well as having less developed MIS. A team of the MIOA Chair, the Caribbean Regional Representative and the Technical Coordinator for MIOA at IICA worked with the Business Development Thematic Group (BDTG) of CARICOM working group to develop a survey of capabilities and needs of the members. The surveys were mostly completed in a virtual “face to face” interviews in each of the 14 countries, with 12 of the 14 completing the survey form. The team presented its results to the members of the Caribbean Region of MIOA and to the BDTG. The working group in collaboration with MIOA is working on a project plan to identify funding opportunities that will enable the countries of the Region to enhance their MIS for the benefit of their nations and to expand trade in the Caribbean Region.

- **Catalogs of agricultural products**

The member countries of CAFTA, together with Panama and the Dominican Republic, have developed a Catalog of Agricultural Products that serves as a collaborative, dynamic and functional tool to integrate, manage and organize information on the 39 products of greatest commercial



importance in the region. This online tool is available for consultation by traders, students and other public and private sector stakeholders.

In addition, the Southern has progressed on their product catalog by identifying the initial fruit and vegetables products as well as the other data shown within the catalog. These data will include trade statistics, market characteristics, seasonality, among others. The other regions are just beginning discussions to create their own catalogs of agricultural products. All of the product catalogs will be available on the MIOA's Web page.

IV. Outlook

In the short and medium term, the MIOA will continue to support the development of technological tools for the collection, analysis and dissemination of agricultural market information, in line with global information management trends. The events related to the global pandemic has shown a clear need for a linkage or shared data to support not only trade development, but also to support strategic decision-making during times of crisis. MIOA's priorities are to support members through innovative ideas and projects, and to promote the exchange of experiences and knowledge that will improve the conditions in which agricultural information sharing and market transparency help support trade and market growth.

MIOA, as a network of information specialists and institutions, is keenly aware of the need to ensure that communication and information sharing is working. The Technical Presentations have been increasingly well attended by not only MIOA members but by key stakeholders as well. The Executive Committee in collaboration with the Technical Secretariat is seeking to expand upon the regular series with specialized events which may be bilateral.

V. Acknowledgements

The Executive Committee of the MIOA is grateful to IICA for the consistent and outstanding support provided by the Technical Secretariat in coordinating and implementing the activities with the organization's member countries. It is also grateful for the guidance that the Secretariat provides, as MIOA seeks to serve many of the same interests and customers as IICA. Further, the transparent administrative and financial management carried out on behalf of MIOA is of great value to both the member countries and the funding partners. Finally, the Executive Committee of MIOA looks to continue this mutually beneficial relationship in support of the transparency of the hemisphere's agricultural markets and to the benefit of our nations.