



Organización de Información de Mercados de las Américas (OIMA)
Market Information Organization of the Americas (MIOA)

Forty-second Regular Meeting of the Executive Committee of IICA

REPORT OF THE MARKET INFORMATION ORGANIZATION OF THE AMERICAS 2021-2022

June, 2022
San Jose, Costa Rica



Contents

1. Background.....	1
2. MIOA Executive Committee	2
3. Results	2
3.1 Promote cooperation between member institutions and facilitate the exchange of knowledge and experience in the collection and dissemination of agricultural market information.	2
3.2 Support the creation of standards in terminology, methodology, and technology to be used within the network	4
3.3 Facilitate the timely and systematic exchange of market information between member institutions.....	4
4. Perspectives.....	4
5. Acknowledgement.....	5



1. Background

The Market Information Organization of the Americas (MIOA) is a cooperation network made up of agricultural market information systems (SIMA, from its Spanish name *Sistemas de Información de Mercados Agrícolas*), that is, government institutions or those institutions delegated by the Government, whose main functions and objectives are the collection, processing, analysis and dissemination of information related to markets and agricultural products. MIOA is defined as a catalyst for common efforts aimed at the objectives that have been set. These objectives arise from common needs and concerns emanating from the institutions that are part of the network and that are intended to be resolved with the members' own resources and contributions from national and international cooperation organizations.

Created in 2000, MIOA is currently made up of 32 countries in the hemisphere. In 2004, MIOA appointed IICA as its Technical Secretariat. As Technical Secretariat, IICA is responsible for executing the activities, providing technical and strategic support for the achievement of the objectives, presence in the member countries, the implementation of the agreements of the Executive Committee, and maintaining institutional memory. The cooperation agreement between MIOA and IICA was updated in 2021 and runs until 31 December 2025.

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

- Promote cooperation among member institutions and facilitate the exchange of knowledge and experience in matters of information collection and dissemination.
- Contribute to the creation of standards in matters of terminology, methodology, and technology that can be used within the network.
- Facilitate the timely and systematic exchange of market information between member institutions.
- Act as a channeling point and facilitate a multiplier effect for obtaining financial support from international aid organizations.

The MIOA Executive Committee meets regularly on a monthly basis, with the aim of proposing the organization's guidance and work plan, identifying opportunities for member countries, and defining policies and priorities according to the organization's objectives and the needs of member countries. Delegates from all MIOA member countries usually meet once a year to share new methodologies, identify upcoming innovations and reaffirm best practices. MIOA regions may meet regularly with their regional representative on the Executive Committee to ensure that needs are identified and strategies for the region are established.



2. MIOA Executive Committee

The current Executive Committee was elected for the period 2021-2023. The regional delegates duly elected their representatives to the Executive Committee, which is currently constituted as follows:

- Northern Region: Kimberly Mercer AMS-USDA, USA. President
- Southern Region: Claudio Farias. ODEPA, Chile. Vice President
- Andean Region: Javier Paredes, *Ministerio de Desarrollo Agrario y Riego*, (Ministry of Agrarian Development and Irrigation), Perú.
- Central Region: Néstor Martínez. *Ministerio de Agricultura y Ganadería* (Ministry of Agriculture and Livestock), El Salvador
- Caribbean Region: Robert Saul, Ministry of Agriculture and Food Security, Barbados.

In March 2022, the Executive Committee also agreed to have the figure of President Emeritus as a member of the Executive Committee with a voice but no vote. This would facilitate the transition of activities to the new president, as well as counting on the experience of Mr. Terry Long within the Committee, who was MIOA President for more than 20 years.

The Executive Committee continues to meet virtually on a monthly basis. With the support of the Technical Secretariat and funding from the Foreign Agricultural Service (FAS), the Committee is working on the design and development of a Hemispheric Dashboard.

In addition, the Executive Committee is actively promoting its Technical Presentations and training tools to member countries and interested partners in the hemisphere and beyond. A fundamental part of MIOA's purpose is to create tools and strategies to improve market information and access in all regions and within individual countries.

3. Results

In reference to the objectives of MIOA, the organization has been developing activities related to the strengthening of SIMAs, among which are:

3.1 Promote cooperation between member institutions and facilitate the exchange of knowledge and experience in the collection and dissemination of agricultural market information.

- *USDA-FAS Cooperation Activities*

FAS is one of OIMA's strategic partners, and within the framework of the FAS/USDA-IICA agreement, four projects to support SIMAs were implemented in Ecuador, Peru, the Dominican Republic, and Paraguay. FAS has provided direct funding to MIOA to develop a



Hemispheric Dashboard, which is being developed at the regional level in collaboration with IICA's strategic support services.

Funds are currently available for the execution of capacity-building activities in market intelligence, in coordination with FAS-USAID. Currently, FAS is providing financial and technical support for the realization of a diagnosis and compilation of good practices of SIMA Paraguay. In addition, it provides financial input for the strengthening of the SIPA platform in Ecuador, as well as the SISAP v.3 platform in Peru.

To follow up on these activities, MIOA and FAS-USDA are working together to coordinate virtual activities to support member countries. Efforts of this type are oriented to training in crop assessment and monitoring tools (GADAS) as well as market information and intelligence.

- *Capacity building in information and Price analysis*

The Agricultural Markets News Agency within the U.S. Department of Agriculture (AMS-USDA) has provided technical specialists and created training modules in collaboration with MIOA. The training modules, known as The MIOA Toolbox, were delivered to a wide audience of market information specialists and data analysts from the Ministry of Agriculture of the Dominican Republic (September 2021). The training program was supported by FAS.

In addition, two iterations of the course "Basic Tools for Agricultural Activities: Analysis of Product Prices" directed by Dr. Donald Hinman have been carried out, with the main objective of demonstrating techniques of using a data sheet for the analysis of trends of the products of information systems of the United States, El Salvador, and the Dominican Republic.

Also, the call for courses on IICA's virtual campus "Basic Price Analysis" and "Techniques for Price Analysis" remains open. Between both courses there are a total of 554 people enrolled.

- *Bilateral meetings between countries for the exchange of information and good practices related to market information.*

MIOA has attended and promoted spaces for bilateral meetings between Member States and other institutions that allow an exchange of good practices, techniques, and detailed information on specific aspects such as the collection of dairy prices, fertilizers, and even organic products.

Based on the monthly technical presentations, follow-up is given to the attention of queries that may arise and that are of interest to the internal processes of the SIMA of each country.



3.2 Support the creation of standards in terminology, methodology, and technology to be used within the network

- *Catalogues of Agricultural Products*

Currently, the countries of the Central Region have a Catalog of Agricultural Products that works as a collaborative, dynamic, and functional tool to integrate, manage and organize information on the 39 products of greatest commercial relevance in the region. This online tool is available for consultation by traders, students, and other actors in the public and private sectors.

Similarly, the Southern Cone has completed the preparation of its product catalog which contains a total of 16 products including fruits and vegetables. This catalog includes commercial statistics, market characteristics, and seasonality, among others.

Both the Catalogue of the Northern and Southern Region will be available on the MIOA website for public consultation.

In the case of the Northern Region, its catalog is in a 90% state of progress and will soon be translated into Spanish, Portuguese and English and will also be incorporated into the MIOA website.

For its part, the Andean Region has continued its efforts in advancing the platform for the Observatory of Market Information of the Agricultural Sector of the Andean Region

(OIMARA). This platform will contain the harmonization of products of regional interest that will be included in the OIMARA price report (currently 11 common products in the region were included).

3.3 Facilitate the timely and systematic exchange of market information between member institutions.

- *MIOA mass media*

The Organization has maintained on a monthly basis the publication of its Newsletter "Reporting to the Americas" which compiles the main training activities and opportunities promoted by MIOA. Similarly, a communication plan has been strengthened that includes updating MIOA's website and its Twitter social network.

4. Perspectives

In the short and medium term, MIOA will continue to support the development of technological tools for the collection, analysis, and dissemination of agricultural market information, in line with global trends in information management. Events related to the



global pandemic have demonstrated a clear need for a shared link or data to support not only trade development but also to support strategic decision-making in 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 under which agricultural information exchange and market transparency support trade and market growth.

MIOA, as a network of specialists and information institutions, is aware of the need to ensure that communication and information exchange work. The Technical Presentations have been increasingly attended not only by MIOA members but also by the main interested parties. The Executive Committee, in collaboration with the Technical Secretariat, is trying to expand the regular series with specialized events that could be bilateral.

5. Acknowledgement

The IOMA Executive Committee thanks IICA for the constant and outstanding support provided by the Technical Secretariat in the coordination and implementation of activities with the organization's member countries. It also appreciates the guidance provided by the Secretariat, as MIOA seeks to serve many of the same interests and clients as IICA. In addition, transparent administrative and financial management carried out on behalf of MIOA is of great value to both member countries and donor partners.

Finally, the MIOA Executive Committee seeks to continue this mutually beneficial relationship in support of the transparency of the hemisphere's agricultural markets and for the benefit of our nations.