



MARKET INFORMATION ORGANIZATION OF THE  
AMERICAS  
MIOA

**XVIII Executive Committee Meeting  
Washington, D.C., USA**

April 28 - 30, 2010

List of Participants

1. Mr. Terry Long, MIOA Chairperson and Northern Region Representative
2. Mrs. Adriana Senior, MIOA Vice Chairperson and Andean Region Representative
3. Mr. Jorge Esquivel, Southern Region Representative
4. Mr. Aziz Mohammed, Caribbean Region Representative
5. Mr. Luis F. Palmer, USDA
6. Mr. Wendell Dennis, FAS
7. Mr. Frank Lam, IICA Technical Secretariat
8. Mrs. Erika Ruano, Observer



# MARKET INFORMATION ORGANIZATION OF THE AMERICAS

## MIOA

Market Information Organization of the Americas  
 XVIII Executive Committee Meeting  
 3074 AMS Conference Room  
 South Building USDA  
 Washington, DC  
 April 28-30, 2010

### Agenda

Wednesday, April 28

|         |   |                 |
|---------|---|-----------------|
| 9:00am  | Call to Order   | Terry Long      |
| 9:10am  | Welcoming Remarks                                       |                 |
|         | USDA  | Bruce Summers   |
|         | IICA  | David Hatch     |
| 9:40am  | Discussion of the Agenda<br>and Approval of the Minutes | Terry Long      |
| 10:00am | MIOA EC Agreements                                      | Frank Lam       |
| 10:15am | FAS Remarks   | John Brewer     |
| 10:30am | Break   |                 |
| 10:45am | MIOA EC Agreements (continued)                          | Frank Lam       |
| 11:00am | Technical Secretariat Report                            | Frank Lam       |
| 11:45am | Lunch   |                 |
| 1:00pm  | Technical Secretariat Report<br>(continued)             | Frank Lam       |
| 2:00pm  | Caribbean MIS Assessments –<br>Bahamas and Barbados     | Frank Lam       |
| 3:00pm  | Break   |                 |
| 3:15pm  | Discussion of Rules of Procedure                        | Fernando Palmer |
| 4:15pm  | Wrap up   | Terry Long      |
| 4:30pm  | Close of Day  |                 |

Thursday, April 29

|         |                  |               |
|---------|------------------|---------------|
| 9:00am  | Call to Order    | Terry Long    |
| 9:10am  | Regional Reports |               |
|         |                  | Regional Reps |
| 10:30am | Break            |               |

|         |  |                          |
|---------|--|--------------------------|
| 10:45am | PROMEFRUT Project (Central America)  | Frank Lam<br>Erika Ruano |
| 11:45am | Lunch  |                          |
| 1:00pm  | Strategic Partnerships   | Wendell Dennis           |
| 2:00pm  | Training Activities 2010   | Terry Long<br>Frank Lam  |
| 3:00pm  | Break  |                          |
| 3:15pm  | Caribbean Regional Projects  | Aziz Mohammed            |
| 4:15pm  | Future Needs <ul style="list-style-type: none"> <li>• Professional Staffing</li> <li>• Funding and spending</li> </ul> | Terry Long               |
| 4:45pm  | Next meeting   |                          |
| 5:00pm  | Review of new agreements   | Frank Lam                |
| 5:15pm  | Wrap up  | Terry Long               |
| 5:30pm  | Close of Meeting   |                          |

Friday, April 30

|         |  |
|---------|--|
| 7:00am  | Visit to the Jessup Wholesale Market (Hotel Departure) |
| 11:00am | Return to the USDA Building                            |
| 11:30am | Visit to Mt. Vernon, Virginia (Team Building Exercise) |

## **Minutes of the XVIII MIOA Executive Committee Meeting**

**Wednesday, April 28, 2010**

1. Mr. Terry Long welcomed the members of the MIOA Executive Committee, the Technical Secretariat and special guests.
2. Next, Mr. Bruce Summers of AMS-USDA welcomed those in attendance. He also mentioned the importance of MIOA's tenth anniversary and the role that they have played in consolidating and strengthening the MIS in the hemisphere.
3. Mrs. Priscila Henriquez, on behalf of US IICA Representative Mr. David Hatch, expressed the IICA Washington D.C. office's interest in supporting such activities.
4. Mr. Terry Long reported that Mrs. Adriana Senior and Mrs. Erick Ruano would be joining the Executive Committee meeting as of Thursday, April 29. On the same note, he explained that as of April 15, Mrs. Ruano was no longer the Central Region Representative and as such, would participate in the EC meeting as an observer. Mr. Long stated that only the four members of the EC would sign the meeting minutes.
5. He also submitted the agenda for discussion and approval; lastly, the signing of the minutes from the two previous EC meetings was postponed until April 29. Mr. Aziz Mohammed suggested including the MIOA legal issue on the agenda.
6. Mr. Frank Lam, MIOA Technical Secretariat (TS), reported on the following points:
  - a. Agreements from the XVI and XVII MIOA EC Meetings, held in Mexico City, Mexico and Antigua, Guatemala, respectively.
  - b. Presentation of the Bahamas and Barbados MIS Evaluation Reports. Mr. Lam presented the evaluation results to the EC members for their approval and authorization to go ahead with the respective final payment to Mr. John Van Dyke, MIOA consultant.

**AGREEMENT CE-XVIII-2010-01: Pay Mr. John Van Dyke, MIOA consultant, the pending balance of the consultancy carried out to evaluate the Bahamas and Barbados MIS. Also, translate the written report into Spanish and publish it on the MIOA webpage.**

**Responsible party: Technical Secretariat (TS)**

- c. Agro-Link Program: Mr. Lam presented the Spanish version of the radio program "Agricultural Market Information Systems", which was recently taped by IICA and broadcast on different radio stations in Latin America. Mrs. Adriana Senior of Colombia, Mrs. Erika Ruano of Guatemala, Mr. Luis Palmer of the U.S., and Mr. Frank Lam, on behalf of IICA, participated in the program. Mr. Terry Long supported the idea of having the program in English and Mr. Mohammed seconded the proposal.

**AGREEMENT CE-XVIII-2010-02: Carry out the “Agricultural Market Information Systems” program in English with help from the English-speaking MIOA members (Guyana, Trinidad & Tobago, Belize and the U.S.) and put the Spanish version on the MIOA webpage.**

**Responsible parties: Technical Secretariat (TS) and Caribbean Region Representative**

- d. Central America Project – Fruit Sector. Frank Lam gave a brief presentation on the situation of the Promefrut Project and its relationship to MIOA. He also explained that there is a request from the project’s Directive Committee (DC) for MIOA to be the Technical Unit for support in carrying out Subcomponent A: Market Intelligence. Along those lines, Mr. Lam suggested that the EC draw up a Letter of Understanding with the Promefrut Project to avoid any confusion as to the responsibilities of each party.
- e. Caribbean Project – CARICOM. Frank Lam described the efforts that have been made by CARICOM in the Caribbean region towards establishing a Regional Project aimed at the creation and strengthening of MIS. However, Mr. Mohammed reported that upon Mrs. Sutherland’s departure from CARICOM, both the intensity of efforts and interest in the project have dropped considerably.
- f. Bahamas MIS. Mr. Lam mentioned the interest expressed by the authorities of the Bahamian Ministry of Agriculture through IICA and IDB Representatives regarding the establishment of an MIS in the country with MIOA technical support. The EC discussed the possibility of providing technical support for the project.

**AGREEMENT CE-XVIII-2010-03: Look into possibilities of technical cooperation with the Bahamas including IICA and IDB support towards setting up an MIS project.**

**Responsible parties: Technical Secretariat (TS) and Caribbean Region Representative**

- g. Ecuador MIS Evaluation. A summary was presented of the activities carried out in Ecuador by Mr. Luis Palmer, USDA, and Mr. Carlos Tellez, CCI Colombia, regarding the evaluation of the MIS project. Mr. Aziz Mohammed suggested sending a letter, together with the evaluation report, to the Ecuadorian Ministry of Agriculture, IICA Ecuador and PL-480 Ecuador.

**AGREEMENT CE-XVIII-2010-04: Send a letter, together with the Evaluation Report of the MIS Project, to the Ecuadorian Ministry of Agriculture, IICA Ecuador and PL-480.**

**Responsible party: MIOA Chairperson**

- h. Updating of the MIOA Web Page. To date, Canada has taken the lead in the translation of the fixed part of the MIOA web page into French and Portuguese. Mr. Wendell Dennis mentioned the idea of looking into using some of the available funds from the agreement between the U.S. and Brazil to support MIOA along those lines. Frank Lam reported that the French and Portuguese translations were available. It was suggested to check with the

members from Brazil regarding the review of the document in Portuguese. It was also suggested that a note be sent thanking Canada for their work to this end.

- i. MIOA Financial Report. The Technical Secretariat presented the Financial Report through March, 2010 (Summary of Income and Expenses), which was accepted by the MIOA Chairperson. It was also explained that as of the next meeting, MIOA would cover all costs for Executive Committee meetings, and that in the case of the USDA participants, they would cover their own expenses.

**AGREEMENT CE-XVIII-2010-05: Cover all costs of Executive Committee meetings with MIOA funds. The participation of the U.S. delegation will be covered by USDA funds.**

**Responsible party: Technical Secretariat (TS)**

7. Mr. Aziz Mohammed brought up the possibility of Belize and the Dominican Republic becoming part of the Caribbean and Central regions, respectively. Mr. Lam pointed out that the organizational structure of the Organization of American States (OAS) and of IICA must be upheld. He stressed that such changes cannot be made on the basis of language, and that this would set a precedent for future requests in other regions. The other EC members also expressed their respective opinions.

**AGREEMENT CE-XVIII-2010-06: Not to take any position regarding the assigning of countries to regions, and to provide the necessary conditions for all countries to have equal opportunities in terms of communication.**

**Responsible party: Executive Committee**

#### LUNCH BREAK

8. Mr. Luis Palmer led the discussion regarding the changes previously suggested to the Rules of Procedure. After a long and intensive discussion regarding the different rules, it was agreed that a proposal including the changes discussed should be sent to the Executive Committee before July 15 for approval and dissemination among MIOA member countries, for final approval at the Regular Meeting to be held in Port of Spain, Trinidad & Tobago.

#### CLOSING OF THE FIRST DAY'S SESSION

**Thursday, April 29, 2010**

9. Mr. Terry Long opened the session with a brief summary of the previous day's activities and suggested beginning the discussion to approve the minutes from the previous two MIOA EC meetings (Mexico and Guatemala). He also welcomed Mrs. Adriana Senior and Mrs. Erika Ruano to the EC meeting.
10. Mr. Long continued to lead the discussion regarding the Rules of Procedure. At the end of the morning, it was agreed to propose the following modifications to the rules: Changes (1.4, 2.2, 2.3, 2.5, 2.6 and 2.14), Elimination (2.16). (See Appendix #1.)

**AGREEMENT CE-XVIII-2010-07: Present the proposal of modifications to the MIOA Rules of Procedure to the EC for their approval before July 15, 2010.**

**Responsible parties: Luis Palmer and Frank Lam**

11. Regional Reports. Mr. Long, in representation of the Northern Region, stated that there was not much to report and explained that a regional meeting had been proposed for Arizona, but there had been no response from Mexico regarding said meeting. He also reported that the National Market News Association meeting would be held in Portland, Oregon.
12. Mrs. Adriana Senior, in representation of the Andean Region, made reference to the work that has been carried out with the Peruvian Ministry of Agriculture. She reported that Ecuador had participated in the MIS Evaluation. She also presented the EC with a proposal for a Data Collection Workshop to be held in Colombia for their approval (\$5,000.00). The EC discussed the request.

**AGREEMENT CE-XVIII-2010-08: Approve the Andean Region's request to hold a Data Collection Workshop to be held in Colombia (May, 2010). A detailed budget will be presented to IICA for financing with MIOA funds through the Colombia IICA Office. IICA recommends including travel insurance for the participants in this activity if it is to be financed by MIOA.**

**Responsible parties: Regional Representative and Technical Secretariat**

13. Mr. Aziz Mohammed, in representation of the Caribbean Region, reported on the situation in Haiti and expressed his thanks for the concern showed for colleagues in Haiti. In terms of activities, the Dominican Republic continues to work on improving their capacities. In the case of Jamaica, Mr. Van Dyke has been directly involved in the expansion of the Jamaica MIS. In the case of St. Lucia, the EU is funding the MIS and NAMDEVCO has been providing technical support. Regarding Barbados, there was not much to report. Requests for MIS support have been received from Guyana and Grenada. Trinidad & Tobago hosted a delegation from Belize, who got to know more about Trinidad & Tobago's MIS. Trinidad & Tobago's MIS continues to expand, and information panels have been installed. An SMS text messaging effort has been undertaken for MIS users.
14. Mr. Jorge Esquivel, in representation of the Southern Region, reported that after the elections, MIS relations with Uruguay have cooled off and the Modelo market continues

to work with the Chilean Office of Agrarian Studies and Policies (ODEPA, in Spanish). In the case of Brazil, communication problems have made the exchange of information difficult.

15. Mrs. Erika Ruano, who served as the Central Region Representative until April, reported on the Central Region and mentioned that it had not been possible to establish communication with Nicaragua. Guatemala has been leading efforts regarding price analysis training in the region. She also thanked the EC for the support received during her time on the Committee.
16. Finally, Mr. Terry Long commented on the important role that communication has played in the Southern Region and that he would like to be able to achieve similar results in the Northern Region. Mrs. Ruano inquired about the situation in Nicaragua and reported that for the price analysis project they were working with other institutions. Mr. Lam suggested to the EC that IICA Nicaragua could contact the Ministry of Agriculture to find out about the situation of the MIOA delegates. MIOA authorized IICA to contact the authorities in Nicaragua.
17. Mr. Lam also reported on the Price Analysis Workshop that IICA will carry out in the Dominican Republic. Mr. Jorge Esquivel asked about the Pan-American Dictionary and Mr. Lam offered to check into the work that is being carried out by the USDA and IICA.
18. Mr. Wendell Dennis, FAS, presented different funding opportunities for MIOA. Among possible sources are OAS funds, the FAS fund and Global Food Security “Feed the future” of the World Bank. Mr. Long suggested that Mr. Dennis follow up to see if MIOA is the right institution, especially in terms of operating procedures and eligibility to receive funding.
19. Mr. Long brought up the PROMEFRUT Project once again for discussion. Mr. Lam, on behalf of the Technical Secretariat, recommended that the EC prepare an MOU before proceeding to provide technical support to PROMEFRUT. The committee will be made up by Frank Lam (TS), Enid Cuellar and Arlyne Alfaro (Central Region), and Luis Palmer (USDA).

**AGREEMENT CE-XVIII-2010-09: Provide technical support to the PROMEFRUT Project, provided that an MOU be signed specifying MIOA rights, responsibilities and obligations. Furthermore, a support committee shall be formed by Frank Lam (TS), Enid Cuellar and Arlyne Alfaro (Central Region) and Luis Palmer (USDA).**

**Responsible parties: Frank Lam, Enid Cuellar, Arlyne Alfaro and Luis Palmer**

20. Mr. Terry Long suggested further study regarding the topic of moving forward with the Seminar as presented by Mr. Lam. Despite the fact that a consensus was reached within the EC regarding the Seminar, Mr. Long expressed his doubts that this activity could be



carried out in the summer of 2010. He proposed that those involved present a proposal at the regular meeting in Trinidad & Tobago.

21. Finally, the possibility of holding the next EC meeting during the summer of 2010 (country not yet defined) was discussed, or otherwise, holding the meeting in Trinidad & Tobago at the end of the year.

At five thirty-five, Mr. Terry Long, MIOA Chairperson, closed the Executive Committee meeting.

-----LAST LINE-----

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Terry Long, MIOA President and Northern Region Representative

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Adriana Senior, MIOA Vice President and Andean Region Representative

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Jorge Esquivel, Southern Region Representative

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Aziz Mohammed, Caribbean Region Representative

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