



Our Industry. Our Passion. Our Voice.

Feed Industry Future Trends

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VOICE



REPRESENTATION



EXPERTISE



ENGAGEMENT

Future Impactful Trends

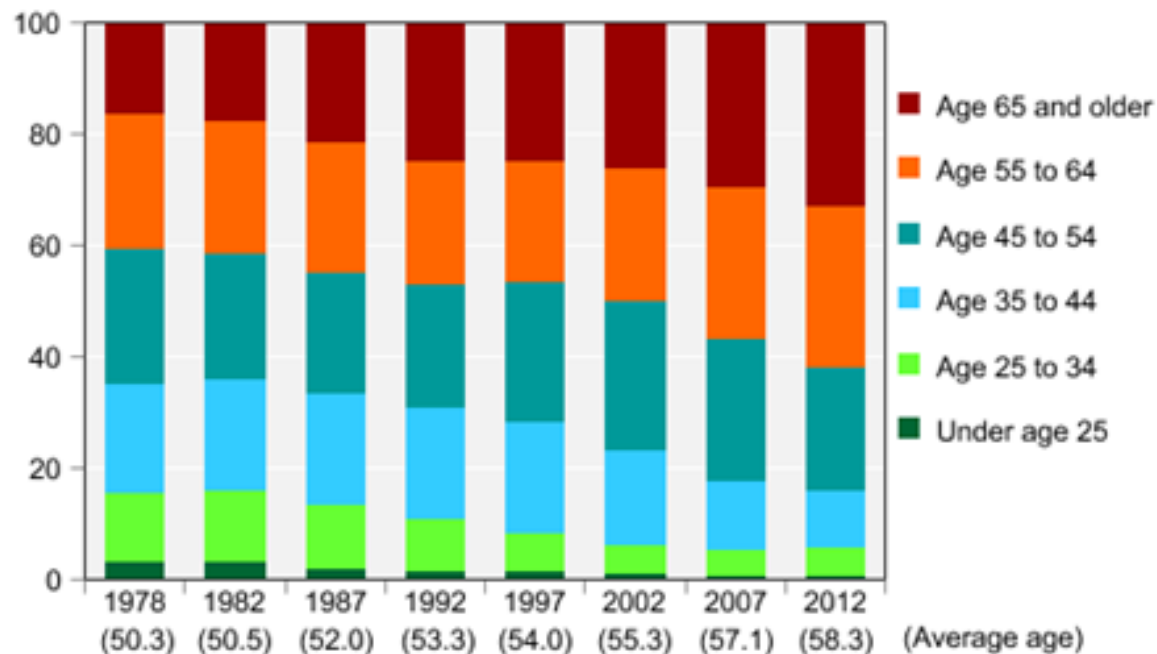
Introduce & Open Discussion

- **Farmers of the Future**

Farmers of the Future

Age distribution of principal farm operators, 1978-2012

Percent of principal farm operators



Source: USDA, National Agricultural Statistics Service, Census of Agriculture, various years. Beginning in 1997, data are adjusted for coverage.

Future Impactful Trends

Introduce & Open Discussion

- Farmers of the Future
- International Trade

International Trade – Growth Engine



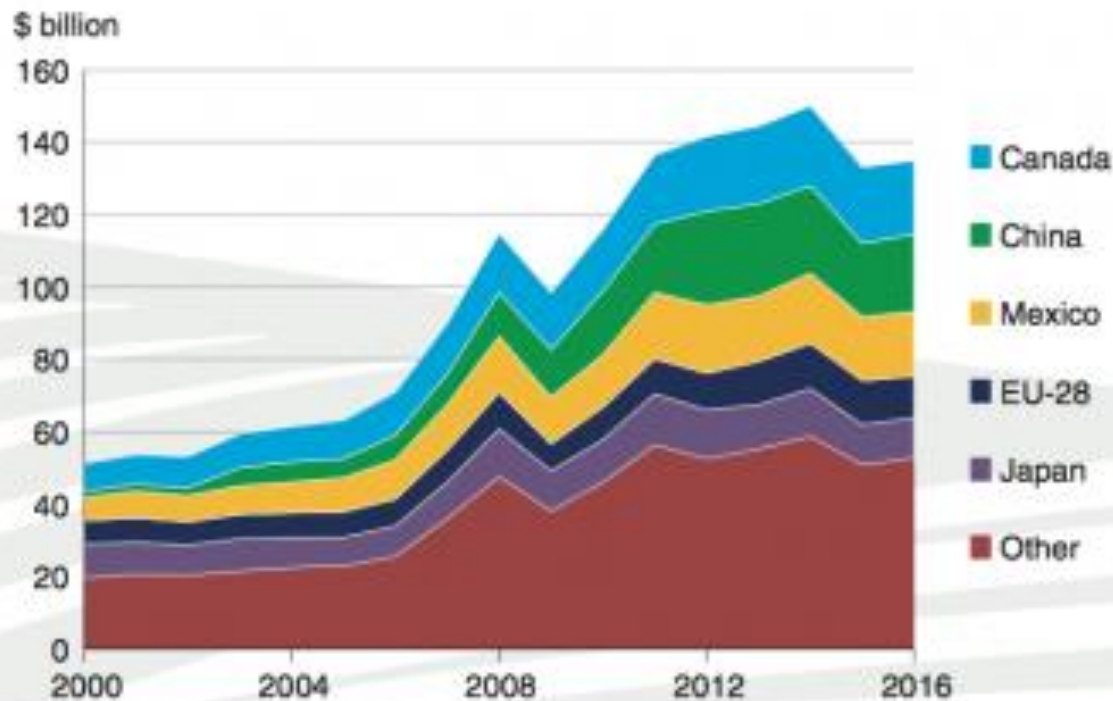
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International Trade – Growth Engine

China, Canada, and Mexico are the top destinations for U.S. agricultural exports.

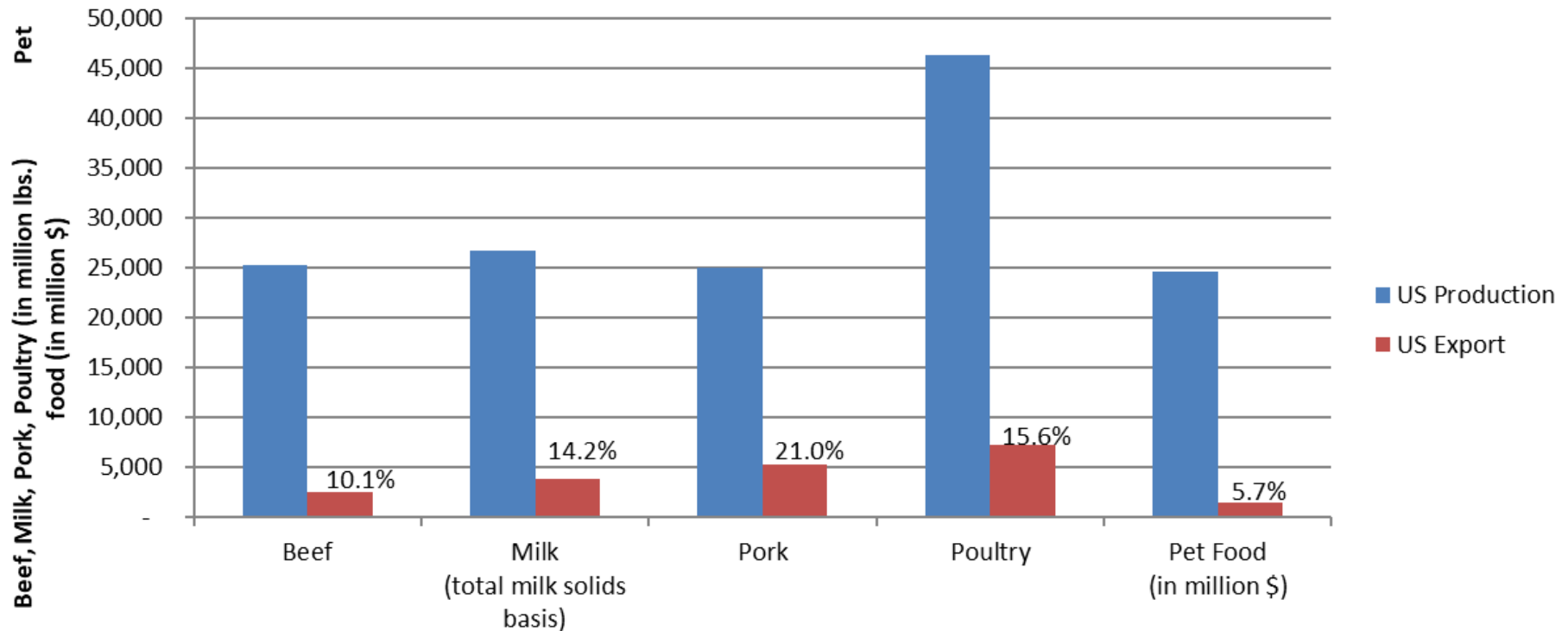
Top five markets for U.S. agricultural exports, 2000-16



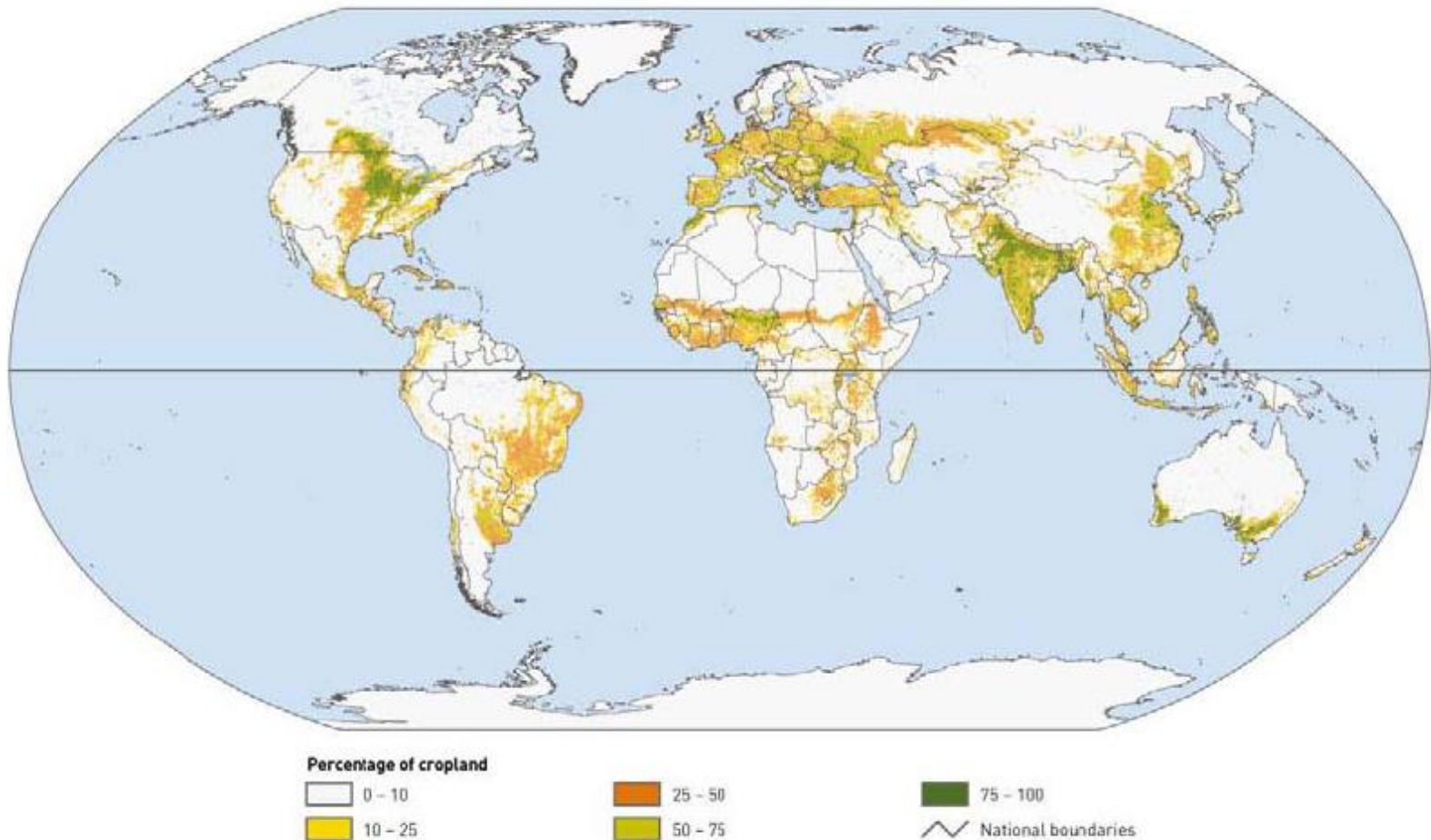
Source: USDA, Economic Research Service using data from U.S. Department of Commerce, U.S. Census Bureau, Foreign Trade Database.

Critical to all Sectors

2016 Production vs. Exports



Arable Land



Source: FAO, 2006f.

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Arable Land per Population

Country	Percent of Global Arable Land	Percent of Global Population	Arable Land Area per Capita, (acres)
China	10.26	19.8	0.26
India	10.74	17.1	0.31
EU	11.31	8.8	0.64
U.S.A.	12.21	4.5	1.34
Indonesia	1.49	3.5	0.21
Brazil	4.34	2.9	0.74
Pakistan	1.41	2.6	0.27
Nigeria	2.23	2.2	0.51
Russia	9.02	2.1	2.14
Mexico	1.80	1.6	0.55

Arable Land per Population

Country	Percent of Global Arable Land	Percent of Global Population	Arable Land Area per Capita, (acres)
Asia	31.94	56.7	0.28
Africa	14.16	14.2	0.50
South America	7.88	5.8	0.68
North America	17.09	6.7	1.28
Australia	3.47	0.3	5.51

- **Significant international trade opportunity ... animal protein ... feed additives ... technology**

Future Impactful Trends

Introduce & Open Discussion

- Farmers of the Future
- International Trade
- **New Technologies – Transparency - Sustainability**

Acceptance of Technology

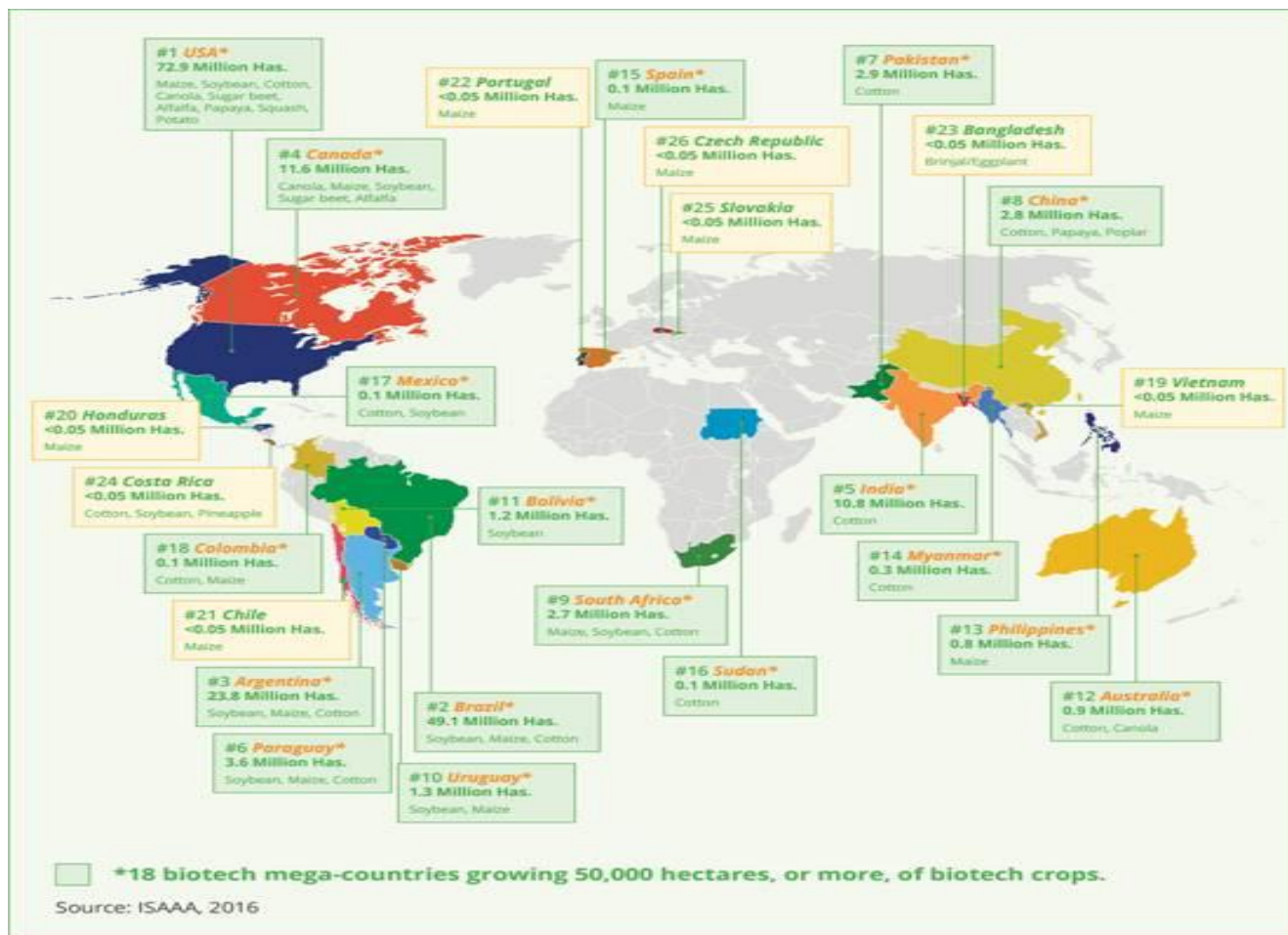
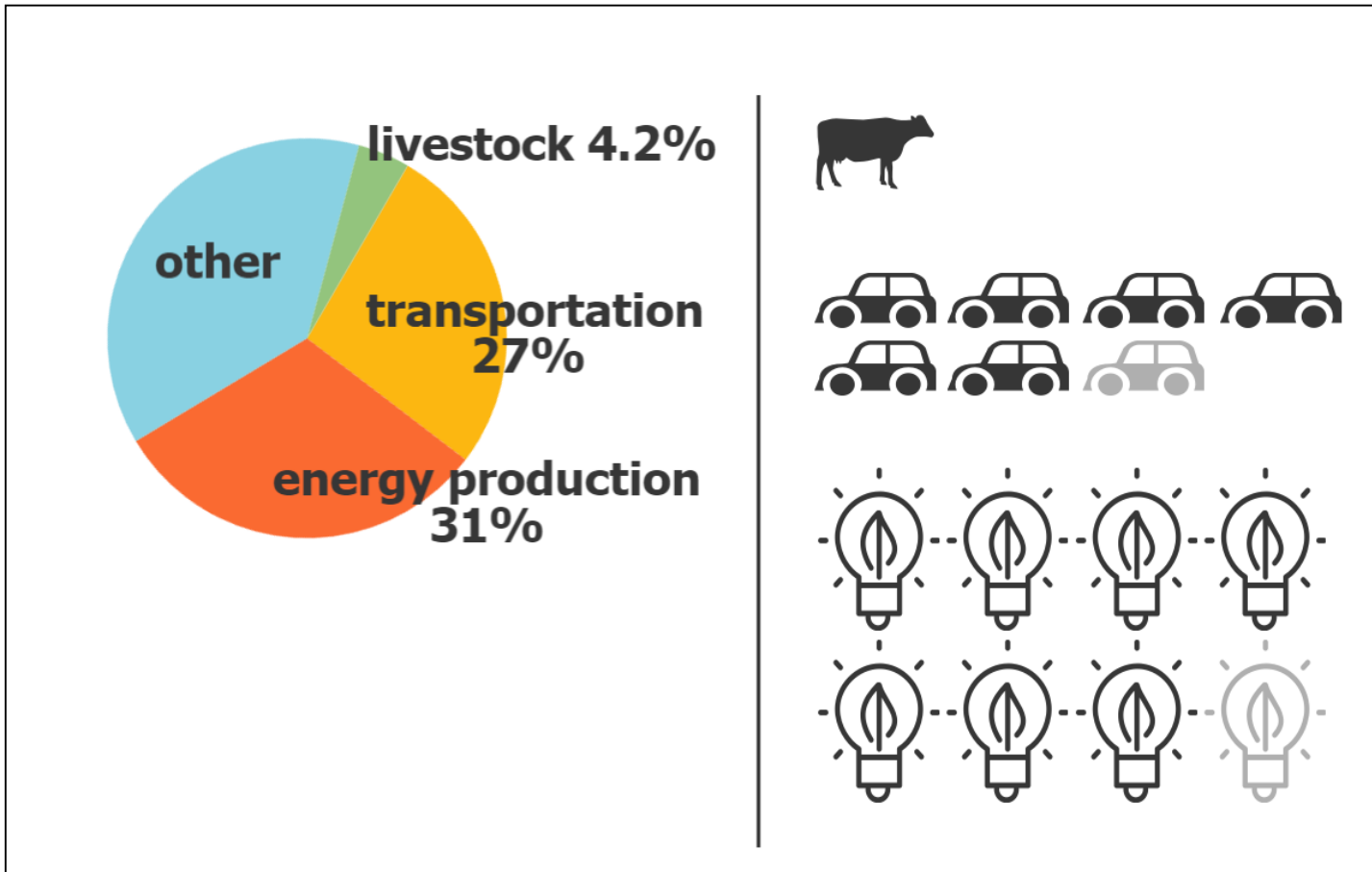


Figure 1. Global Map of Biotech Crop Countries and Mega-Countries in 2016

U.S. Animal Production – Global Leader



New Technologies - Transparency

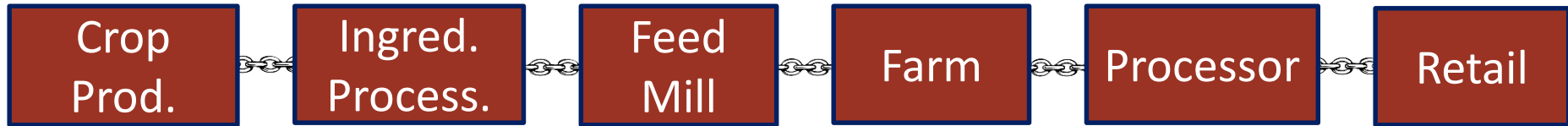
What is Blockchain?



BLOCKCHAIN

- Record & transfer data (all applicable)
- Linked list of records blocks (verified)
- Data secured (cryptography)
- Not owned by any central company or system
- Initial application – Bitcoin (many more in process)

Blockchain Traceability



- **Ingredients sourced from certified farms within x radius**
- **All processing and farms certified for food safety and sustainability standards**
- **Traceability information available to consumers around the globe**

FEAST ON FACTS



FROM ACADEMY AWARD® NOMINEE **SCOTT HAMILTON KENNEDY**

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