MARKET PRICE INFORMATION

User guide

Otctober 2019

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Introduction

Market Price Information (MPI) was developed in 2018 by International Trade Centre (ITC) to help businesses have access to real-time prices and news for agricultural products.

The portal builds on the work done by ITC in the framework of the Market News Services (1980-2000) and Market Insider, and responds to a growing need among micro, small and medium-sized enterprises (MSMEs) to have a broad-spectrum of market information and conditions when looking for market opportunities.

By giving real time information on the products' value in specific markets, MPI supplements the set of market analysis tools developed by ITC, among them Trade Map which provides trade statistics and Market Access Map which provides tariffs and non-tariff measures.

Prices are key information for businesses as well as Trade and Investment Support Institutions (TISIs). They determine the potential reward against the risks and costs of investing in a specific sector/product, or a specific market.

Prices and their evolution in the international markets are also key elements which help governments and TISIs better support businesses and specific sectors by understandiing and anticipating markets change,

MPI will help various users by offering a tool which answers to the following questions:

- Which market(s) offer higher prices for the product I export ?
- How these prices have changed over time ? Is there any seasonality effect ?
- What are characteristics/factors which influence price differences among various markets ?
- What are the specificity of the product that has a higher price in a specific market ?
- What are the market news about my sector or products ?

Data coverage and sources

MPI provides free access to real-time data on wholesale prices and market news for more than 300 agricultural products in eight sectors:

- Agricultural soft commodities
- Dairy and livestock
- Fish and seafood
- Fresh fruits and vegetables
- Grains and pulses and oilseeds
- Oilseeds, nuts, oils and fats
- Ornamentals
- Spices and herbs

The products are classified according to their generic name (i.e.: cinnamon, avocado).

Market prices on MPI come from more than 40 national or international market places, including United States, South Africa, Brazil, Argentina, Mexico, China, India, Benin, Mozambique, France, UK, and Netherlands. Data prices on MPI are provided by various sources from different countries, among them the United States Department of Agriculture and Thomon Reuters.

Access to the tool

In order to create a personal account, you can register through a coomon registration portal in the ITC's Market Analysis Tools online page, http://www.marketanalysis.intracen.org

or through MPI portal https://mpi.intracen.org by clicking on the button "Login" on the top right side of the selection menu.

Thanks to financial contributions from ITC Trust Fund, our users from developing countries can have free access to ITC's Market Analysis Tools.

In order to access to all data prices on MPI, users need to create a personal account. Market news are, however, available for public and do not require any registration.

Figure 1. Create an account in MPI Page

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Registration on the ITC's Market Analysis Tools page

http://www.marketanalysis.intracen.org

MARKET ANALYSIS TOOLS PAGE

This portal gives you access to the suit of online tools developed by ITC to improve transparency of trade data and help businesses access to new markets. Among them Trade Map and Market Access Map.

REGISTRATION PROCESS

Once your personal account is created on the Market Analysis Tools portal, you can go back to MPI home page and click on the button "Login" (Figure 1), type your email and password in the "Already registered" section, and finally click on login (Figure 4).

As MPI is included in the ITC's Market Analysis Tools common user management system, the same username will also provide access to other ITC market analysis tools. The registration on the ITC's Market Analysis Tools page follows a two-step process with the first one specifying your country (Figure 2). You will then continue on the second page the registration process (Figure 3). After submiting your registration, you will receive an automatic email to validate your registration. If you do not receive a vaidation email please contact the ITC support team at marketanalysis@intracen.org.

Figure 2. First step in the registration process in the MAT Page

Figure 3. Second step in the registration process in the MAT Page

How to use Market Price Information ?

Log-in

Once your personal account is created, you can go back to MPI home page, choose your language (English, French or Spanish versions are available) and click on the button "Login" at the top right of the page (Figure 4).

Fill in the pop-up window with your e-mail address and password as shown in Figure 6. Please remember that usernames and passwords are case sensitive. By clicking on "Login", you will enter the database and see the Home page (see Figure 5).

At the top right of the screen you will be able to switch from the English to the French or Spanish versions. Hereinafter the screen shots will only show English version of MPI portal always be of the ITC Generic English version of the tool.

Figure 4. Log-in
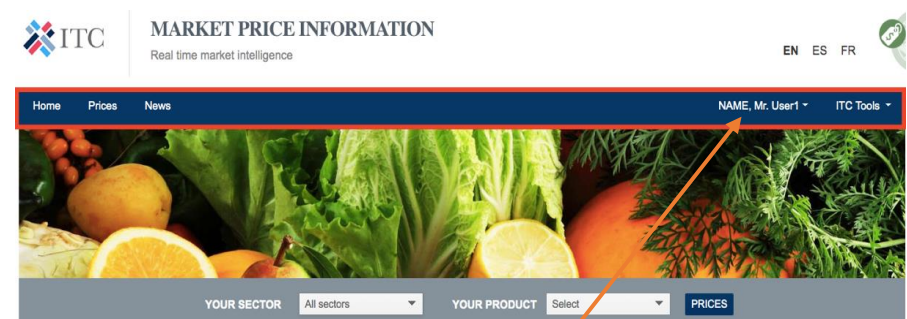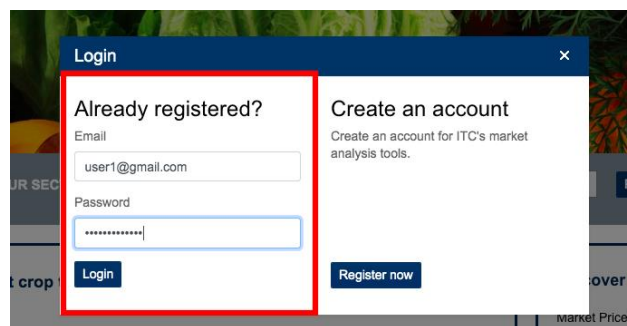
💡 *When you are logged in, your id. appears in the right side of the Top Menu.*

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Home Page

Once logged in, you will be redirected to the Home Page, as shown in figure 5, which has 4 main sections: the Top Menu (hilighted in red), the Selection Menu (green), the Top News (blue) and the Social Media section (purple).

Top Menu : provides the two major components of the MPI which are the Prices and the News, as well access to

ITC's tool, you will be redirected to the website and asked to log-in again.

Selection Menu: provides news and access to price data for the product you select. News are also available on a sector basis.

Top News: provides the latest news related to agricultural products and trade. It is possible to filter them by sector or product by using the Selection **Menu.**

Social Media: displays the latest publication on Twitter from our ITC Market Analysis Tools account.

In the top right of the Home Page, you can choose the language you want the information to be displayed. Our News and Social Media sections are provided

Figure 5. Home Page

ITC

Selection Menu

It enables you to access product-specific data prices directly from the Home page of the website. In order to access prices data, you can specify your sector among the eight provided by MPI, and then your product, as shown in the Figure 8 below. For the time being, the application does not allow to compare prices across different products or sectors.

Thus, only one option for both the sector and the product can be selected in the Selection Menu. Once a product within your sector is selected, you can click on the button "Prices" to display the data.

In order to ease your selection, you can also directly type the name of your sector or product in the corresponding fields. The system automatically displays the corresponding description.

While choosing your sector and product, you will notice that the news displayed under the Selection Menu also change according to you selection. By default, in the Home page, MPI displays all the news regardless of the sector and product. And when you choose your options in the Selection Menu, the system displays only the news related to your sector or your product.

Example: Check out the latest data on Avocado!

1. Choose "Fresh fruits and vegetables" as a sector
2. Choose "Avocado" in the product section. The system displays the latest news on Avocado in the News section of the Home page.
3. Click on Prices to display prices data. The system will direct you to the Prices page.

Figure 6. Selection Menu
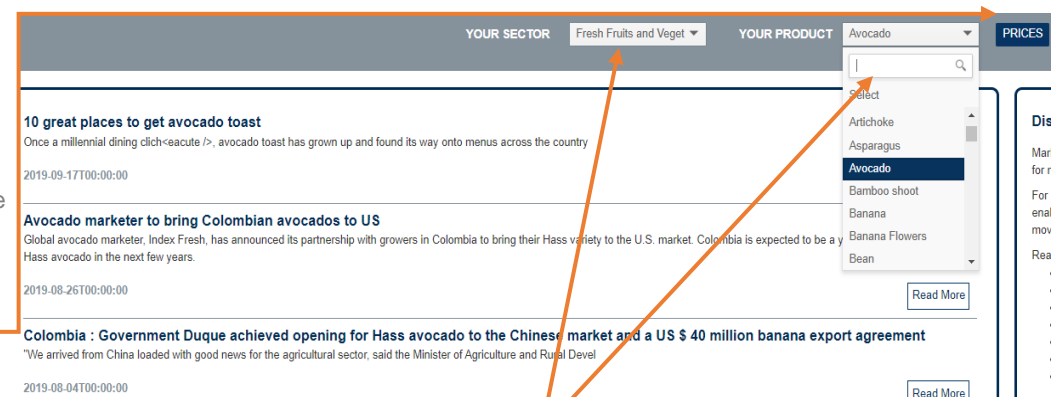
💡 *By leaving the product field blank, the system displays news by sector, regardless of the product.*

💡 *You can type the name of your sector and product directly in the corresponding fields.*

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Prices Page

This page will allow you to specify your research on prices data by choosing different options in the filter menu. In order to access to this page, you can simply click on "Prices" in the Top Menu selection. The system will display the page as shown below. Prices page can also be reached by using the Selection Menu in the Home page (see previous section).

In that case, if product is selected in the MPI Home page, your selection will be reported directly in the Prices page.

The Prices page below displays different sections:

Filters: this panel will allow you to choose among different criteria to narrow your search: your sector and product, the origin or destination country of your

product, your product's characteristics, and the period within which you would like to get prices data.

Summary: this section will display results in two different forms which are graphics and table. You will also be able to download the data by using different format (Pdf or Excel files).

Figure 7. Prices Page

Filters

Sector and product

If you have not specified your product in the Home page (cf. p.8), start by selecting your sector and your product, and the system will unlock the other filters as shown in the figure 8. The options available in each filter will depend on your sector and product.

Example: Check out the latest data on Avocado!

1. Choose "Fresh fruits and vegetables" as a sector

2. Choose "Avocado" in the product section. The other filters in the characteristics part will appear automatically.

In the following filters, the system provides you with different options to present your data. Among them, the options "All" or "Combined" that are selected by default by the system in some filters. Below are their explanations.

Figure 8. Filters - Sector and product

| Options	Description
All	This is the default option for some filter such as "Country of origin" under the "Countries/Regions" section. When the option "All" is selected, the system will display all the available criteria without merging any information. For example, in the filter "country of origin", the table will show the prices for all the different countries associated to your product during the selected period.
Combined	This is the default option for many filters such as "Variety" and "Sizing" under the "Characteristics" section. When the option "Combined" is selected, the system will merge all the price sunder this criteria. This enable the user to neutralize the effect of this filter on the graphic that will be displayed. As such, the system will calculate a simple average of all the data available under this filter. For example, if the user combines the filter "Variety", the graphic will show only one curve of prices regardless of the products' variety. The prices will be the simple average of the prices of each variety.

Filters

Country of origin and destination market

To start your search on MPI, you will be asked to specify the country(ies) from which the selected product originates from (country of origin). It also shows the destination market of your products. You can simply select the name of the country which corresponds to your criteria, or the options "All" or "Combined" explained in the previous page.

The option "Not mentioned" corresponds to some data in which the country of origin or/and the destination market is not specified. The system allows selecting multiple options in the country of origin and destination market fields. The option to select a city appears automatically if such data is available, as shown in the figure 10 below.

Figure 9. Filters - Country of origin and destination market

Figure 10. Filters - Cities
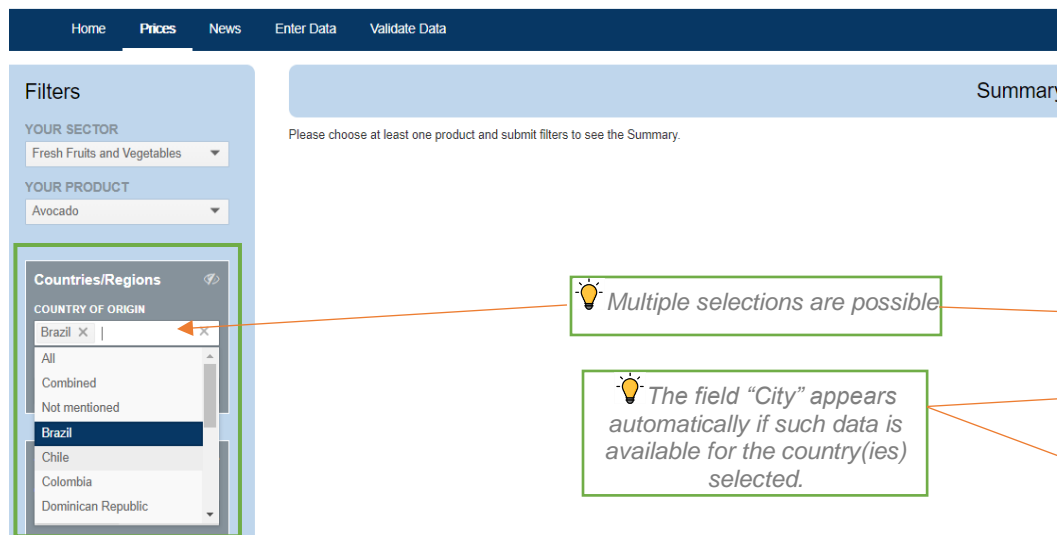
💡 *Multiple selections are possible*

💡 *The field "City" appears automatically if such data is available for the country(ies) selected.*

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Filters

Characteristics of the product

After the country and the destination market, you will be asked to specify the characteristics of your product. Depending on the product selected, it can include the type of certification, the product's variety and quality, the sizing, the packaging and the type of trade. By default, the option "Combined" is suggested by the system for many of

Prices

You can specify the type of price (average, minimum, maximum), the currency and the preference unit, as shown in the figure 12. The options displayed by default are the average price, US dollars and kilograms.

Dates and submit

You can also specify the period within which you would like to get the prices. The last 3 months are selected by default. However it is possible to enlarge your research until 24 months.

these characteristics, as shown in the figure 12. In order to specify the results according to one characteristic, you can only select "All" in the field. The option "Not mentioned" corresponds to some data in which the characteristic is not specified. The system displays in the drop-down lists all the options available according to the product you have specified.

However, it is possible to customize them. For the currency, ITC uses a system which converts automatically each currency based on a daily exchange rates.

When you have selected all your filters, you need to click on the button "Submit" to display the results in the Summary section, as shown in the figure 12.

Figure 11. Other filters

Summary of the results

MPI shows the data price in two different formats. The first one is a graph that displays the evolution of the prices over the latest three months available or over the period selected by the user. The "Most recent price" is the last price reported by the data provider.

The "Average price" is a simple average of the higher and lower prices. In order to keep the graph readable, no more than 5 curves are dispalyed on one graph. Each point of the graph displays a price corresponding to all the criteria that are

not combined. as shown in the figure 14. There is one curve for each "price type" selected .You can also zoom on prices for a specific length of time (week, month, year, etc.) or customize the time period by modifying the fields accordingly.

Figure 12. Summary of the results - Graphics

MARKET PRICE INFORMATION

Real time intelligence

ITC

Summary of the results

Another option to present the result is the table, as shown in the figure 15. It allows to track the most recent data and also to download the tables in an Excel or PDF format. All prices corresponding to the selected criteria are displayed in the table while only the first five time series are displayed on the graph.

Figure 13. Summary of the results - Table

Table of prices for Avocado

Market	Origin	Period ↓	Average Price	Unit
United States of America	Mexico	08/07/2019	9.35	USD/kg
United States of America	Peru	08/07/2019	7.02	USD/kg
United States of America	United States of America	08/07/2019	5.5	USD/kg
United States of America	Mexico	05/07/2019	9.45	USD/kg
United States of America	Peru	05/07/2019	7.41	USD/kg
United States of America	United States of America	05/07/2019	5.96	USD/kg
United States of America	United States of America	03/07/2019	5.48	USD/kg
United States of America	Mexico	03/07/2019	9.49	USD/kg
United States of America	Peru	03/07/2019	7.53	USD/kg
United States of America	United States of America	02/07/2019	4.93	USD/kg
United States of America	Dominican Republic	02/07/2019	1.65	USD/kg
United States of America	Mexico	02/07/2019	9.56	USD/kg

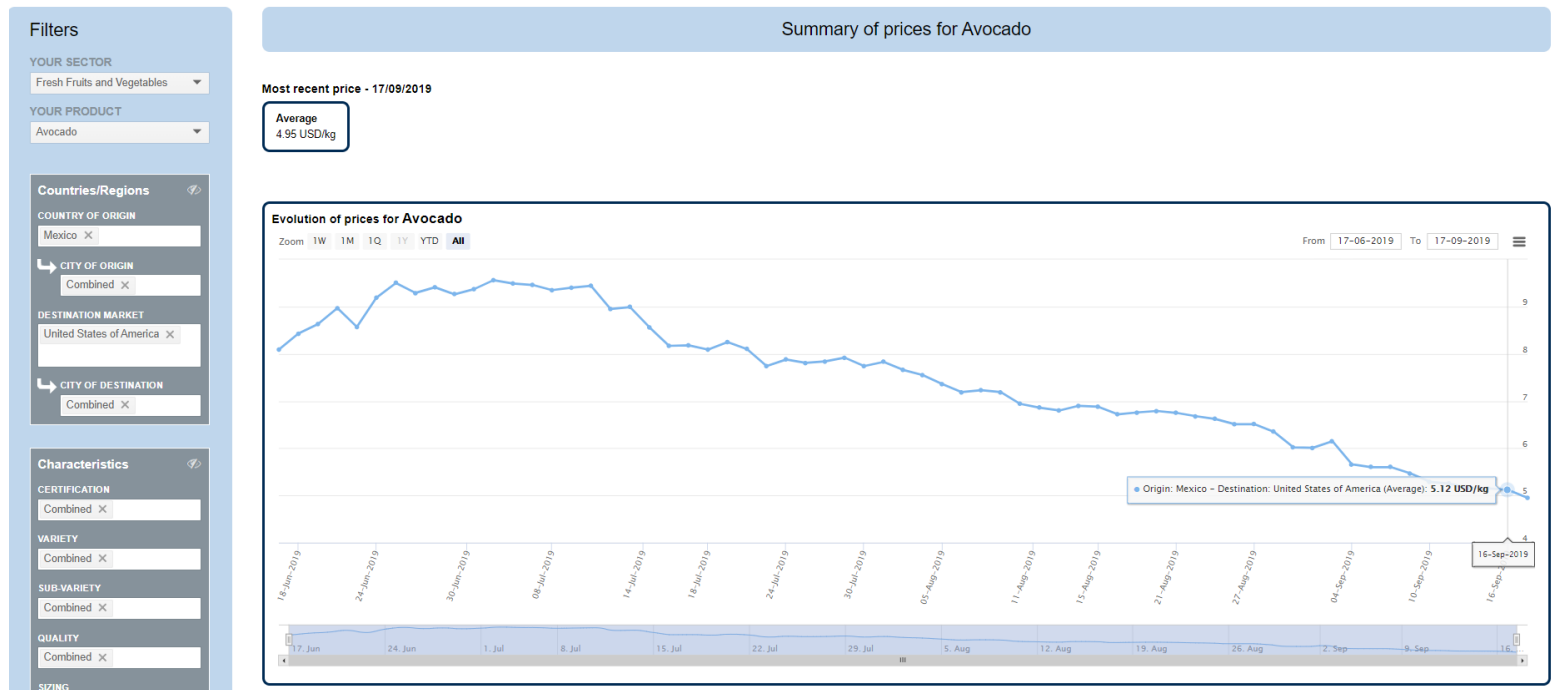Sources: ITC calculations based on USDA data.

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MPI ALLOWS DETAILED ANALYSIS OF PRICE DATA

The default option "combined" displays aggregated data prices. MPI allows you to narrow your search results and compare very specific data, i.e. by sizing, certification, variety or packaging, for the same destination and/or origin

Example: Detailed analysis of avocado's prices from Mexico to USA.

1. Choose "Fresh fruits and vegetables" as a sector
2. Choose "Avocado" in the product section. The other filters will appear automatically.
3. Choose Mexico as country of origin and United States of America as destination country, and click on "Submit"

Figure 14. The system displays average data prices for avocado from Mexico to USA. As the other filters (characteristics and prices) are set as "Combined", it is needed to disaggregate the data to narrow search results and compare very specific data. The average price is 4.95 USD/kg on Septermber 16.

Filters

YOUR SECTOR
Fresh Fruits and Vegetables ▼

YOUR PRODUCT
Avocado ▼

Countries/Regions

COUNTRY OF ORIGIN
Mexico ✕

↳ CITY OF ORIGIN
Combined ✕

DESTINATION MARKET
United States of America ✕

↳ CITY OF DESTINATION
Combined ✕

Characteristics

CERTIFICATION
Combined ✕

VARIETY
Combined ✕

SUB-VARIETY
Combined ✕

QUALITY
Combined ✕

SIZING

Summary of prices for Avocado

Most recent price - 17/09/2019

Average
4.95 USD/kg

Evolution of prices for Avocado

Zoom 1W 1M 1Q 1Y YTD All   From 17-06-2019 To 17-09-2019

Origin: Mexico – Destination: United States of America (Average): 5.12 USD/kg

16-Sep-2019

Example: Detailed analysis of avocado's prices from Mexico to USA.

The default option "combined" displays aggregated data prices. MPI allows you to narrow your search results and compare very specific data, i.e. by sizing, certification, variety or packaging, for the same destination and/or origin country.
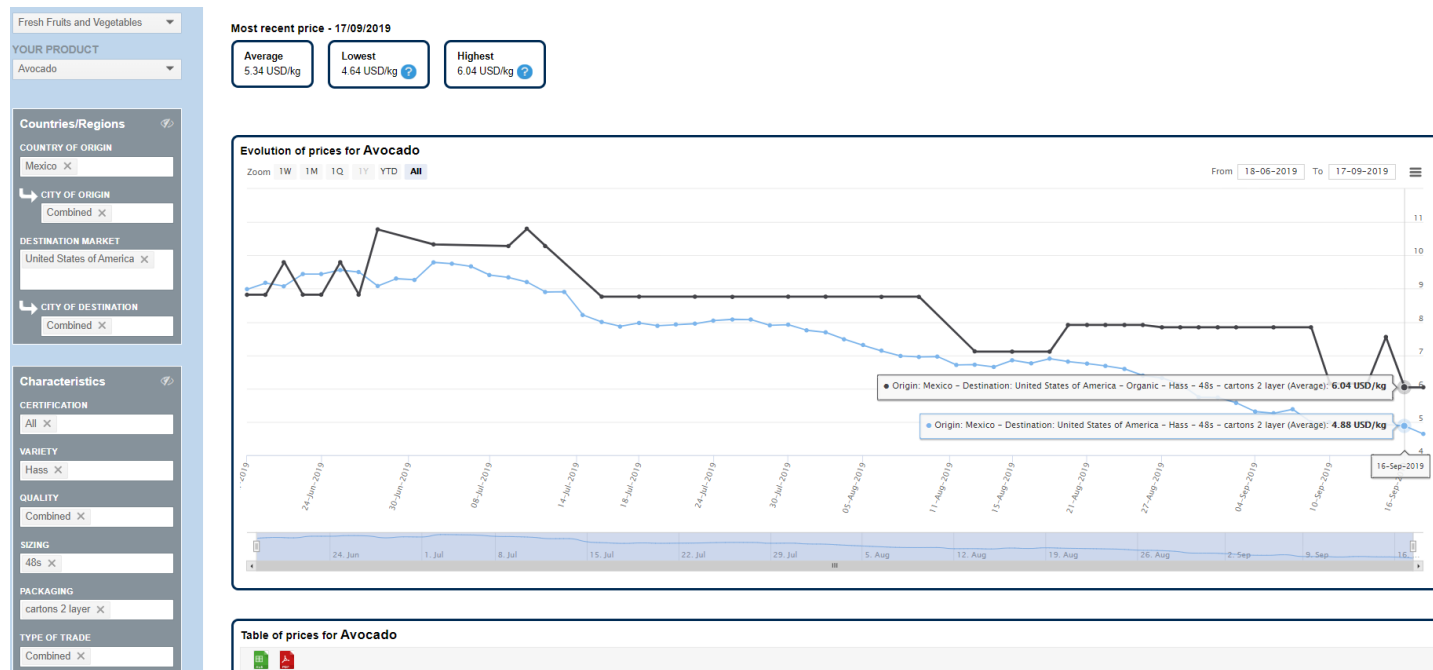
7. In the characteristics' section, choose "Hass" as a variety

8. Then "48s" as the sizing

9. "Cartons 2 layer" as Packaging

10. And finally, "All" as Certification and then click on "Submit"

Figure 15. The chart allows comparison between Organic and non-organic avocado Hass from Mexico exported to USA. Results show that prices for organic avocado is higher than non-oragnic avocado prices during the chosen period (except in January 2019), respectively 6.04 USD/kg and 4.88 USD/kg on September 16. These prices are average prices.

Example: Detailed analysis of avocado's prices from Mexico to USA.

As the prices displayed in figure 17 are average prices, if you want to measure differences between higher and lowest prices for the same products' characteristics. Choose "All" in the Prices filter section and click on "Submit".

Figure 16. Curves per type of prices
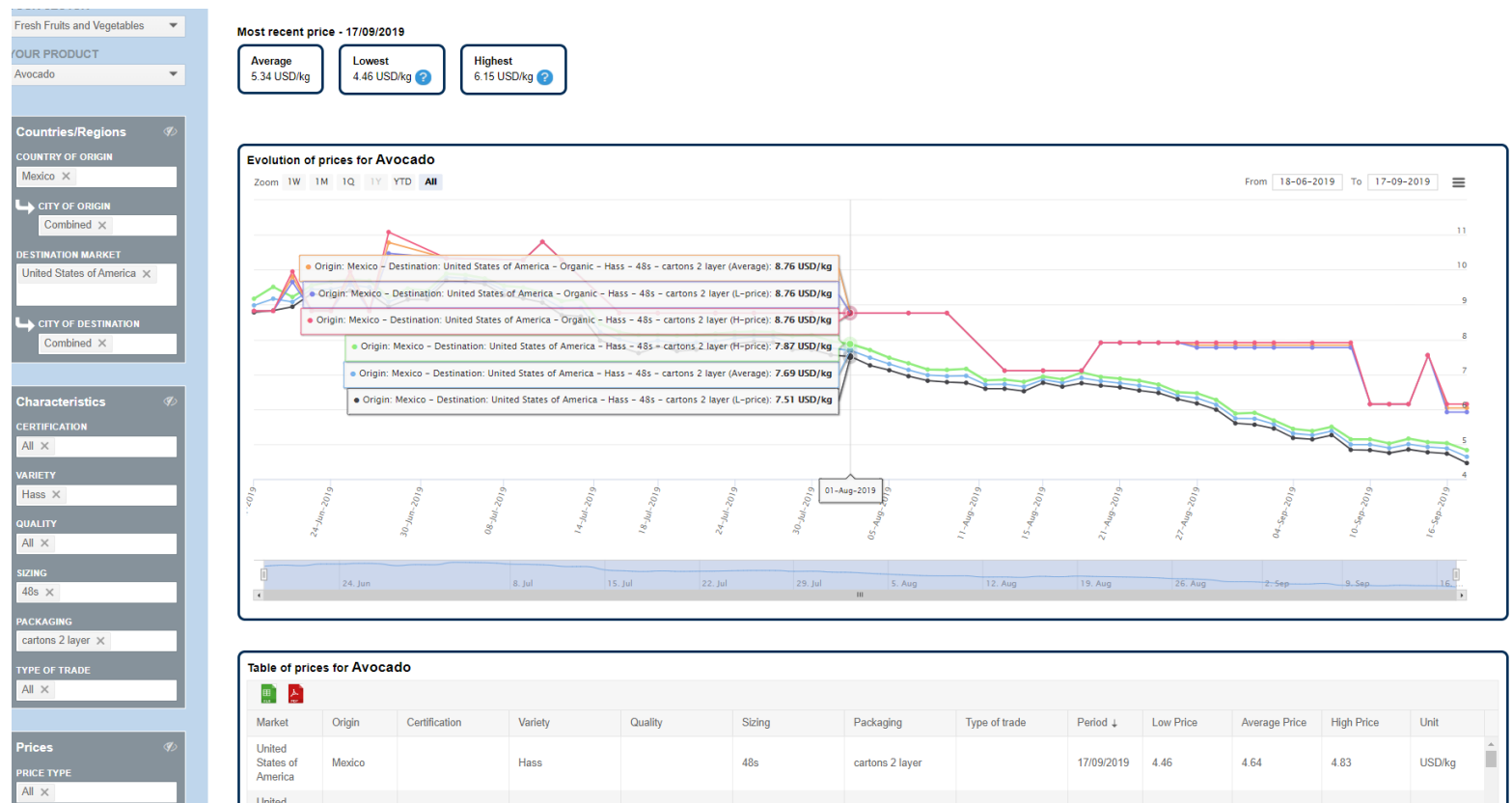
News Page

This page displays all the news related to your product and allows to understand the evolution of the prices. If you are on the Prices page, the News page will provide you with the latest news available for the selected product.

Otherwise you can simply use the Selection Menu to narrow your research, as shown in the figure 17. Like in the Home page, only one option is available.

Figure 17. Market News