



# MIOA Managers Workshop

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## Module 1

### Key Factors of Market Information System (MIS)



# Components of a Successful MIS

Presenter – Terry Long, USDA



## What is Successful for MIS?

- Accurate and timely information
- Widely used and relied upon
- Well supported with secure funding
- Staffed by well trained and dedicated professionals



## Components

- **Accurate and Timely Information**
  - Get it, Get it Right, Get it Out
  - Two sides to a transaction – Buyers and Sellers
  - Listen to customer feedback



# Components

- **Industry Cooperation**
  - Bring value to the relationship
  - Share information products widely
  - Solicit input, their business or their competition
  - Attend industry events



# Components

- **Broad dissemination of market information**
  - Information out through a range of outlets
  - Consider high technology or low technology
  - Upward dissemination



# Components

- **Consistent methodology**
  - Training programs
  - Continuous learning
  - Reference materials



# Components

- **Dedicated Professionals**
  - Create an esprit de corps
  - Recruit the “right” folks
  - Provide the necessary resources





# Components

- **Program Support**
  - Reliable funding source
  - Ensure “upward” feedback
  - Connect to industry groups