



Our
Commitment:
Results



Market News in the Americas

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Deputy Director General

International Market News

- 1950s – market reporters established MIS in France
 - 1960s – Korea – still looks like Market News today
 - 1970s – Jamaica
 - 1980s – AMS worked with Mexico to establish SNIM (Servicio Nacional de Informacion de Mercado)
 - 1992 – Former Soviet Republics, Poland
 - Late 90s – Focus on the Americas with IICA
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What is IICA?

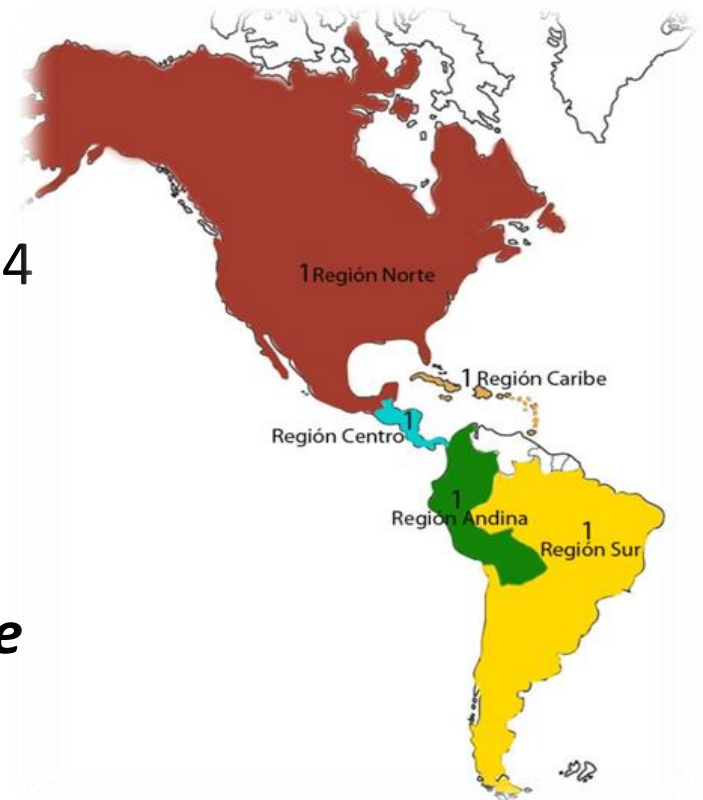
- Specialized Agency of the Inter-American system for the promotion of agriculture and rural well-being
- Founded by USDA Secretary Henry Wallace in 1942
- 34 Member States
- Strategic emphasis in:
 - technology and innovation
 - agricultural health and food safety
 - Trade
 - Rural Development
 - Natural Resources

What does IICA do?

- Institutional strengthening
 - Capacity building and development of human talent
 - Development and strengthening of public policies
 - Management and use of knowledge
 - Project management
 - Consensus building and coordination of stakeholders
 - Horizontal cooperation
 - Corporate management
- 

Market Information Organization of the Americas (MIOA)

- Formed in California in August 1999
- Inaugural meeting, Brazil 2000, 18 countries
- IICA designated as Technical Secretariat in 2004
- 33 member countries
- Leadership and support by AMS and FAS
- Institutional support through IICA projects
- ***Raise visibility among Ministers of Agriculture***
- Secure adoption of and investment in MIS!



Importance of Market Information

- Lifeblood of a market economy
- Levels the playing field for all market participants
- Facilitates efficient marketing of agricultural products.



Activities

- **Capacity building:**
 - **Hemispheric:**
 - Multilateral and bilateral technical cooperation among experts.
 - Two Hemispheric workshop for managers of Market Information Systems:
 - Strengthen the managerial and technical skills and knowledge of the leaders of Market Information Systems.
 - Facilitate the exchange of critical and strategic information among the Market Information Systems.



Activities *(cont.)*

- **Capacity building *(cont.)*:**

- **Regional initiatives:**

- **North:** bilateral technical training:

- US-México.
 - US-Canada.
 - MIS IT technical meeting.

- **Central:**

- Elaboration of the proposal for a **Market Intelligence Platform**.

- **Caribbean**

- Workshop on data collection (2013)
 - Technology improvement for MIS

- **Capacity building *(cont.)*:**

- **Regional Initiatives:**

- **Central *(cont.)*:**

- Partnership with USDA in CAFTA-DR PAPA Project (financed by USAID): technical assistant to strengthen the countries' MIS.

- **Andean:**

- Regional workshop in Colombia: data collection procedures.
 - Ecuador: further develop and strengthen the country's MIS.

- **South:**

- Regional workshop: data collection procedures.

Principal Accomplishments

- Promoted the importance of accurate and timely market information.
 - ***Get it.....get it right.....and get it out!***
- Enhanced the visibility and value of Market Information Systems in the member countries.
- Strengthened the focus on customer service and quality control.

What's next...

- Develop and establish a process to ensure long-term results from the work of MIOA: politically and financially.
- Promote greater support and collaboration among member countries.
- Continue to strengthen the capacity and the functioning of the Market Information Systems in member countries.
- Develop and continue partnership with organizations such as: IICA, FLAMA, WUWM, CTA, FAO, CARICOM, UNCTAD, IDB, USAID, SIECA, CAC, CAN, CAS, others.
- Support the commitment of the G-20 related to Agricultural Market Information Systems .

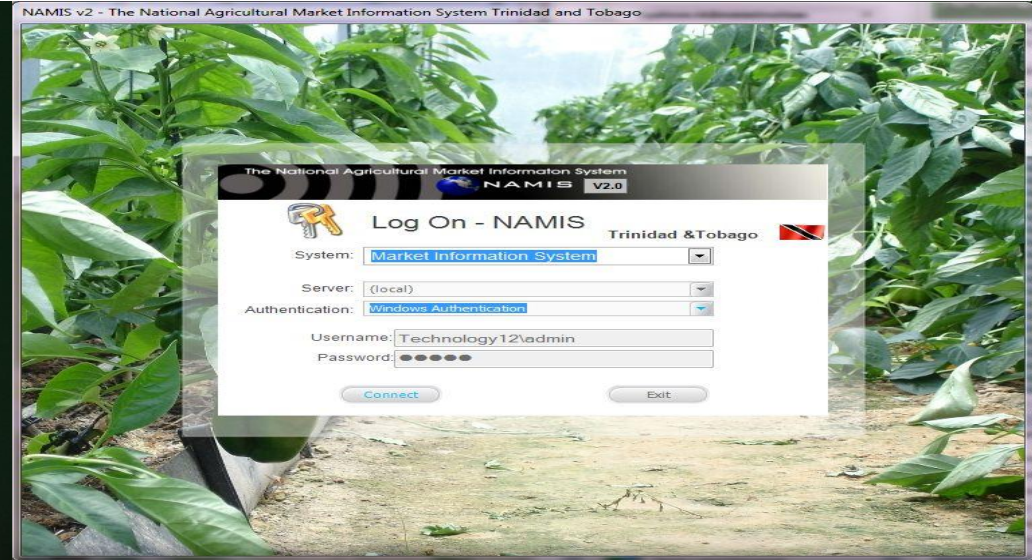


Examples: Trinidad and Tobago -- Ecuador



National Agricultural Market Information System Trinidad and Tobago

(www.namistt.com)



Thursday, February 23, 2006
Welcome Price Collector:

Rationale for Establishment of NAMIS

- Lack of Agricultural Information - key binding constraint for development of Agriculture
 - Difficulty in accessing existing information
 - By the time information reached the desired individual, the market opportunity was lost
 - No benchmark or standards existed for comparison by buyers and sellers
 - No transparency and organization in the market place
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Information Provided by NAMIS

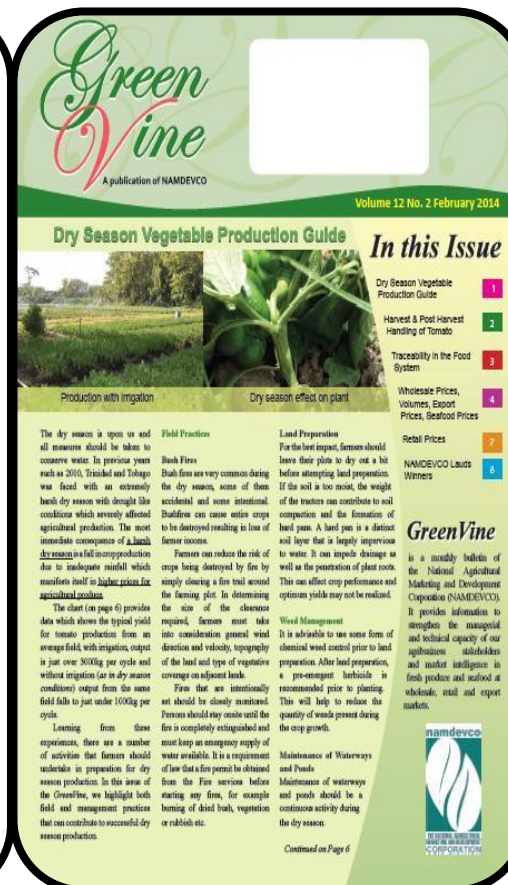
- Prices and volumes at retail and wholesale markets
- National production data:
 - acreage under production
 - estimated yields
 - time of harvest
 - crop stage
- AMS Terminal Market Prices
- Regular Market Intelligence
- Weekly market situation report: “Market Watch”

Impact of NAMIS

- Greater transparency in the market place
- Created a level playing field for buyers and sellers
- Enabled better decision making in terms of production, marketing and entrepreneurial opportunities
- Decreased price spread from supermarkets and other retail outlets from 700% to 150-300%
- Consumer has access to sources of cheaper food
- Assisted in the reduction of food price inflation
- Provided a benchmark for buyers and sellers to gauge the prices therefore reducing price gouging.



Examples of Data Dissemination



namdevco
THE NATIONAL AGRICULTURAL
MARKETING AND DEVELOPMENT
CORPORATION

NAMEVCO

Issue 172 - 2 Dec, 2010

MARKET WATCH

Compare
before you
BUY

Tomato

\$17.64 - 33.00/kg

Cassava

\$4.41 - 13.55/kg

Chive

\$1.00 - 5.00/bdl

Callaloo

\$3.00 - 8.00/bdl

Melongene

\$4.41 - 15.40/kg

Pineapple

\$6.61 - 17.64/kg

Banana

\$11.02 - 13.23/kg

Ochro

\$0.20 - 0.70/ea

Carrot

\$11.00 - 17.60/kg

Retail prices collected at Farmers' Markets (6), Municipal Markets (19), Veggie-Marts (14) and Supermarkets (43) for the period 26-28 November, 2010 throughout Trinidad and Tobago

Visit us online @ www.namistt.com or call us @ 647-321*

Ecuador

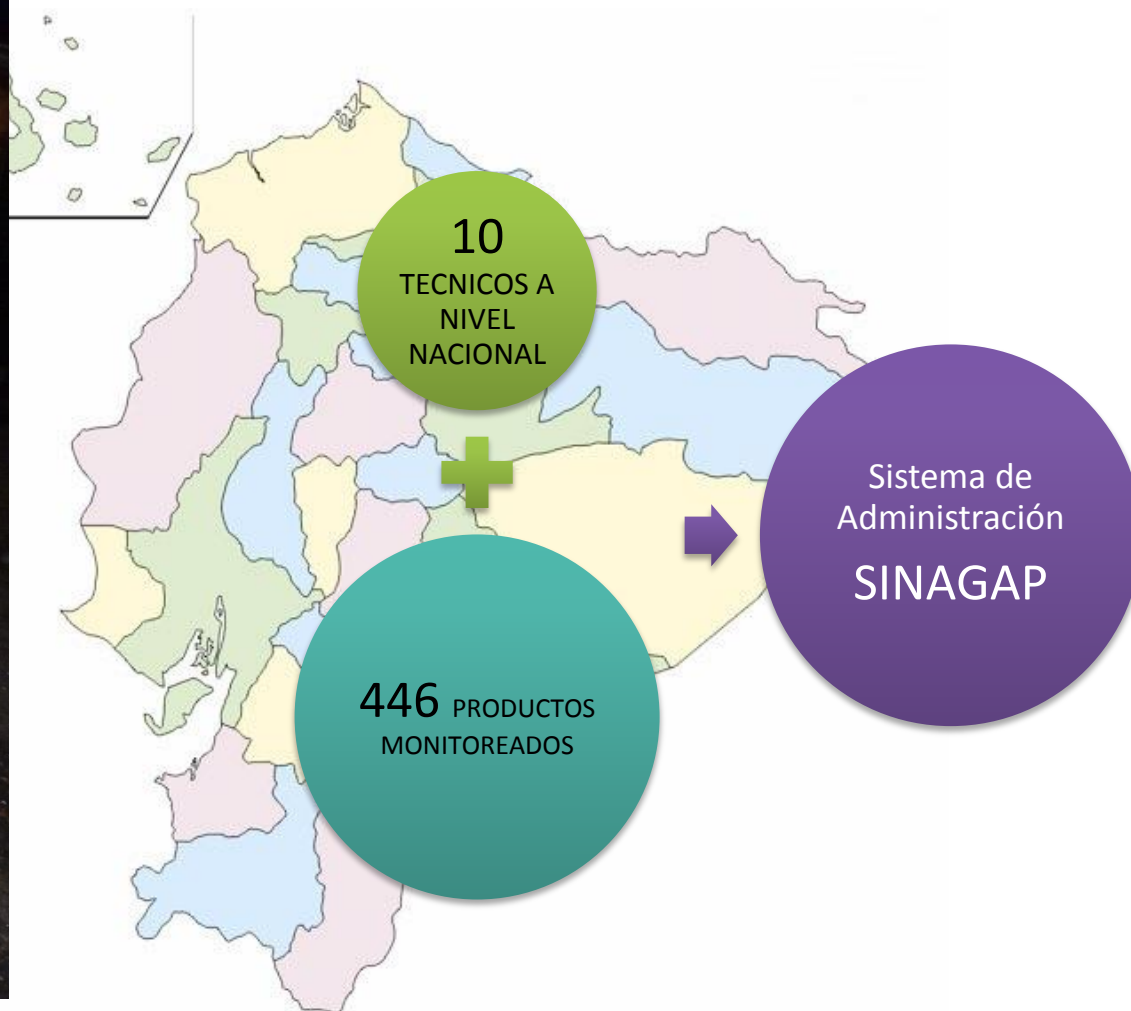


RECOLECCIÓN DE PRECIOS

INFORMACIÓN ACTUALIZADA DE PRECIOS
PRODUCTOS AGROPECUARIOS



Precios a nivel de productor, mercados, bodegas comerciales, insumos agropecuarios, ferias ganaderas y camales que son publicados en el portal web del SINAGAP en tiempo real.



Information Gathering in the Field





SMSMAGAP

Servicio **gratuito** de mensajes vía celular
SMSMAGAP

62427
MAGAP

Mensajes informativos
Mensajes de precios de productos agropecuarios

PRECIO
MAYORISTAS, Papa Súper
Chola, AMBATO 26.00
USD/QQ 100 lb 7 MAR;
IBARRA, 16.00 USD/QQ
100 lb 6 MAR; QUITO, 20.00
USD/QQ 100 lb 8 MAR;
FUENTE MAGAP

Es una plataforma que envía mensajes de texto vía celular. Los beneficiarios reciben información actual y oportuna sobre los sectores agro productivos con temáticas como:

Precios de productos agropecuarios

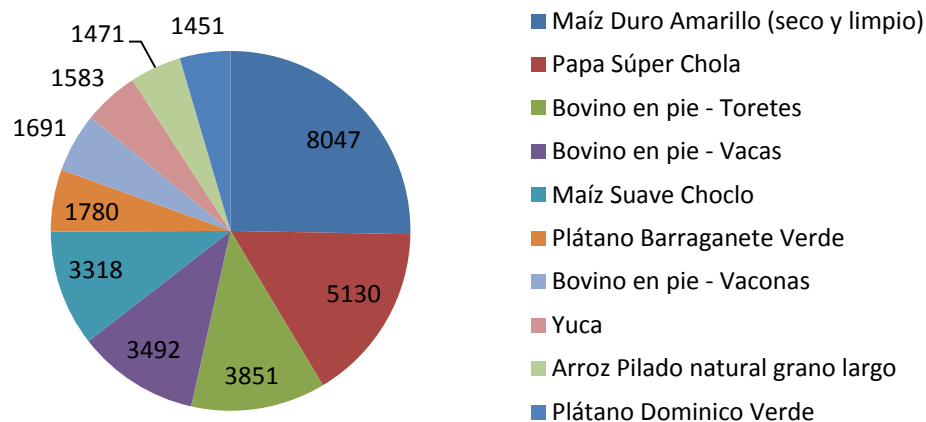
Información para los sectores de:
Arroz, Maíz, Banano

Cooperación con dependencias del
MAGAP:

PLAN SEMILLAS: Alerta de Plagas,
Consejos AGROCALIDAD: Campañas
para Vacunación



TENDENCIA DE LOS 10 PRODUCTOS MAS SOLICITADOS A NIVEL NACIONAL



ZONA 1

Bovino en pie - Toretes
1539
Bovino en pie - Vacas
1509
Bovino en pie Vaconas
1475
Papa Súper Chola
1389
Papa Capiro
1245

ZONA 2

Maíz Duro Amarillo (seco y
limpio)
1215
Bovino en pie - Toretes
688
Plátano Barraganete Verde
442
Bovino en pie - Toros
319
Papa Súper Chola
302

ZONA 3

Papa Súper Chola
2458
Maíz Suave Choclo
1796
Bovino en pie - Vacas
671
Mora de Castilla
613
Haba Tierna en Vaina
565

ZONA 4

Maíz Duro Amarillo (seco y
limpio)
3804
Plátano Barraganete Verde
1338
Bovino en pie - Toretes
1076
Naranja
1022
Bovino en pie - Vacas
895

ZONA 5

Maíz Duro Amarillo
(seco y limpio)
1305
Arroz Pilado natural
grano largo
1295
Arroz Pilado natural
grano corto
838
Maní en Grano
644
Sandía Nacional
327

ZONA 6

Papa Súper Chola
805
Plátano Dominico Verde
689
Yuca
514
Bovino a la Canal
506
Bovino en pie - Vacas
417

ZONA 7

Maíz Duro Amarillo (seco y
limpio)
1492
Plátano Dominico Verde
385
Cebolla Colorada Nacional
Seca
262
Bovino en pie - Toros
205
Naranjilla Híbrida
20

Mercado de Ambato, Ecuador



Role of IICA and MIOA

- More structured and organized market reporting along similar lines used in AMS
- Capacity building - Training for our data collectors with help from IICA, MIOA and USDA-AMS
- Horizontal co-operation within IICA member countries for MIS development and technological transfer.
- Greater awareness for the need for standardization across in market Information
- Access to a pool of resources within the IICA network.



Thank You!