



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

Forty-Fourth Regular Meeting of IICA's Executive Committee

**REPORT FROM THE MARKET INFORMATION ORGANIZATION OF THE AMERICAS
2023-2024**

June, 2024
San Jose, Costa Rica



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1. Background

The Market Information Organization of the Americas (MIOA) is a cooperation network made up of Agricultural Market Information Systems (AMIS), i.e., government institutions or those institutions delegated by the government, whose main functions and objectives are to collect, process, analyze and disseminate information on agricultural markets and products. MIOA is defined as an entity that promotes common efforts to strengthen MIS in the hemisphere.

Created in 2000, it is currently made up of 32 member countries in the western hemisphere. In 2004, MIOA designated IICA as its Technical Secretariat and since then, IICA has been responsible for executing activities, providing technical and strategic support for the achievement of objectives, maintaining a presence in the member countries, implementation of the Executive Committee's agreements and maintaining the institutional memory. The current cooperation agreement between MIOA and IICA was updated in 2021 and expires December 31, 2025.

The purpose of MIOA is to facilitate the timely and constant exchange of market information on agricultural products by carrying out activities that make it possible to:

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

The MIOA Executive Committee meets regularly every seven weeks to verify the progress of the organization's work plan, identify opportunities for member countries, and define priorities according to the organization's objectives and the needs of member countries. Delegates from all MIOA member countries usually meet once every 15 months to share best practices, innovations, methodologies and project ideas. For their part, MIOA regions meet periodically with their regional representative on the Executive Committee to ensure their needs are identified and strategies for the region's common work are established.



2. MIOA Executive Committee

The Executive Committee was recently elected for the period 2024-2026. It is constituted by the following people:

- North Region: Kimberly Mercer AMS-USDA, United States, MIOA Chair.
- Southern Region: Priscilla Rodriguez, Conab, Brazil, MIOA Vice-Chair
- Andean Region: Javier Paredes, Ministry of Agrarian Development and Irrigation, Peru.
- Central Region: Rina Méndez, Ministry of Agriculture and Livestock, Guatemala.
- Caribbean Region: Miguel Flemming, Ministry of Agriculture, St. Kitts and Nevis.

With the support of the Technical Secretariat and funding from the Foreign Agricultural Service (FAS), the Committee has completed Phase 1 of MIOA's Hemispheric Data Dashboard. During this Phase, the databases from five countries and the connection mechanisms of each of their MIS have been analyzed. Based on the results, the technical and functional requirements and the data structure that the Dashboard will require were defined. This Dashboard will be developed in Phase 2, which is about to begin.

In addition, the design of the virtual course "Fundamentals of Agrifood Market Information Systems" was completed. This 15-module course reviews various details related to AMIS, their main components and their key role in the agrifood economy.

The Executive Committee is also actively promoting its Technical Presentations and training tools to member countries and interested partners in the hemisphere.

In both 2023 and 2024, MIOA participated by hosting a booth at the Ag Outlook Forum, organized by the USDA. This participation supported the dissemination of MIOA's activities and the possibility of exchanging information with other key potential partners.

In April 2024, the XXII Regular Meeting of MIOA was held in Montevideo, Uruguay. The meeting brought together 23 delegations and other participants from observer institutions.

In addition to electing the new Executive Committee, the meeting allowed for discussions among the regions on possible joint projects, the presentation of progress in strengthening MIS, the dissemination of best practices and technical presentations related to the collection of market prices in Uruguay.



3. Results

Regarding MIOA's objectives, the organization has been carrying out activities related to strengthening MIS, including the following:

3.1 Promote cooperation among member institutions and facilitate the exchange of knowledge and experience in the collection and dissemination of information on agricultural markets.

- *Cooperation Activities USDA-AMS-FAS*

Together with the USDA, the Agricultural Marketing Service (AMS) and the Foreign Agricultural Service (FAS) are MIOA's main strategic partners, and under the FAS/USDA-IICA agreement, five projects were implemented to support MIS in Ecuador, Peru, the Dominican Republic, Honduras and Guatemala.

FAS has provided direct funding to MIOA to develop a Hemispheric Data Dashboard, which is completing Phase 1 in collaboration with the countries of the Southern Cone and with technical support from IICA's ICT area.

In October 2023, an addendum was signed to the AMS IICA agreement, which made it possible to obtain additional resources from USDA FAS as a contribution to the Organization's sustainability.

Among other activities, in addition to promoting the strengthening of the AMS in the countries indicated, IICA worked with NASS/USAID to strengthen agricultural statistics in the Dominican Republic and to provide training in the use of geospatial tools.

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

- *Capacity building in price information and analysis*

The Agricultural Marketing Service's Market News Division of the United States Department of Agriculture (USDA-AMS) has provided technical specialists and created training modules in collaboration with MIOA. The call for applications for the courses "Basic Price Analysis" and "Techniques for Price Analysis" is currently open on IICA's virtual campus. 142 people completed this course in 2023 and 299 are currently enrolled so far in 2024.

It is important to note that the redesign of this course has been completed and is now in the virtualization stage for uploading onto IICA's virtual campus. The new version of the course is asynchronous, virtual, and is entitled "Fundamentals of Agrifood Market Information Systems" and is aimed at students of agricultural economics as well as market reporters and people who work in the Hemisphere's Market Information Systems.



- *Meetings between countries for the exchange of information and best practices related to market intelligence.*

MIOA has provided and promoted opportunities for meetings between Member States and other institutions to exchange best practices, techniques and detailed information on specific aspects such as: collection of milk prices, fertilizers and even organic products.

The monthly technical presentations are used as a basis for following up on any requests that may arise and that are of interest to the internal processes of each country's MIS.

During the process of designing Phase 1 of the Hemispheric Data Dashboard, interviews were conducted with the countries participating in this pilot project (Southern Cone countries). These interviews have provided an in-depth knowledge of their computer data systems and the processes that are carried out from the time the price is collected until it is published.

Regarding the regional meetings, in the year 2023 in August and September the Southern Cone and Central Region meetings were held. During 2024 they were held within the framework of the Regular Meeting. These meetings confirmed the progress of projects and the generation of new regional work proposals, as well as the election of the new regional representative.

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

- *- Agricultural product catalogs*

MIOA has product catalogs for the Northern, Central and Southern Cone regions on its website. This catalog integrates information on 66 products with major commercial relevance in the regions. This online tool is available for consultation by traders, students and other public and private sector stakeholders.

The Central Region has 39 products identified, the Northern Region with 11 and the Southern Cone with 16 products including fruits and vegetables. The catalogs include trade statistics, market characteristics, and seasonality, among others.

The Andean Region has continued its efforts to advance the platform for the Andean Region Agricultural Market Information Observatory (OIMARA). This platform will contain the homologation of products of regional interest that will be included in the OIMARA price report (currently 11 common products in the region are included).

The Caribbean Region is about to start compiling its own catalog with the support and assistance of the Technical Secretariat.



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

- - *MIOA Media*

The Organization has maintained the monthly publication of its Newsletter "Reporting to the Americas," which compiles the main activities and training opportunities promoted by MIOA.

In February 2024, the redesign of the MIOA website was completed, considering the results of a focus group that identified areas for improvement in the previous website. These adjustments allowed for a better user experience and greater ease in locating information of interest. As of May 2023, there have been 5,100 visits to the website, while on Twitter the publications reached 18,011 views as of May 2024.

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. MIOA's priorities are to support its 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 well aware of the need to promote communication and information exchange. The Technical Presentations have been increasingly attended not only by MIOA members but also by key stakeholders. Between 2023 and 2024, 8 technical presentations were held, attended by a total of 408 people.

5. Acknowledgement

The MIOA 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 is also grateful for the guidance provided by the Secretariat, since MIOA seeks to serve many of the same interests and clients as IICA. Furthermore, the transparent administrative and financial management carried out on behalf of MIOA is of great value to both member countries and donor partners. Finally, the Executive Committee of MIOA looks forward to continuing this mutually beneficial relationship in support of the transparency of agricultural markets in the hemisphere and for the benefit of our nations.