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
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-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
  - **Andean:**
    - Regional workshop in Colombia: data collection procedures.
    - Ecuador: further develop and strengthen the country’s 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)
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
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
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.

Ecuador

10 TÉCNICOS A NIVEL NACIONAL

446 PRODUCTOS MONITOREADOS

Sistema de Administración SINAGAP
Information Gathering in the Field
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

- Maíz Duro Amarillo (seco y limpio)
- Papa Súper Chola
- Bovino en pie - Toretes
- Bovino en pie - Vacas
- Maíz Suave Choclo
- Plátano Barraganete Verde
- Bovino en pie - Vaconas
- Yuca
- Arroz Pilado natural grano largo
- Plátano Dominico Verde

**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
  - 695

**ZONA 5**
- Maíz Duro Amarillo (seco y limpio)
  - 1305
- Arroz Pilado natural grano largo
  - 1295
- Arroz Pilado natural grano corto
  - 838
- Mani 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
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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!