



# Caribbean Nations of MIOA

## Strategic Action Plan of MIOA

Kingston, Jamaica  
March 13-14, 2008



# PURPOSE

To facilitate the timely and consistent exchange of market information on agricultural commodities and products between the members of MIOA



# MISSION

To support the strengthening, the harmonization and the sustained development of agricultural market information systems throughout the Americas



# VISION

To be recognized worldwide as a leader in efforts and initiatives to innovate and improve agricultural market information systems.



# OBJECTIVES

- To create mechanisms that allow for the exchange of agricultural market information among the member countries.
- To facilitate the exchange of technical expertise and identify training opportunities to enhance member market information systems.



# OBJECTIVES

(continued)

- To work towards the harmonization of terminology, methodology and technology used.
- To promote the concept that timely and reliable market information contributes to the efficient marketing of agricultural products and helps to identify market opportunities.



# STRATEGIES

1. To create mechanisms that allow for the exchange of agricultural market information among the member countries.



# STRATEGIES

- a) Develop and further enhance the MIOA website.
- b) Have the regular meeting of MIOA and special workshops.
- c) Support bilateral or regional exchanges of specialists.
- d) Outreach to similar organizations.





# STRATEGIES

2. To facilitate the exchange of technical expertise and identify training opportunities to enhance member market information systems.



# STRATEGIES

- a) Review Best Practices from the MIS assessment.
- b) Establish logical alliances based upon the MIS assessment.
- c) Identify and prioritize technical assistance projects.
- d) Establish a process for outreach to international funding organizations for support of identified and prioritized technical assistance projects.



# STRATEGIES

3. To work towards the harmonization of terminology, methodology and technology used.



# STRATEGIES

- a) Develop internationally recognized guidelines on procedures used in MIS.
- b) Complete and release the Pan American Dictionary of Terms.
- c) Host a program managers' workshop on best practices, as identified in the MIA assessment.
- d) Encourage specialized training for data collectors to standardize procedures and services.



# STRATEGIES

4. To promote the concept that timely and reliable market information contributes to the efficient marketing of agricultural products and helps to identify market opportunities.



# STRATEGIES

- a) Create MIOA promotional material.
- b) Encourage local outreach to key industry groups and associations.
- c) Provide regular updates to institutional leadership on the efforts and accomplishments of MIOA.
- d) Seek opportunities for public appearances and presentations.

MARKET INFORMATION ORGANIZATION  
OF THE AMERICAS

**MIOA**



**OIMA**

ORGANIZACION DE INFORMACION DE MERCADOS  
DE LAS AMERICAS



# MIOA Website

[www.mioa-oima.org](http://www.mioa-oima.org)





Questions?