

# Key Drivers of Change in the Food and Agribusiness Industry: 5 Questions and 5 Messages

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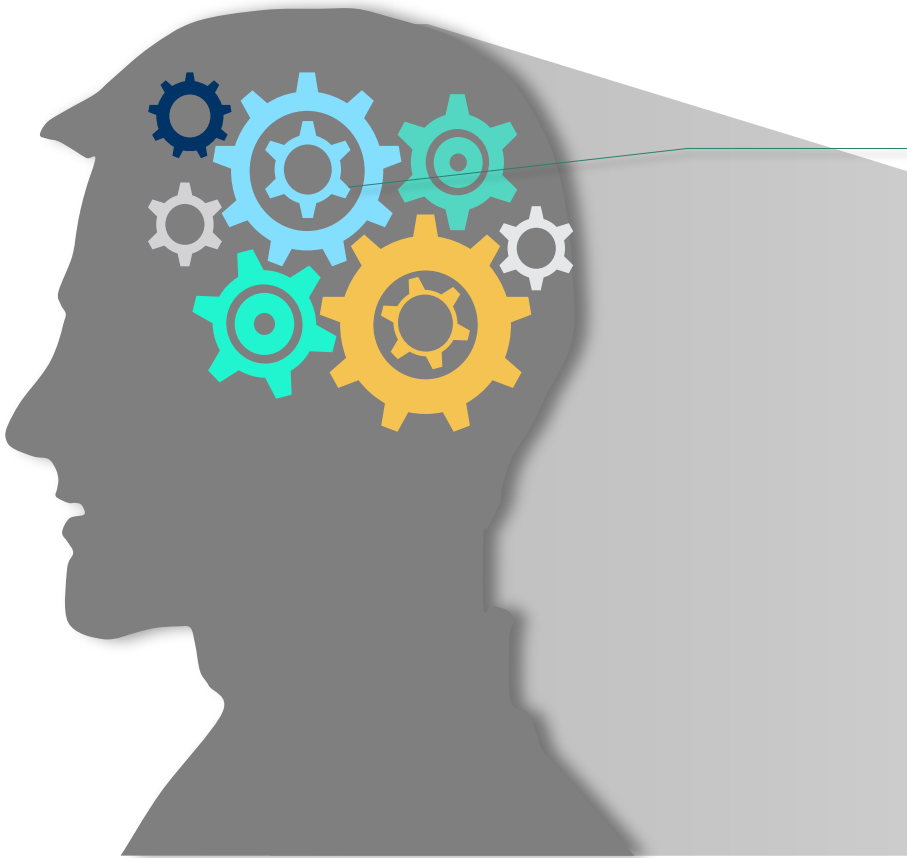
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UNIVERSITY

Center for Food and  
Agricultural Business





**Question 01 -Will we have more of the traditional markets for agribusiness?**

**Question 02 -Will we have better prices for traditional agribusiness markets?**

**Question 03 - Will we have other industries coming to use agricultural products?**

**Question 04 - Will chain participants and their roles change until 2030?**

**Question 05 – How should I behave towards 2030?**



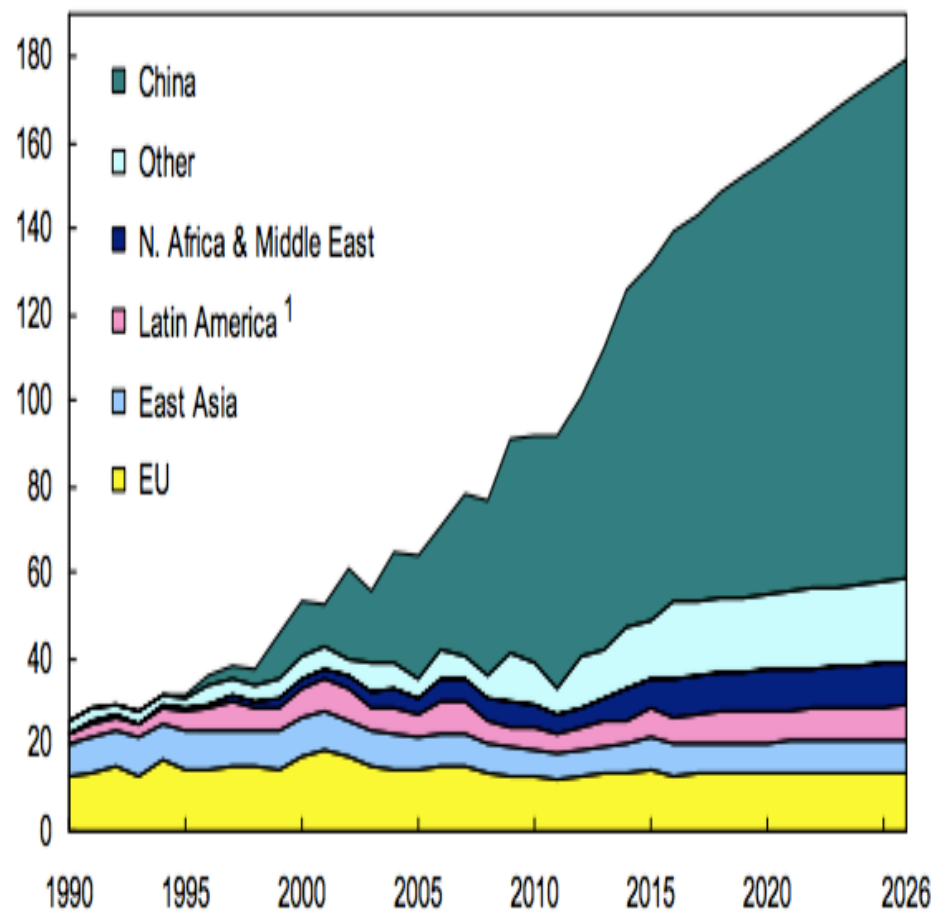
**Question 01**  
**Will we have more of  
the traditional  
markets for  
agribusiness?**





## Global soybean imports

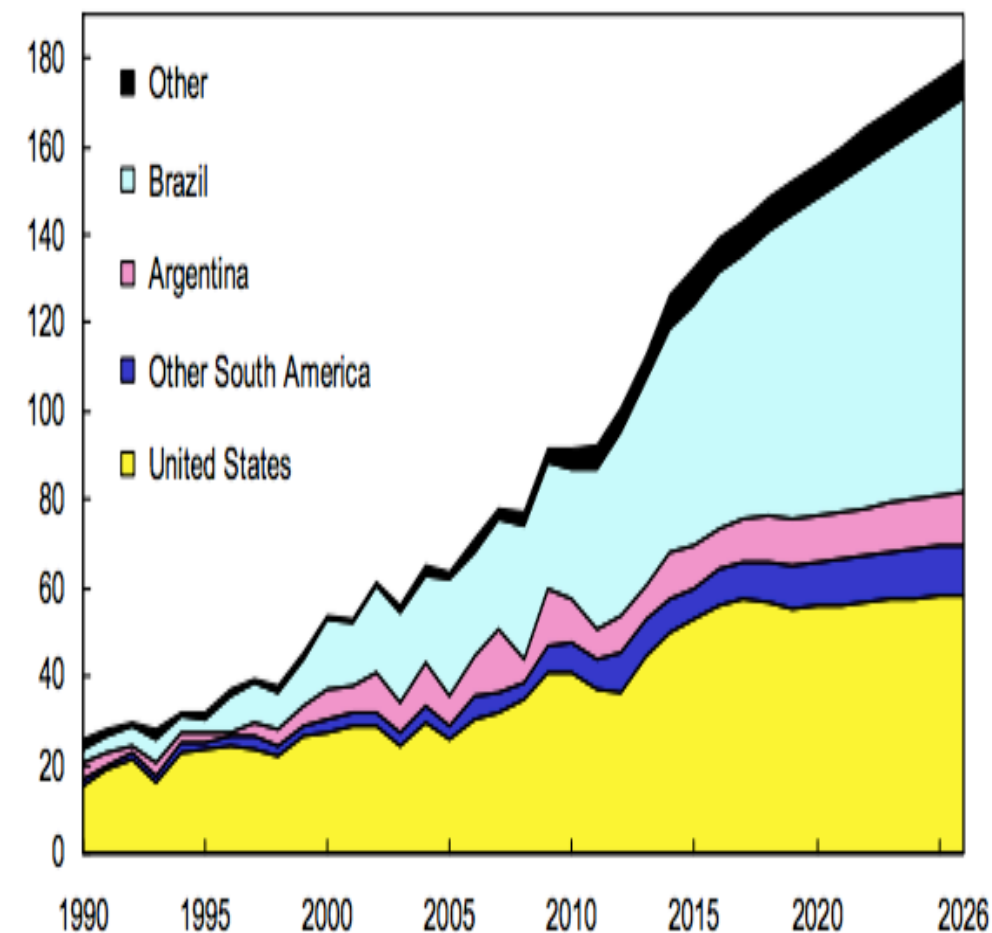
Million metric tons



<sup>1</sup> Includes Mexico.

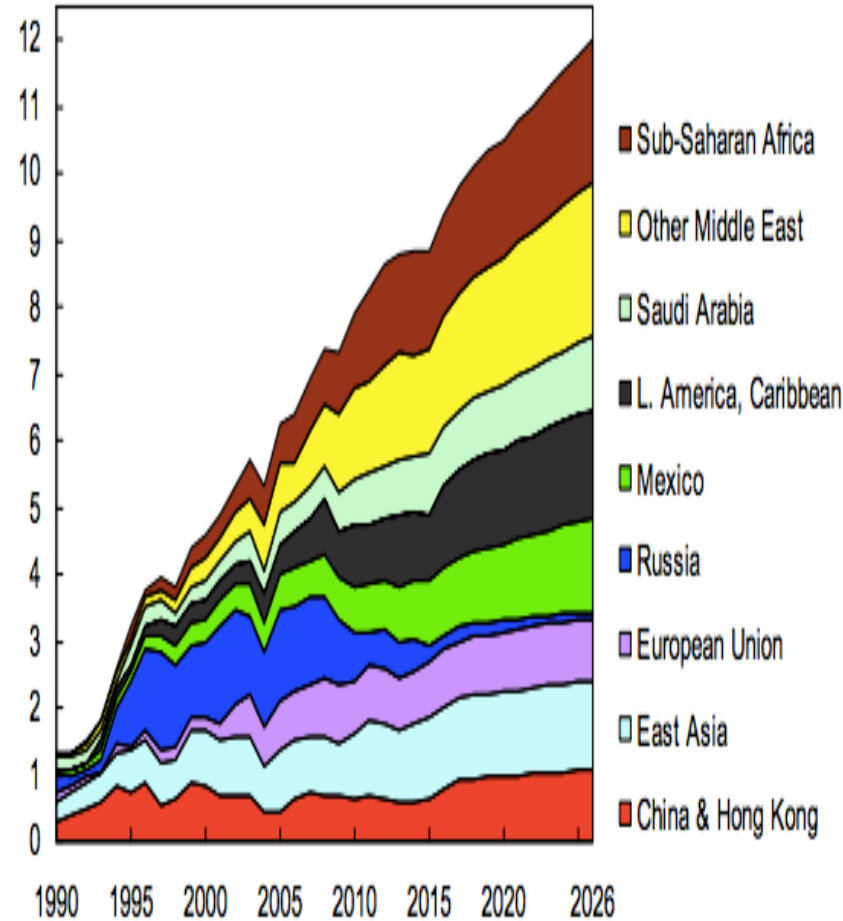
## Global soybean exports

Million metric tons



Global Poultry imports <sup>1</sup>

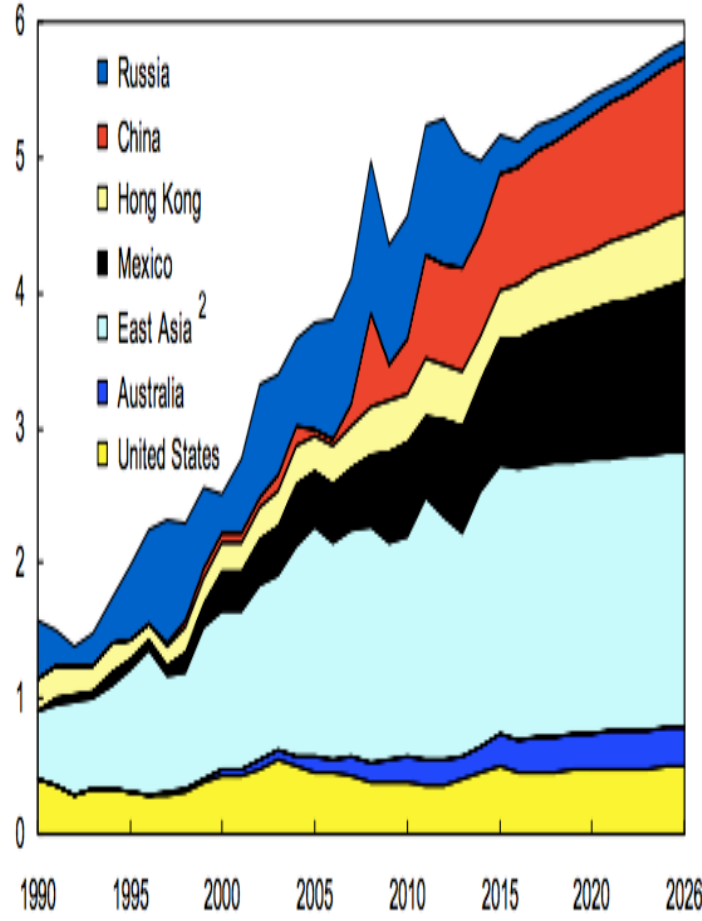
Million metric tons



<sup>1</sup> Selected importers, not world total.

Global Pork imports <sup>1</sup>

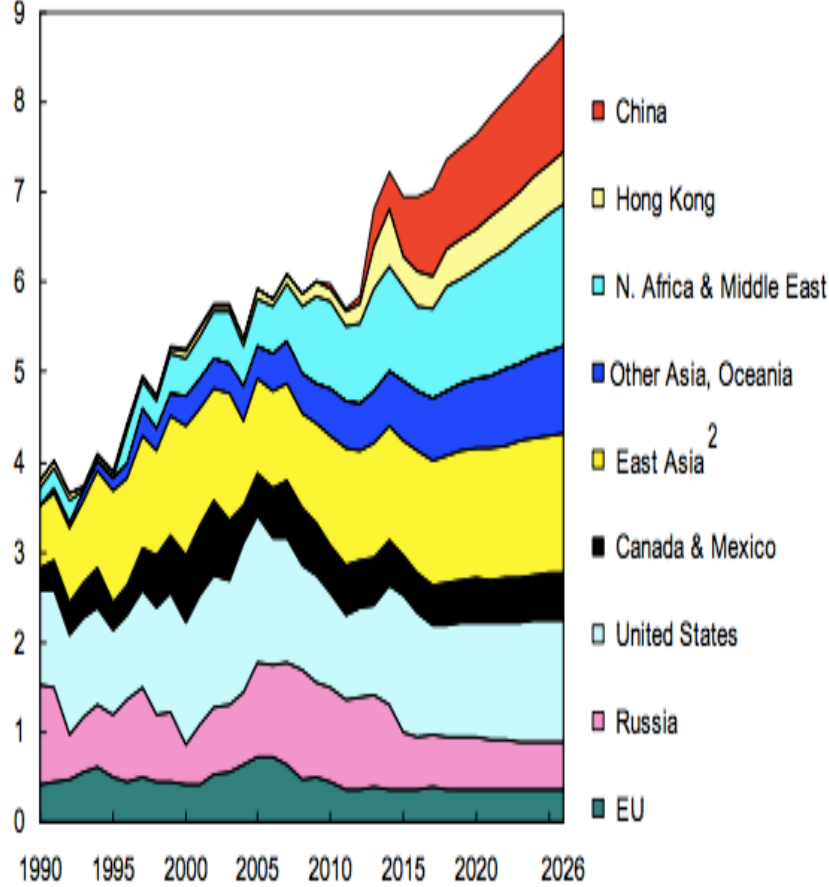
Million metric tons



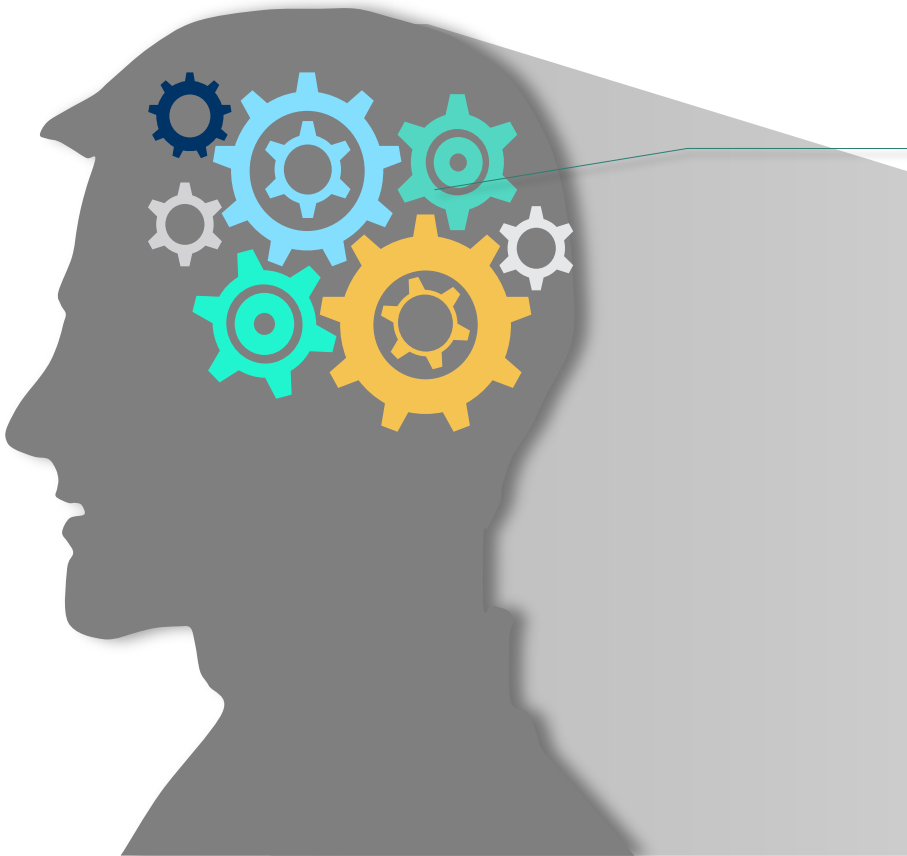
<sup>1</sup> Selected importers, not world total. <sup>2</sup> Japan, Korea, & Taiwan.

Global Beef imports <sup>1</sup>

Million metric tons



<sup>1</sup> Selected importers, not world total. <sup>2</sup> Japan, Korea, & Taiwan.



Message 01 - We will have increasing traditional markets....

Message 02

Message 03

Message 04

Message 05

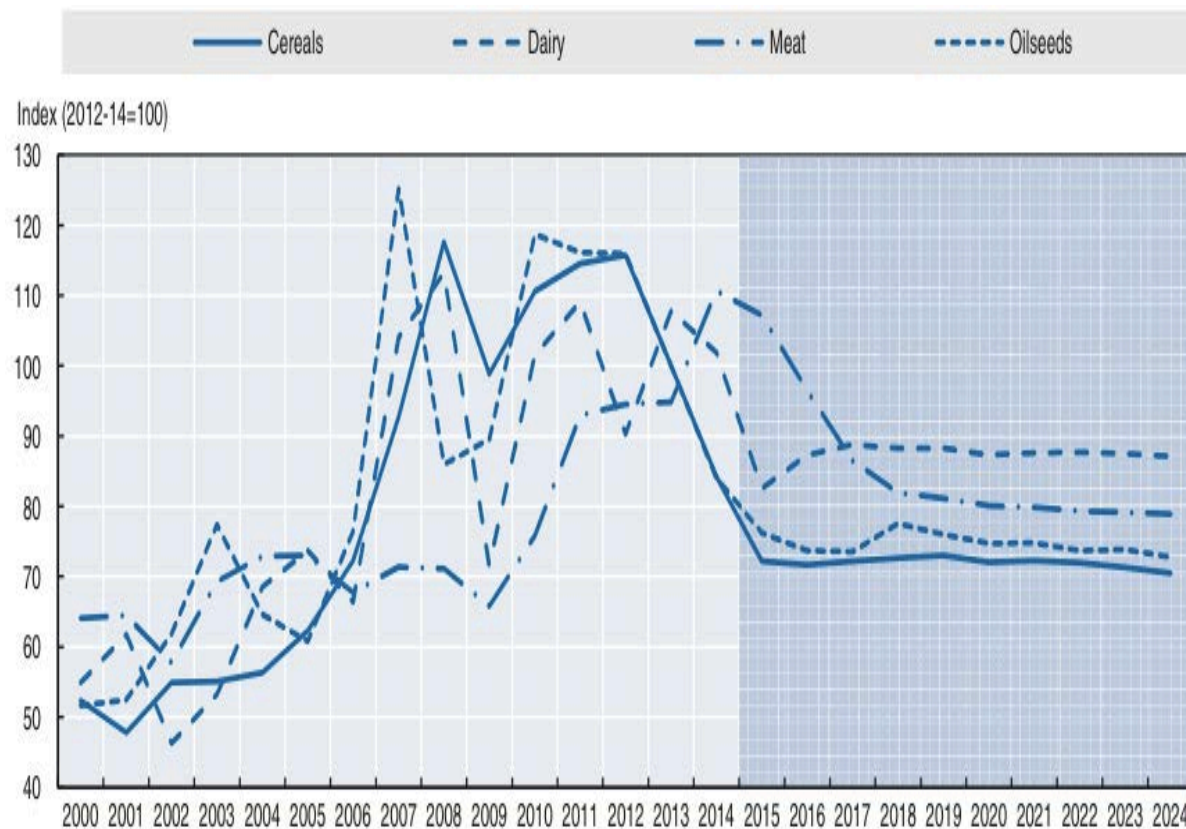


**Question 02**  
**Will we have better  
prices for traditional  
agribusiness  
markets?**





## Prices until 2024/25 European Vision

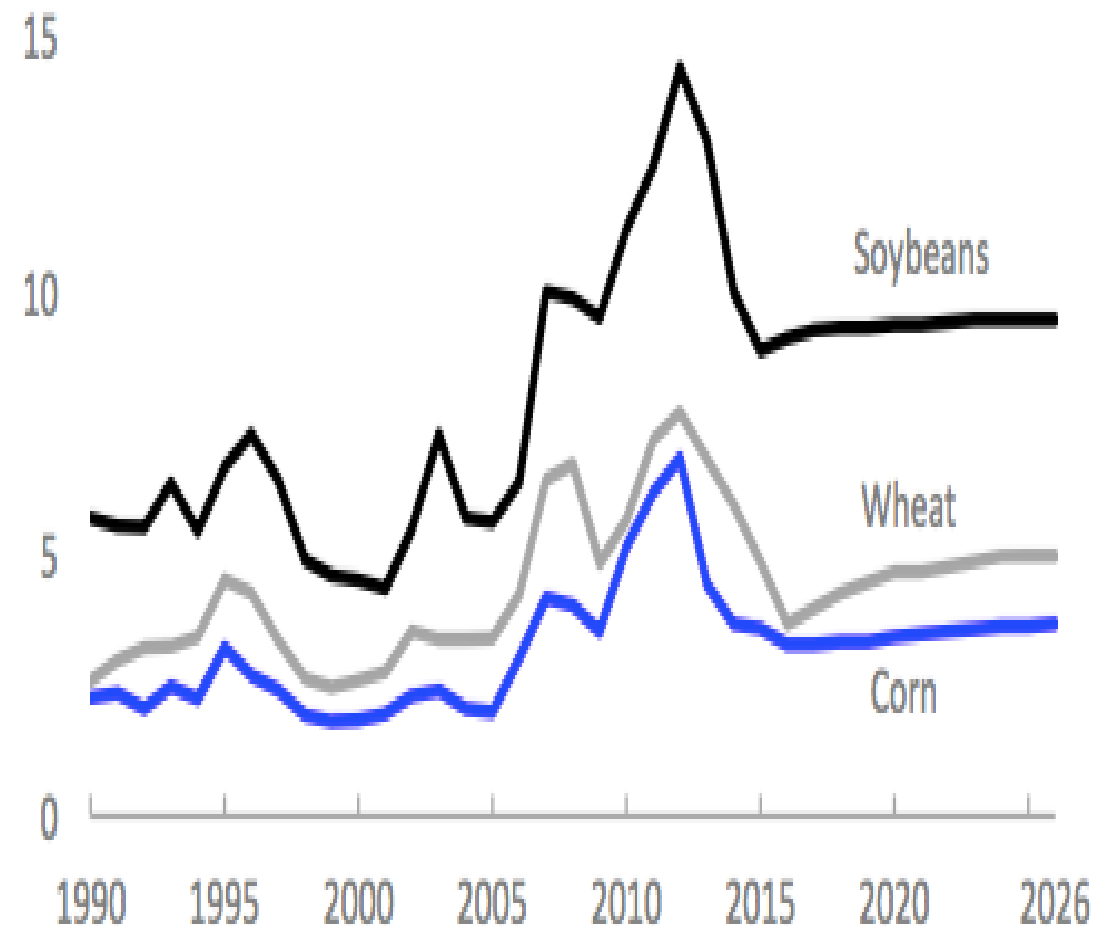


Note: Index calculated by a constant weighting of commodities within each aggregate. The weight is calculated by the average 2012-14 production value.

Source: OECD/FAO (2015), "OECD-FAO Agricultural Outlook", OECD Agriculture Statistics (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

StatLink <http://dx.doi.org/10.1787/888933228861>

## Prices until 2024/25 USA Vision (US\$ por bushel)







Message 01 - We will have increasing traditional markets....

Message 02 - We will have volatility, but in average, prices will be the current...

Message 03

Message 04

Message 05



**Question 03**  
**Will we have other  
industries coming to  
use agricultural  
products?**



# FLEX FUEL MARKET

## 17 automakers and over 200 models





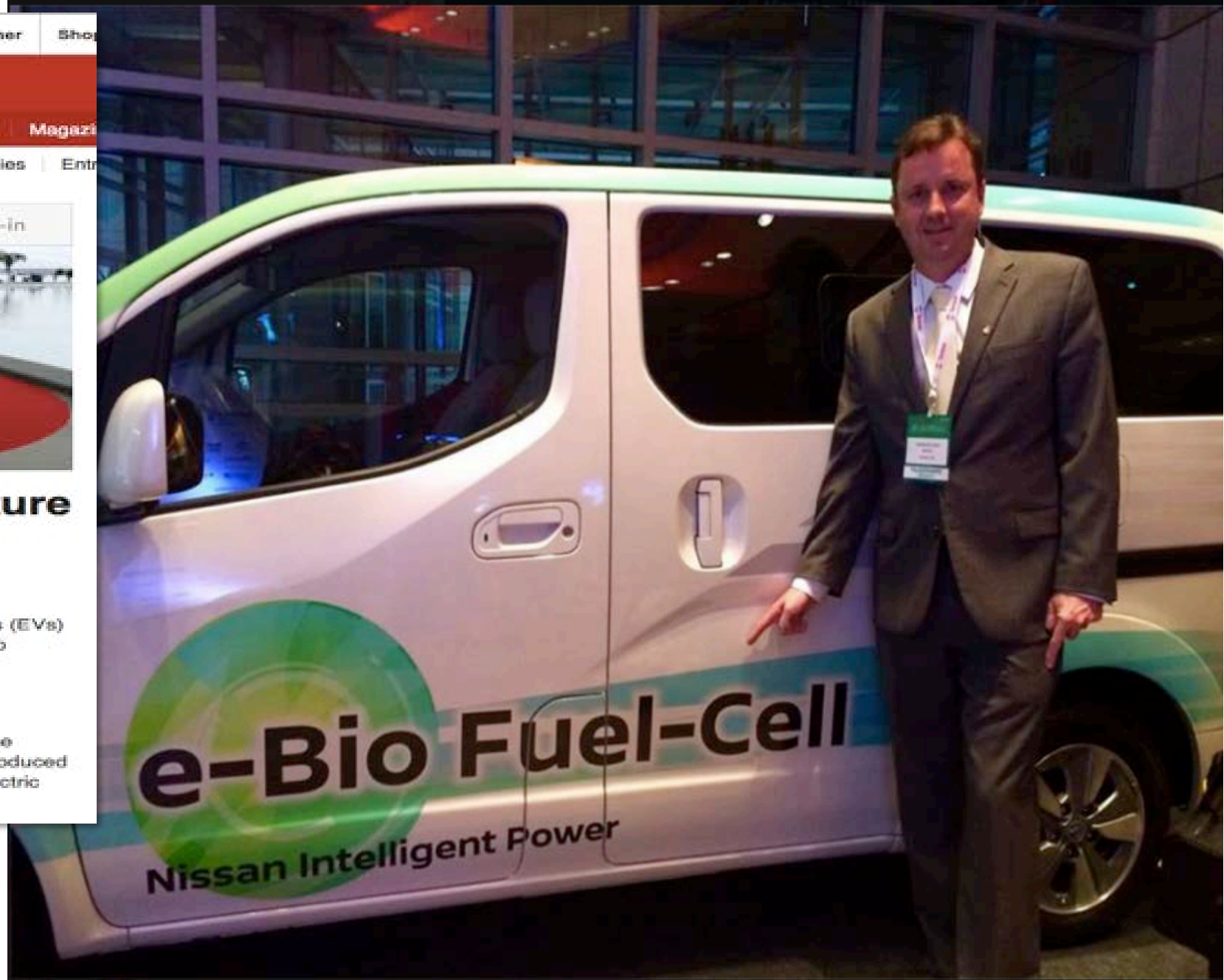
## Could ethanol power the future for electric cars?

15 August 2016 Last updated at 22:04 BST

The automotive industry is rushing to produce electric vehicles (EVs) as the world tries to move away from polluting hydrocarbons to greener, cleaner fuels.

But EVs still only account for 1% of the total market.

Some companies are betting that hydrogen fuel cells will be the power source of the future, but Nissan believes bio-ethanol produced from sugar cane or corn could also produce zero-emission electric energy.

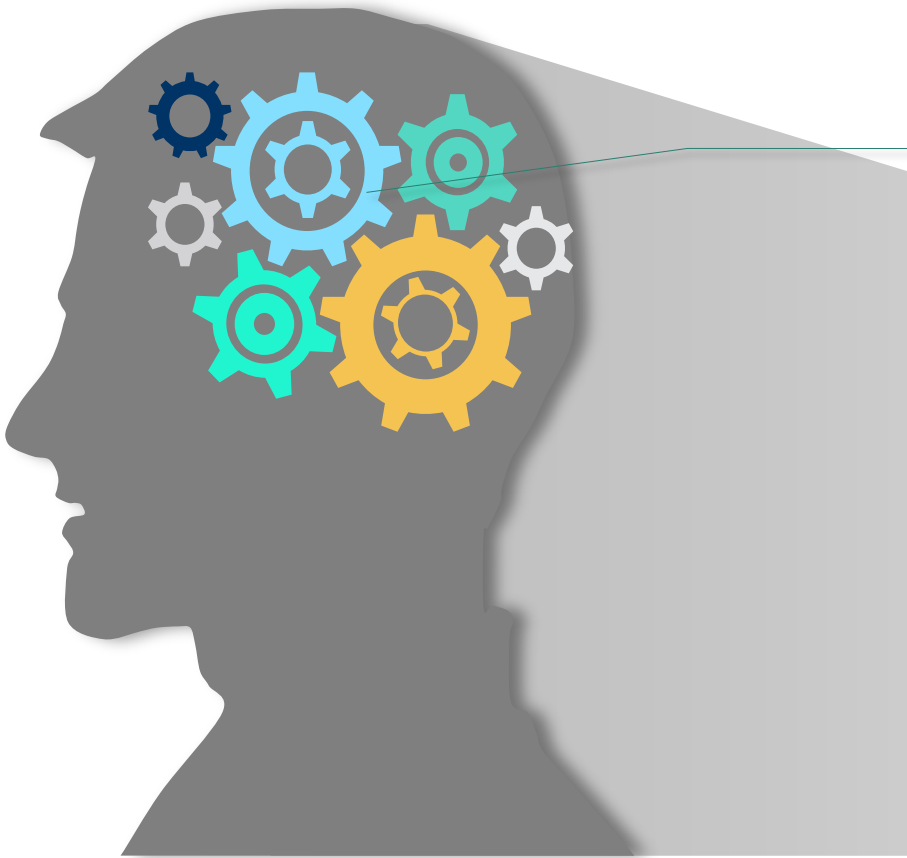






- E170 airplane to test technologies to boost fuel efficiency, cut carbon emissions
- A Brazilian-produced biofuel blend made up of 10 percent bio-kerosene and 90 percent fossil kerosene, the maximum mixture according to international standards. Studies have shown that sustainably produced aviation biofuel emits 50 to 80 percent lower carbon emissions through its life cycle than fossil jet fuel.





Message 01 - We will have increasing traditional markets....

Message 02 - We will have volatility, but in average, prices will be the current...

Message 03 - We will have other industries using farmland and producing agricultural products...

Message 04 -

Message 05 -



**Question 04**  
**Will chain**  
**participants and their**  
**roles change until**  
**2030?**





# Let's Welcome our Panelists...

- Luciano Galera – Ouro Fino
- Marco Ripoli – John Deere
- Victor Campanelli – Campanelli Farms
- Allan Gray – Purdue University

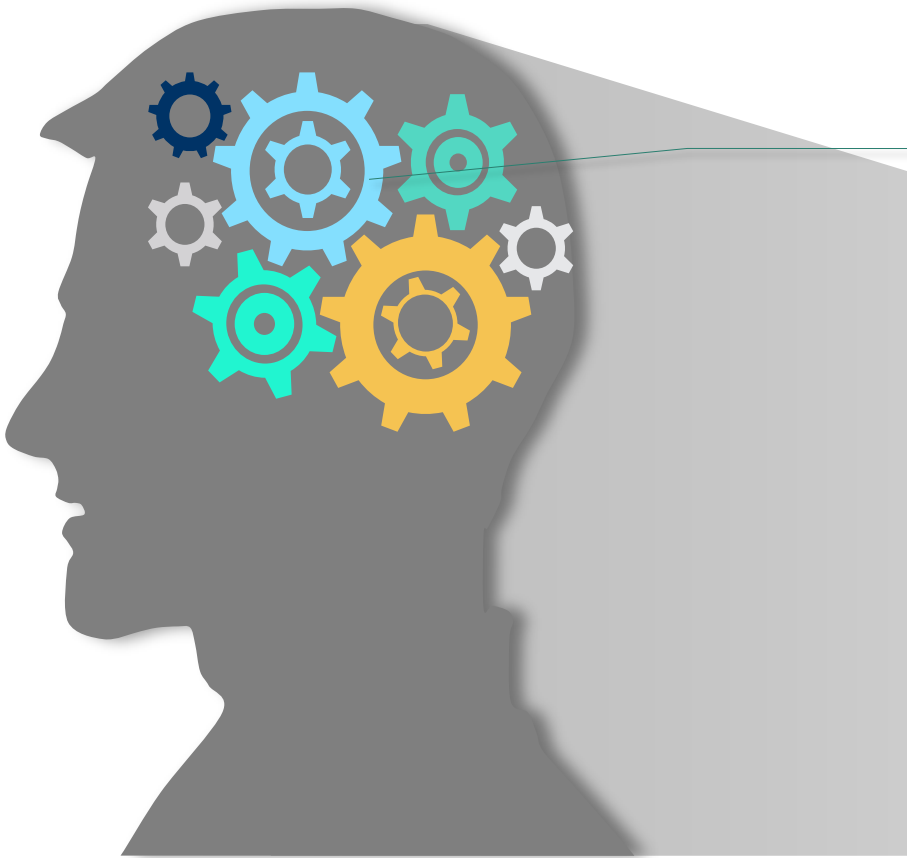
**I will come back at the end with the two final messages**



After these 5  
presentations in 2030  
how will we look at  
the things we did in  
2017?







Message 01 - We will have increasing traditional markets....

Message 02 - We will have volatility, but in average, prices will be the current...

Message 03 – 3 – We will have other industries using farmland and agricultural products...

Message 04 – Food chain participants will be much different in terms of roles, sizes and players...

Message 05 -



**Question 05**  
**How should I behave**  
**towards 2030?**  
**My dogs will answer**  
**to you!!!**





**a) desperate?**

b) resigned?

c) patient and waiting?

d) paying attention and making the changes?



a) desperate?

**b) resigned?**

c) patient and waiting?

d) paying attention and making the changes?

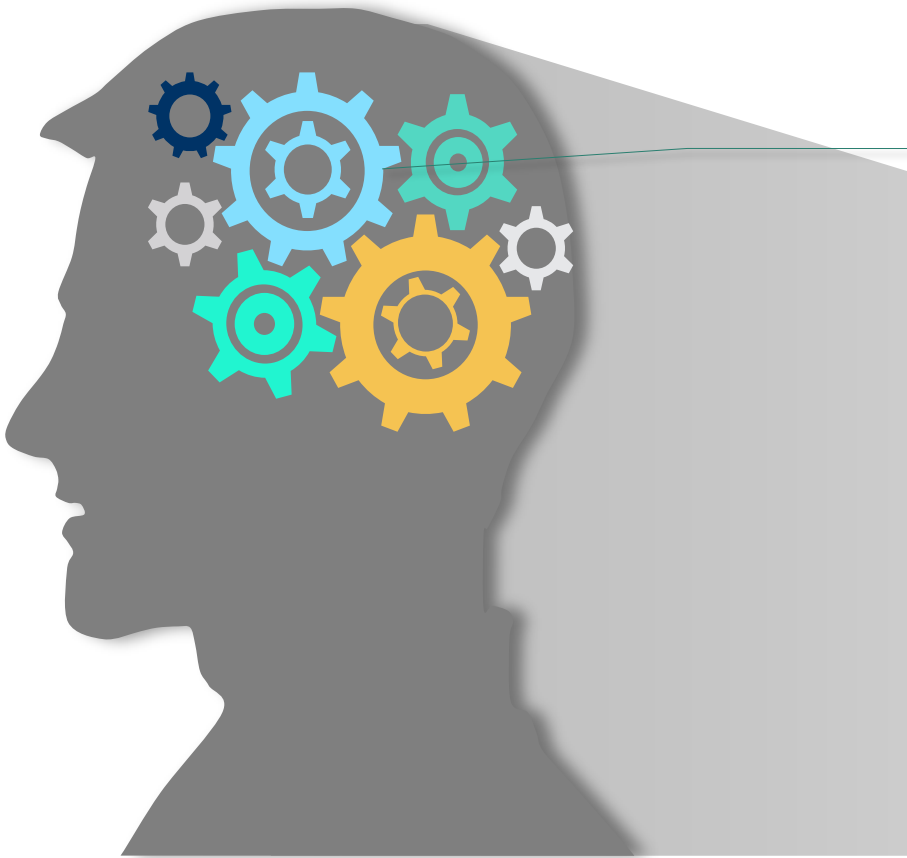


- a) desperate?
- b) resigned?
- c) patient and waiting?**
- d) paying attention and making the changes?





- a) desperate ?
- b) resigned ?
- c) patient and waiting ?
- d) paying attention and doing the changes?**



Message 01 - We will have increasing traditional markets....

Message 02 - We will have volatility, but in average, prices will be the current...

Message 03 – 3 – We will have other industries using farmland and agricultural products...

Message 04 – Food chain participants will be much different in terms of roles, sizes and players...

Message 05 – You will change and make part of the changes!

**Come to IFAMA!**



# Thank you!

