



ENGAGING TALENT TO FEED THE WORLD

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Good news for Agribusiness

Growing Needs:

Feed 9 billion people



Purchasing Power and Demand

- Middle class, emerging economies

Americum's Demand :

High Intrinsic Value Products: fruits, meats, vegetables,

Value Added Products, Food Away from Home



Challenges

▣ **Rural Poverty**

40% of world labor in agro, only 4% of GPP.

Need \neq Demand

(a Matter of Purchasing Power).

▣ **Urban Poverty Double Jeopardy**

Malnutrition & Under Nutrition at the same time in emerging economies

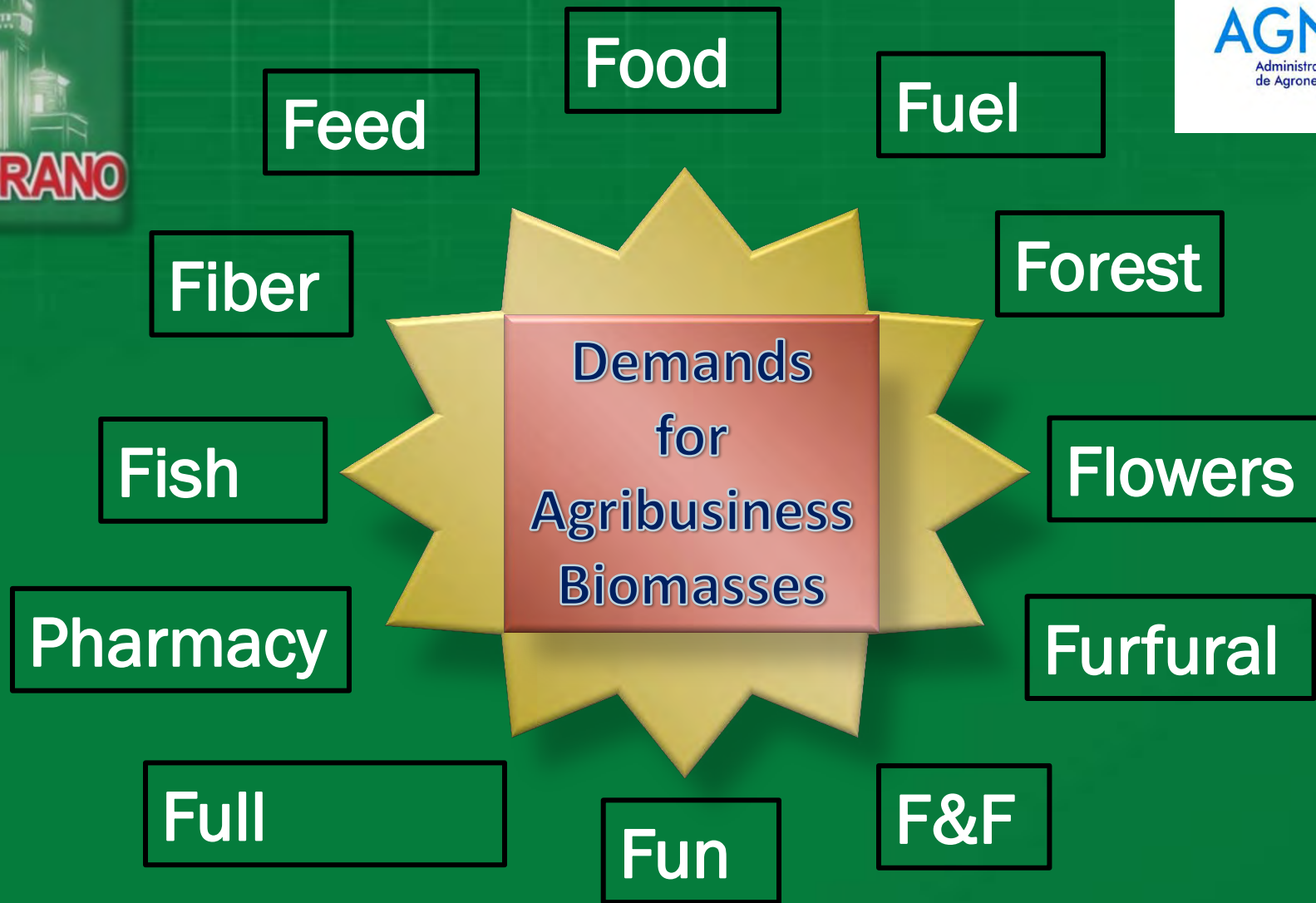
Mexico, Kuwait...



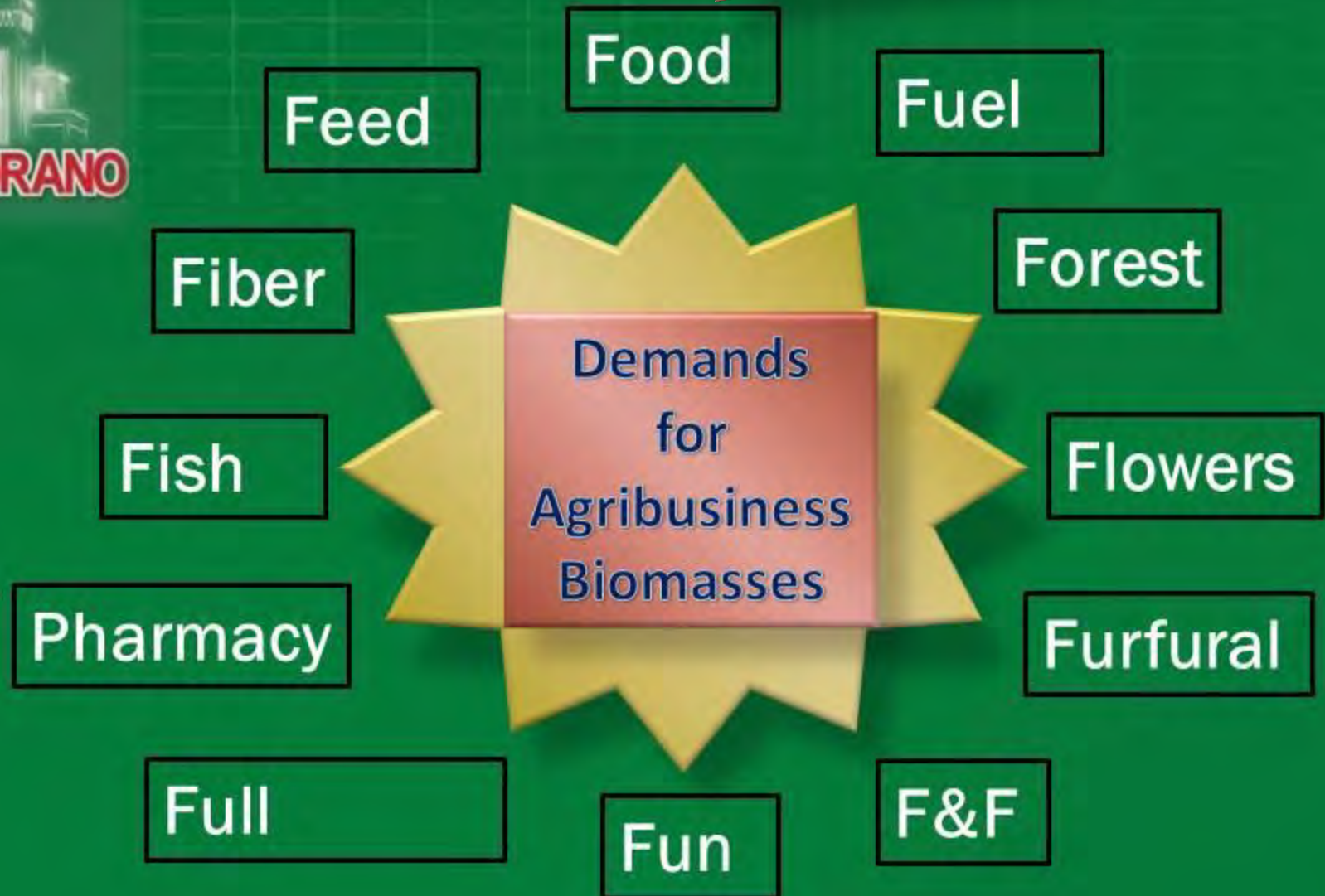
Demands for Agribusiness Biomasses The Gallo's 12 Fs



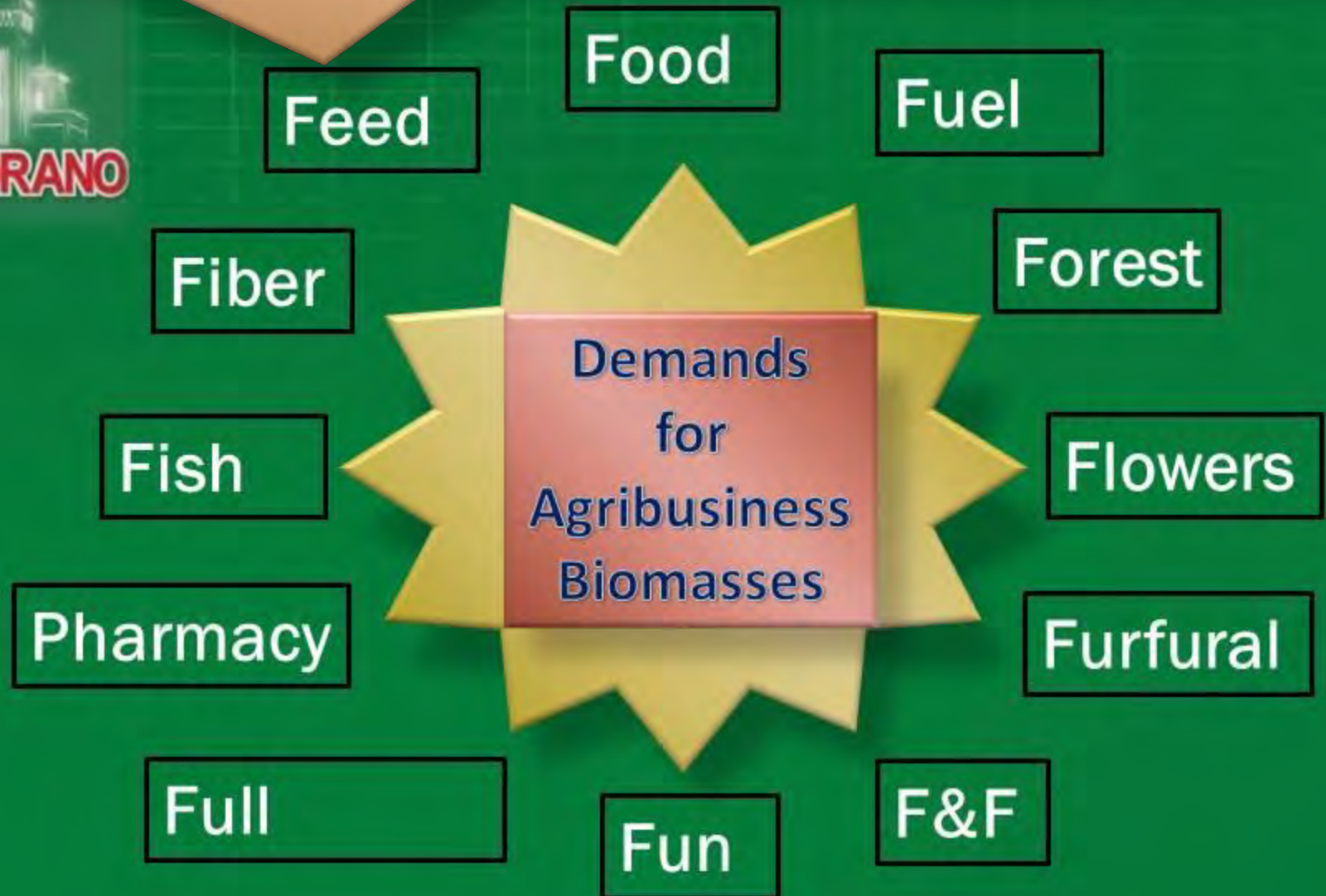
Gallo's 12 Fs



Food: meat, fruits , vegetables, grains



Feed: demand derived from meats.



Gallo's 12 Fs

Fiber: Cotton wool



Fuel: Gasoline, Diesel



Feed

Food

Fuel

Fiber

Forest

Fish

Pharmac

Full



Gallo's 12 Fs

Feed

Food

Fuel

Flowers: gardens, golf etc.

Fiber

Fish

Demands
for
Agribusiness
Biomasses

Flowers

Pharmacy

Furfural

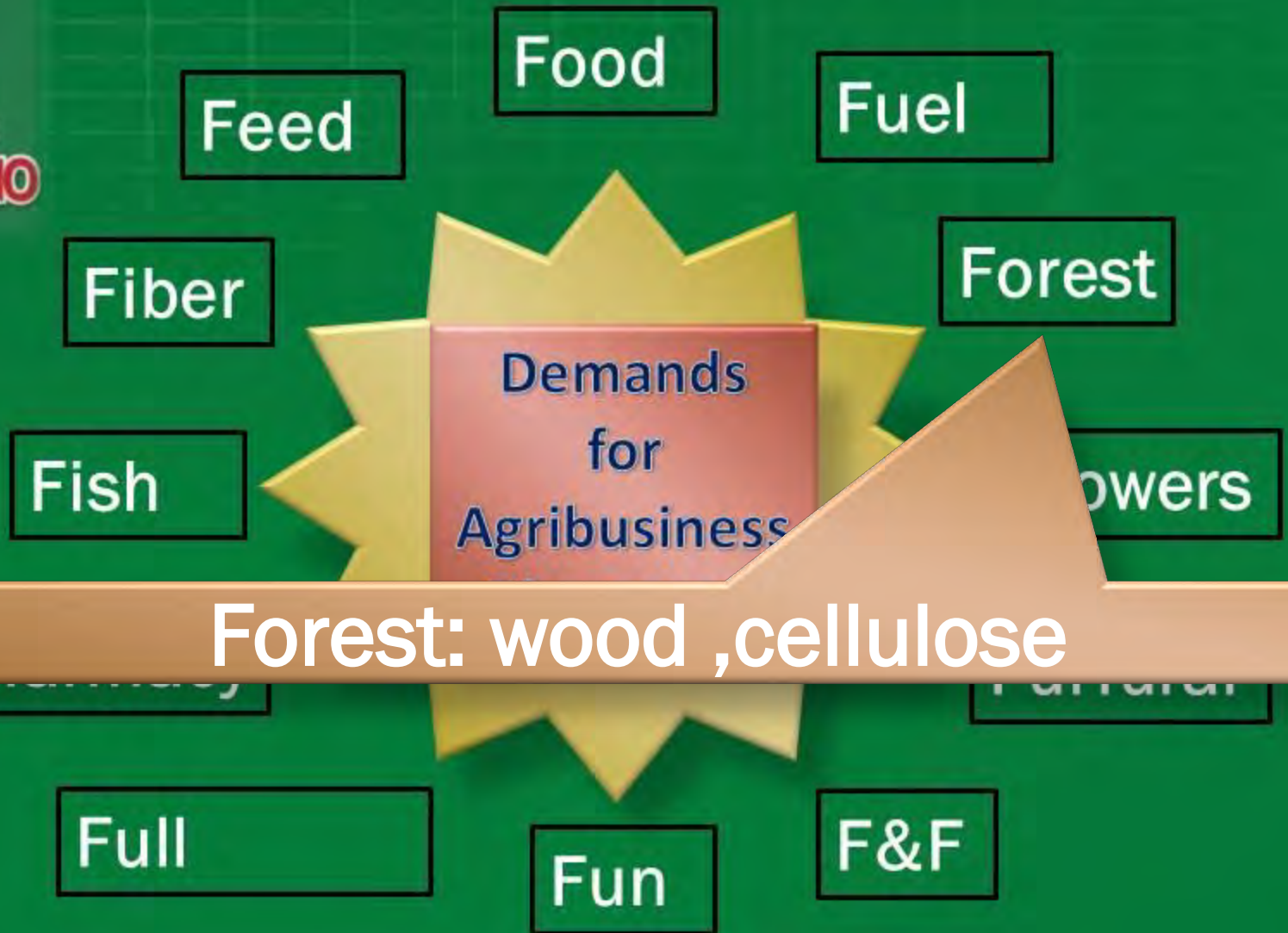
Full

Fun

F&F

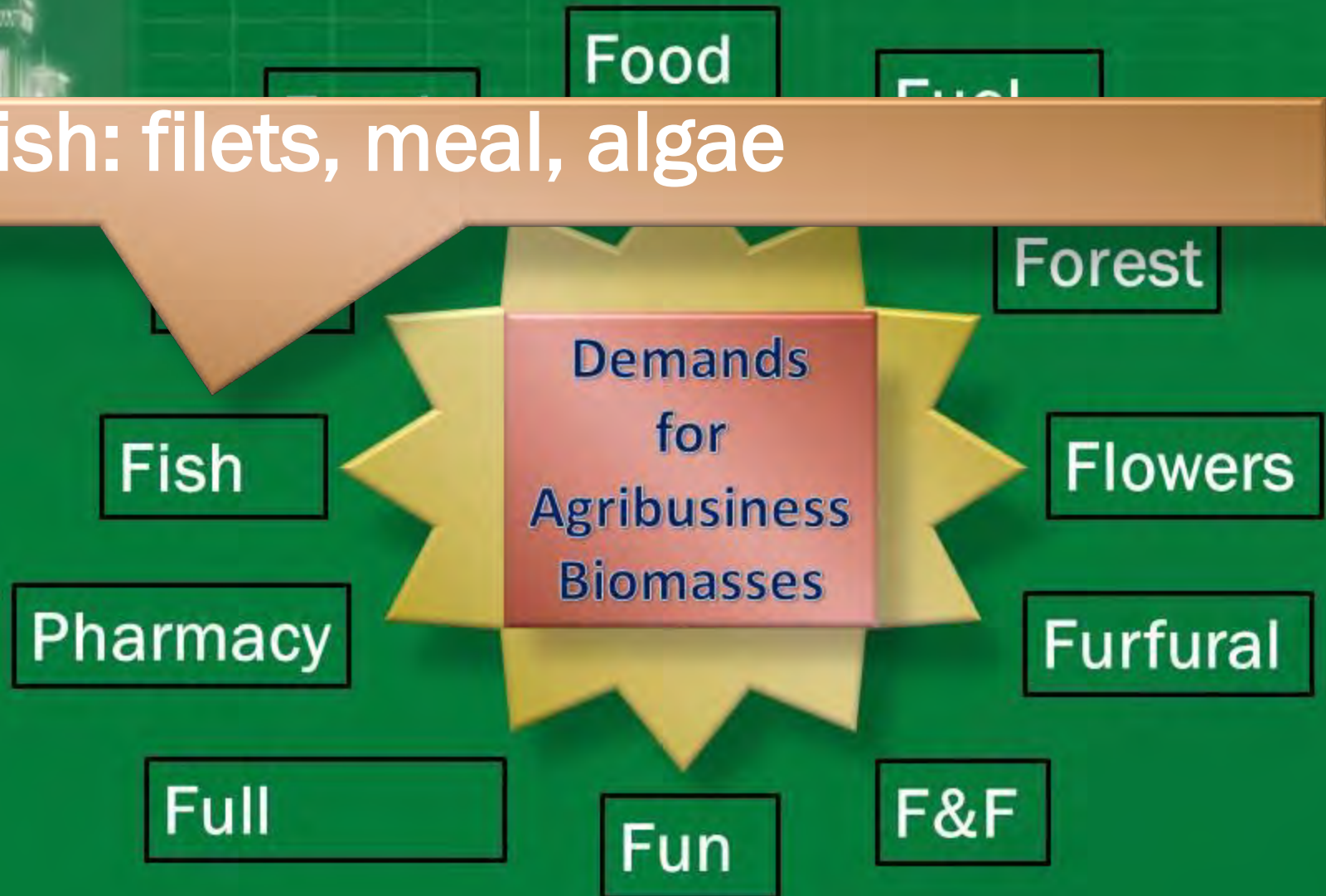


Gallo's 12 Fs



Gallo's 12 Fs

Fish: filets, meal, algae



Gallo's 12 Fs



Feed

Food

Fuel

Pharmacy: Goldberg Agriceutical

Demands
for
Agribusiness
Biomasses

F

Flowers

Pharmacy

Furfural

Full

Fun

F&F



Gallo's 12 Fs

Feed

Food

Fuel

Furfural : Bioplastics.

Fish

Flowers

Pharmacy

Furfural

Full

Fun

F&F

Demand
for
Agribusiness
Biomasses



Gallo's 12 Fs

Feed

Food

Fuel

Forest

Fun: Rural Experience. Agroturism

Fish

for
Agribus
Bioma

Flowers

Pharmacy

Furfural

Full

Fun

F&F

Gallo's 12 Fs



Feed

Food

Fuel

Full, No waste agribusiness

Demands
for
Agribusiness
Biomasses

Fish

Flowers

Pharmaceuticals

Furfural

Full

Fun

F&F

Gallo's 12 Fs



Feed

Food

Fuel

F&F: Flora, Fauna and Environmental Services

Fish

Pharmacy

Full

Demand
for
Agribusiness
Biomasses

Fun

F&F

Furfural

Flowers

A Good Way to Engage Talent

▣ **Since the University.**

▣ **Learning by Doing.**



▣ **Whole Chain** Insemination, birth, calf feed, pasture, milk, cheese, yogurt; calculate cost, sell to Wal-Mart or retail... Butchery, make sausage, meat cuts; etc.

▣ **Many Chains** Poultry, tilapia, bees, swine, seeds, transgenic, fruits, vegetables, biological control, green house. **Invisible curriculum**

Agribusiness Promising Future

Growth of Need, 9 billion consumers

Growth of Demand, a Flat World.

New Demands, G 12 Fs.

In 2008 agribusinesses showed their claws when oil price was 140.

A future filled of opportunities.

Easier to engage talent.

