



MARKET INFORMATION ORGANIZATION  
OF THE AMERICAS  
MIOA

**XIV Meeting of the Executive Committee  
Mexico City, Mexico**

January 28 – 29, 2009

List of Participants

Mr. Terry Long, President of MIOA and Representative from the Northern Region

Mrs. Adriana Senior, Vice-President of MIOA and Representative from the Andean Region

Mr. Pedro Martinez, President *ex-officio*

Mrs. Erika Ruano, Representative from the Central Region

Mr. Jorge Esquivel, Representative from the Southern Region

Mr. Aziz Mohammed, Representative from the Caribbean Region

Mr. Luis F. Palmer, USDA

Mr. Carlos Tellez, Observer

Mrs. Blanca Guarneros, Observer

Mr. Miguel Garcia, Technical Secretariat, IICA

Mr. Frank Lam, Technical Secretariat, IICA

**XIV Meeting of the Executive Committee of MIOA  
January 28 – 29, 2009**

**Holiday Inn Hotel  
Mexico City, Mexico**

**Agenda  
Wednesday, January 28, 2009**

09:00 am	Welcoming Remarks	Terry Long
09:10 am	Welcoming Remarks	IICA Representative Mexico Representative Secretariat of Economy, Mexico
09:30 am	Discussion and Approval of the Agenda Signing of Minutes	Terry Long
09:40 am	Update by the Technical Secretariat	Frank Lam
10:40 am	Follow up to EC Agreements	Frank Lam
11:00 am	Break	
11:15 am	Current Issues: <ul style="list-style-type: none"><li>• Consultancy</li><li>• Central American Project</li><li>• Letter of Understanding</li></ul>	Terry Long
12:00 m	Lessons Learned: Assessment of Regular Meetings	Terry Long
01:00 pm	Revision of the Strategic Plan	Terry Long Frank Lam
02:00 pm	Lunch	
03:00 pm	Drafting of the 2009 Action Plan	Terry Long
05:45 pm	Summary of Discussions held during the day	Terry Long
06:00 pm	Close of Session	

**Thursday, January 29, 2009**

09:00 am	Call to Order	Terry Long
09:10 am	Drafting of the 2009 Action Plan (Cont.) Budget – Final Discussion	Terry Long Frank Lam
11:00 am	Break	
11:15am	Rules of Procedure	Frank Lam Luis Palmer
01:00pm	Regional Reports	Executive Committee
02:00 pm	Lunch	
03:00 pm	Presentation by Mexico – VIII Regular Meeting of MIOA	Blanca Guarneros
4:30 pm	Miscellaneous	Terry Long
5:30 pm	Summary of Discussions held during the day Next EC Meeting	Terry Long
6:00 pm	Close of Meeting	

**Minutes**  
**XIV Meeting of the Executive Committee of MIOA**

**Wednesday, January 28, 2009**

1. Mr. Terry Long welcomed the members of the Executive Committee of MIOA, the Technical Secretariat, and the Special Guests.
2. During his intervention, Mr. Gino Buzzetti, the IICA Representative in Mexico, noted the significance of market information in the decision-making process of farmers, especially small- and medium-size farmers who lack the appropriate mechanisms to access information. Finally, he underscored the interest of IICA in promoting this type of initiatives.
3. Next, Mr. Sergio Carrera, from the Secretariat of Economy of Mexico, welcomed the participants. He also underscored the importance of information in the search for market efficiency and the well being of producers and consumers. Moreover, he referred to the importance that MIOA has for the Secretariat of Economy, and the role played by the Mexican Delegates, so much so that Mexico offered to host the 2009 Regular Meeting.
4. Mr. Terry Long also thanked Mr. Miguel Garcia, from IICA, for his presence.
5. Mr. Long presented the new Members of the Executive Committee recently elected in Panama. He went on to present the agenda for its discussion and approval; finally, the Minutes of the previous Meeting of the EC were signed. Mr. Pedro Martinez suggested including the Minutes of the Regular Meetings as a topic to be discussed by the Executive Committee.
6. Mr. Frank Lam, Technical Secretariat of MIOA, reported on the following issues:
  - a. Evaluation of the Market Information Systems (MIS) in countries in the Caribbean and Central American Region. To date, four countries have been evaluated: Guyana, Trinidad and Tobago, Grenada, and Saint Lucia. The following countries are pending: Haiti, Belize, and Jamaica, which will be evaluated in March. Moreover, he underscored the importance of Barbados and the Bahamas in regional trade, as well as the importance of having these two countries as members of MIOA. Finally, Mr. Lam informed that in December of 2008, the Technical Secretariat visited the Bahamas to make a formal presentation of MIOA to the Minister of Agriculture.
  - b. Letter of Understanding (LOU) IICA-MIOA. In 2004, the first LOU was signed between IICA and MIOA, which was in force until 2006. Later an addendum was signed, which was in effect until December of 2008. IICA has requested that a new LOU be signed (for two years). To this end, a new addendum shall be signed, valid until April of 2009, and a Work Plan shall be prepared.
  - c. Central American Project – Fruit Sector. The Inter American Development Bank (IDB) will fund a project for the Central American Region aimed at enhancing the competitiveness of the fruit sector. One of the components is strengthening of the SIMs through the establishment of an information management platform, design of a training program, and implementation of capacity-building workshops. It is worth noting that this component was based on a proposal prepared by MIOA with Central American countries in 2007. Mr. Miguel Garcia indicated that the MIOA-CA Project and this IDB-funded project are two different projects. Mr. Long noted that there were two different initiatives indeed, and ended his

- intervention by saying that no decision had to be made yet about the IDB-funded project, and that the EC will make a decision in due time. Finally, he confirmed that MIOA supports this type of initiatives since that is what the Organization was created for.
- d. Activities to promote MIOA. Information was given about the possibility of participating in the meeting of the Inter-American Board of Agriculture (IABA) which gathers the Ministers of Agriculture of the Americas. This could provide MIOA with an excellent opportunity to inform of its achievements, its objectives, and its vision, as well as to position itself as the leading organization in market information in the Hemisphere, and receive support of the participants. This meeting will be held from October 25 to 30 in Jamaica.
  - e. Update of the Website of MIOA. To date, eight countries have sent information to update their data on the Website of MIOA. The Regional Representatives were requested support for those countries who have not sent updated information to the Technical Secretariat.
  - f. Follow up to the EC Agreements. To date, three agreements are still pending. One of them is the document that captures the history of MIOA. Another agreement refers to the elaboration of a short and medium-term strategy for a training plan. Finally, the last pending agreement is the consultancy to determine whether the USDA can continue contributing funds to MIOA in the event of a change in its legal status. On the other hand, Mrs. Adriana Senior noted that Colombia can prepare the minutes or *aide memoire* of the meeting held in Cartagena.
  - g. Financial Statement of MIOA. The Technical Secretariat presented the Financial Report for the period ending in January of 2009 (profit and loss statement). The President of MIOA received the report.
7. Mr. Frank Lam presented the results of the Evaluation of the VII Regular Meeting of MIOA held in Panama City on October of 2008. During this presentation, emphasis was made on presenting all the information so that it could be evaluated by the interested parties. The major findings were shared. A recommendation was made for the new committee to prepare the agenda, taking into account the results of the evaluation. Mr. Garcia suggested that objectives be defined for each of the regular meetings of MIOA. Mr. Long recommended forming a committee to work on the agenda for the next meeting.

**AGREEMENT CE-XIV-2009-01: To form a committee to prepare the Agenda for the VIII Regular Meeting of MIOA to be held in México in 2009.**

**Party Responsible: Blanca Guarneros, Frank Lam, Luis Palmer, and Adriana Senior**

#### LUNCH BREAK

8. Discussion of the Strategic Plan lead by Mr. Terry Long, and Mr. Frank Lam. The Strategic Plan of MIOA was presented to the EC to discuss and evaluate the mission and objectives of the Organization. The resulting information shall be used as input to draft a two-year Action Plan (AP).
9. Preparation of the Action Plan. Discussion began with the evaluation of the objectives of MIOA:
  - To establish mechanisms to facilitate the exchange of market information for agricultural commodities among its Member Countries.

- To bring about enabling conditions to facilitate the exchange of experience and technical knowledge, and the identification of training opportunities to improve market information systems among Member Countries.
  - To work on the standardization of the terminology, methodology, processes, and technology used in agricultural market information systems.
  - To promote the concept of precise, timely and reliable market information to improve marketing of agricultural commodities, and help identify market opportunities.
10. Regarding the objective: “To establish mechanisms to facilitate the exchange of market information for agricultural commodities among its Member Countries”, the following actions were proposed:
- VIII Regular Meeting of MIOA (Mexico 2009)
  - IX Regular Meeting of (2010). Trinidad & Tobago has been proposed as venue for this meeting, however, this will be confirmed in the Mexico Meeting.
  - Regional Meeting. These may be face-to-face or virtual meetings aimed at exchanging information on activities performed by Market Information Systems in the region, as well as agricultural market information systems. Each Regional Representative shall submit a proposal at the upcoming EC meeting.
  - Website of MIOA. This technological platform would be used to facilitate the exchange of information. Also, a news bulletin will be prepared to show progress and challenges faced by MIOA Member Countries. Mr. Long and Mr. Pedro Martinez will present a proposal at the upcoming EC Meeting.
11. Regarding the objective: “To bring about enabling conditions to facilitate the exchange of experience and technical knowledge, and the identification of training opportunities to improve market information systems among Member Countries, the following actions were proposed:
- Training workshop “Data Collection”. The goal of this workshop will be to train members in MIOA Member Countries in data collection through the use of a standard methodology. Within the next two weeks, Mrs. Adriana Senior will send a proposal to the EC by electronic transmission.
  - Administrators Workshop. The goal of this workshop will be to update MIS administrators in MIOA Member Countries on the latest administrative, technological innovations, etc. The Technical Secretariat will present a proposal at the upcoming the EC Meeting.
  - Refresher Seminar “The US Market”. This seminar will target MIS users in Member Countries who require information on the US market. More specifically, information on the requirements for introducing agricultural and processed commodities, product importation process, participating agencies, price information sources, etc. The Technical Secretariat will present a proposal at the upcoming EC Meeting.

CLOSE OF SESSION

**Thursday, January 29, 2009**

12. Mr. Terry Long opened the session with a brief summary of the activities performed during the previous day. He proposed opening the floor to evaluate the activities that would be included in

the Action Plan. Mr. Lam proposed to continue outlining activities by objective, date, responsible party, etc., and the TS shall prepare them.

13. Regarding the objective: “To work on the standardization of the terminology, methodology, processes, and technology used in agricultural market information systems”, the following activities were discussed:

- To prepare a MIS model. The purpose of this paper will be to document the minimum requirements for a MIS to work effectively. Within the next two weeks, Mr. Terry Long will submit to the EC the current version, which was prepared by AMS.
- To draft a Procedures Manual for “Data Collection” that will enable Market Information Systems in Member Countries to fulfill the minimum requirements to work effectively. Within the next two weeks, Mr. Jorge Esquivel will submit to the EC the current version, which was prepared by ODEPA.

14. Regarding the last objective: “To promote the concept of precise, timely and reliable market information to contribute to improving marketing of agricultural commodities, and to help identify market opportunities”, the following actions were proposed:

- To participate in the Meeting of NAAMO in order to present MIOA to its members. Mr. Long will lead this initiative.
- To participate in the Meeting of the Inter-American Board of Agriculture (IABA) to be held on October of 2009 in order to present MIOA to the Ministers of Agriculture of the Americas. Mr. Terry Long and Mr. Frank Lam will lead this initiative.

BREAK

**AGREEMENT CE-XIV-2009-02: To draft an Action Plan (AC) for 2009 and 2010.**

**Party Responsible: Technical Secretariat and Executive Committee**

15. Rules of Procedures. In the previous meeting, the Executive Committee decided to revisit the Rule regarding the Executive Committee, in particular with regards to the President *ex-officio*. Mr. Lam presented the new proposal to amend Rule 2.2., which establishes that only the 5 (five) elected members of the Executive Committee have the right to vote. The President *ex-officio* and, in the event a seventh member (host country) is required, shall not have the right to vote.

16. The Executive Committee decided by a majority of the votes (five to one) to keep the President *ex-officio* as someone who will ensure continuity of the work of the Executive Committee in the event the President of the Organization is reelected.

**AGREEMENT CE-XIV-2009-03: To keep the President *ex-officio* within the Executive Committee in the event the President of the Organization is reelected**

**Party Responsible: Executive Committee**

**AGREEMENT CE-XIV-2009-04: To request Member Countries to cast their vote at the next Regular Meeting of MIOA to amend Rule 2.2, which restricts the right to vote to the five elected Members of the Executive Committee. The President *ex-officio* and the Representative of the Host Country of the Regular Meeting of MIOA (if necessary) shall have the right to speak but not to vote. The Technical Secretariat shall notify this amendment to the Member Countries pursuant to the Rules of Procedure.**

**Party Responsible: Executive Committee and Technical Secretariat**

17. The Regional Representatives (Northern Region, Central Region, Caribbean Region, Andean Region, and Southern Region) presented their reports on the progress, challenges and achievements in each region. The Central American Region inquired the EC about the request from the CEI in Nicaragua to become a member of MIOA. A proposal was made to inform the CEI that unless the Nicaraguan Authorities appoint the CEI as Country Delegate, CEI could only participate as an Observer in the meetings of the Organization. Mr. Long suggested issuing a response based on the Rules of Procedures, and discussing the situation with the Nicaraguan Delegates to MIOA.

#### LUNCH BREAK

18. Mrs. Blanca Guarneros presented the different hotel options for lodging the participants and holding the VIII Regular Meeting of MIOA. These options were analyzed based on the following criteria: Cost, location, and amenities for the participants. Two options shall be further analyzed: The Fiesta Americana and the Holiday Inn (Reforma) Hotels, based on the above criteria. Mrs. Blanca Guarneros and Mr. Frank Lam will provide additional information on this matter at the next EC Meeting. The date for the Regular Meeting of MIOA was also discussed.

**AGREEMENT CE-XIV-2009-05: To hold the VIII Regular Meeting of MIOA on October 7 – 9, 2009 in Mexico City, Mexico.**

**Party Responsible: Host Country (Mrs. Blanca Guarneros), and Technical Secretariat**

19. Mr. Pedro Martinez proposed drafting an *aide memoire* of the next Regular Meeting of MIOA, to which Mr. Long responded that the President of MIOA can request a Member Country to submit a report of the main issues discussed during that meeting, as has been done in the past.
20. Mr. Martinez informed that he has held discussions with FAO (Chile) about the possibility of implementing a project to determine sustainability criteria for Market Information Systems, and requested authorization from the Executive Committee. Mr. Long suggested continuing with these efforts and presenting the results during the next EC Meeting.
21. Mr. Long requested suggestions for the next EC Meeting to be held in Washington, D.C.

**AGREEMENT CE-XIV-2009-06: To hold the XV Meeting of the Executive Committee in the city of Washington, D.C. on May 7 – 8, 2009.**

**Party Responsible: Executive Committee and Technical Secretariat**



22. Mr. Aziz Mohammed proposed continuing with the efforts to incorporate the Bahamas and Barbados into MIOA. Mr. Long proposed sending a letter inviting them to participate as Observers.
23. Mr. Miguel Garcia indicated that if a country does not wish to join the Organization, it would be best not to force any country, as happens in other Latin American countries. Finally, he thanked the interpreters for their work.

Mr. Terry Long, President of MIOA adjourned the meeting of the Executive Committee at five hours and thirty five minutes.

-----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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Pedro Martinez, MIOA President Ex-Oficio and 2009 Host Country

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Aziz Mohammed, Caribbean Region Representative

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Jorge Esquivel, Southern Region Representative

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Erika Ruano, Central Region Representative

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