

Following Markets

Building Sustainable Market Information Systems

John Staatz
(staat@msu.edu)

 Department of Agricultural Economics

In an increasingly global economy, timely market information is critical to:

- Evaluating technologies
- Monitoring & redesigning policies
- Making better private-sector decisions
- Leveling the playing field



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Elements of successful, sustainable MIS

- Customer oriented
 - Decide who its clients are & identify their information needs
 - Have strong incentives to serve them
- Timely, credible, digestible reports
- Linked to both local and regional/global markets
- Evolve with the market



6 Keys to Success

- Developing local analytic capacity
- Adequate communication network
- Encouraging an entrepreneurial spirit within the MIS



6 Keys to Success

- Developing a strategy to become financially sustainable
 - Public financing of “public good” functions
 - User fees
 - Private-sector support
- Payoffs of having two networks that work in tandem: MIS & traders network
- A regional MIS network can **only** be built on the foundation of strong national MIS.

