



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

Forty-third Regular Meeting of IICA Executive Committee

REPORT OF THE MARKET INFORMATION ORGANIZATION OF THE AMERICAS
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1. Background

The Market Information Organization of the Americas (MIOA) is a cooperation network made up of the Agricultural Market Information Systems (MIS), 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 defines itself as a catalyst for common efforts related to the strengthening of MIS in the hemisphere.

Created in the year 2000, is currently made up of 32 countries in the hemisphere. In 2004 MIOA appointed IICA as its Technical Secretariat. As the Technical Secretariat, IICA is responsible for executing the activities, providing technical and strategic support for the achievement of the objectives, keeping presence with the member countries, implementing the agreements of the Executive Committee and maintaining the institutional memory. The cooperation agreement between MIOA and IICA was updated in 2021 and extends until 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 allow to:

- Promote cooperation among member institutions and facilitate the exchange of knowledge and experiences in terms of the collection and dissemination of market information.
- Contribute to the creation of standards in terms of 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 multiplying effect to obtain financial support from international assistance organizations.

MIOA Executive Committee meets regularly every six weeks, with the objective of proposing the orientation and work plan of the organization, identifying opportunities for member countries and defining policies and priorities according to the objectives of the organization and the needs of the member countries. Delegates from all MIOA member countries typically meet once a year to share new methodologies, identify upcoming innovations, and reaffirm best practices. For their part, the MIOA regions can meet periodically with their regional representative on the Executive Committee to ensure that needs are identified and strategies for the common work of 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. The EC is currently constituted as follows:

- Northern Region: Kimberly Mercer AMS-USDA, United States of America. President
- Southern Region: Claudio Farias. ODEPA, Chile. Vicepresident
- 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, Ministerio de Agricultura y Seguridad Alimentaria (*Ministry of Agriculture and Food Security*), Barbados.

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, the redesign of the virtual course "Introduction to Analysis of prices" as well as the completion of the regional product catalogues.

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

In May 2023, the Executive Committee held its first face-to-face session of 2023 at the OAS and USDA offices in Washington D.C. This meeting made it possible to discuss the work plans and progress of the organization. It is also worth noting that the Executive Committee met with Mr. Bruce Summers, USDA AMS administrator and other authorities, to discuss the progress and commitments of the organization in terms of promoting market information as a public good.

3. Outcomes

In reference to the objectives of MIOA, the organization has been developing activities related to the strengthening of the MIS, among which stand out:

3.1 Promote cooperation among member institutions and facilitate the exchange of knowledge and experiences in matters of collecting and disseminating information on agricultural markets.

- *Cooperation Activities USDA-AMS-FAS*

Together with USDA, the Agricultural Marketing Service (AMS) and the Foreign Agricultural Service (FAS) are MIOA's main strategic partners, and within the framework of the FAS/USDA-IICA agreement, five support projects for MIS were executed in Ecuador, Peru, Dominican Republic, Paraguay and Guatemala.



FAS has provided direct funding to MIOA to develop a Hemispheric Data Dashboard, which is being developed at the regional level in collaboration with IICA's strategic support services. In addition, it is financing the redesign of the virtual course "Price Analysis" which will allow the contents of said course to be updated in accordance with current reality and the lessons learned from distance education.

Among other activities, in addition to promoting the strengthening of MIS in the indicated countries, work has been done in conjunction with NASS/USAID to strengthen agricultural statistics in the Dominican Republic, as well as 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. Efforts of this type are oriented towards training in crop evaluation and monitoring tools (GADAS) as well as information and market intelligence.

- *Strengthening of capacities in information and price analysis*

The Agricultural Markets News Agency, within the United States Department of Agriculture (AMS-USDA) has provided technical specialists and created training modules in collaboration with MIOA. Currently, the call for courses on the virtual campus of IICA "Basic Price Analysis" and "Techniques for Price Analysis" is open. This course, is undergoing a redesign led by Dr. Govind Seepersad of the University of the West Indies.

- *Meetings among countries for the exchange of information and good practices related to market information.*

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

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

MIOA XXI Regular Meeting was held in November 2022, at the IICA Headquarters. This meeting was attended by 22 delegations, 4 observer institutions and 6 invited experts. Among the aspects discussed was the collection of prices for organic products, the work between regions and with partners, the format of sessions of the Executive Committee and the catalog of regional products, as well as the Hemispheric Data Board.

In February 2023, MIOA participated in the Ag Outlook Forum organized by USDA. In this event, the mission and vision of MIOA and the work carried out in the hemisphere thanks to the support of USDA were shared with the attendees.



Another highlighted activity is related to the support for the I Meeting of Experts in Agricultural Statistics of the member countries of SICA/CAC. This event was organized jointly with ECLAC, SICA and CAC and allowed the member countries of the Regional Market Information Network (RRIM) to present good practices in information systems and statistics.

In August and September 2023, regional meetings will be held (in person) for the Central Region and the Southern Cone, respectively. In these spaces, the progress of projects and the generation of new regional work proposals will be confirmed.

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

- *Catalogue of agricultural products*

OIMA has on its website, product catalogs for the North, Central and Southern Cone regions. This catalog integrates the information of 66 products of greater commercial relevance in the regions. This tool, being online, is available for consultation by merchants, students, and other stakeholders in the public and private sectors.

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

For its part, the Andean region has continued its efforts to advance the platform for the Market Information Observatory for Farmers 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 (11 common products in the region are currently included).

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

- *MIOA means of communication*

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

Similarly, a communication plan has been strengthened that includes updating the MIOA website and its Twitter social network. In addition, with the support of IICA interns, a focus group was held to identify areas for improvement on the MIOA website. These adjustments seek to promote a better user experience and greater ease in locating information of interest.



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 information management trends. Events related to the global pandemic have demonstrated a clear need for a link or shared 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 sharing of experiences and knowledge that will improve the conditions under which agricultural information sharing and market transparency support trade and market growth.

MIOA, as a network of information specialists and 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. The Executive Committee, in collaboration with the Technical Secretariat, is trying to expand the regular series with specialized events that could be bilateral.

5. Words of appreciation

The MIOA Executive Committee thanks IICA for the constant and outstanding support provided by the Technical Secretariat in coordinating and implementing activities with the organization's member countries. The Committee also appreciates the guidance provided by the Secretariat, as MIOA seeks to serve many of the same interests and clients as IICA does. In addition, 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 MIOA Executive Committee seeks to continue this mutually beneficial relationship in support of the transparency of agricultural markets in the hemisphere and for the benefit of our nations.