



TERRY LONG

Terry Long is a native of Blacksburg area of Virginia and received a B.S. degree from the College of Agriculture at Virginia Tech in 1976 and joined USDA Market News as a Fruit and Vegetable Reporter in Philadelphia. He worked in Market News offices across the U.S. at both wholesale and shipping point locations, as well as serving as a trainer for new reporters. He became Director of Fruit and Vegetable Market News in 1993. In this position, he has travelled extensively representing USDA Market News; to both domestic and international audiences. In that role he has toured markets and production regions, met with various industry and government officials, organized and held stakeholders meetings and events to promote the concept of agricultural market transparency as a basic public good and as a means of leveling the playing field for all market participants. Terry led technical assistance projects focused on agricultural market information systems in numerous countries over the years, including Russia, Ukraine, Bulgaria, Nigeria, Colombia, El Salvador, Haiti, India, and others. He is currently serving as President of the Market Information Organization of the Americas (MIOA) – a network of the institutions that track markets for agricultural products in the member countries throughout the hemisphere. MIOA currently has 33 member countries.