

# Reaching out Around the World

**Chris Corry**  
**Sr. Director for Int'l Operations**

**December 10, 2008**



**U.S. GRAINS**  
**C O U N C I L**

# Private – Public Partnership



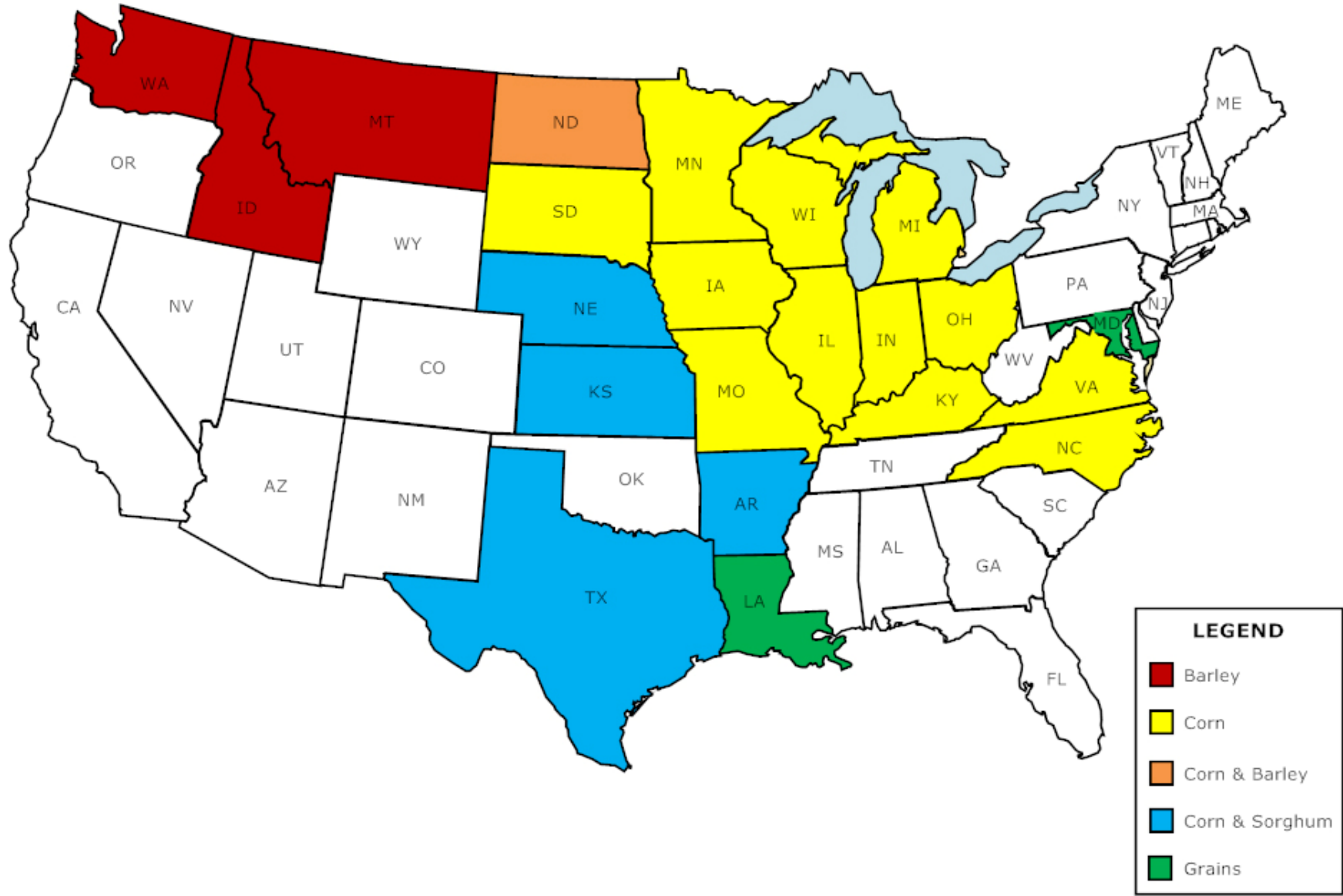
**U.S. Grains Council –  
U.S. Department of Agriculture**

# Council Members – A Unique Partnership

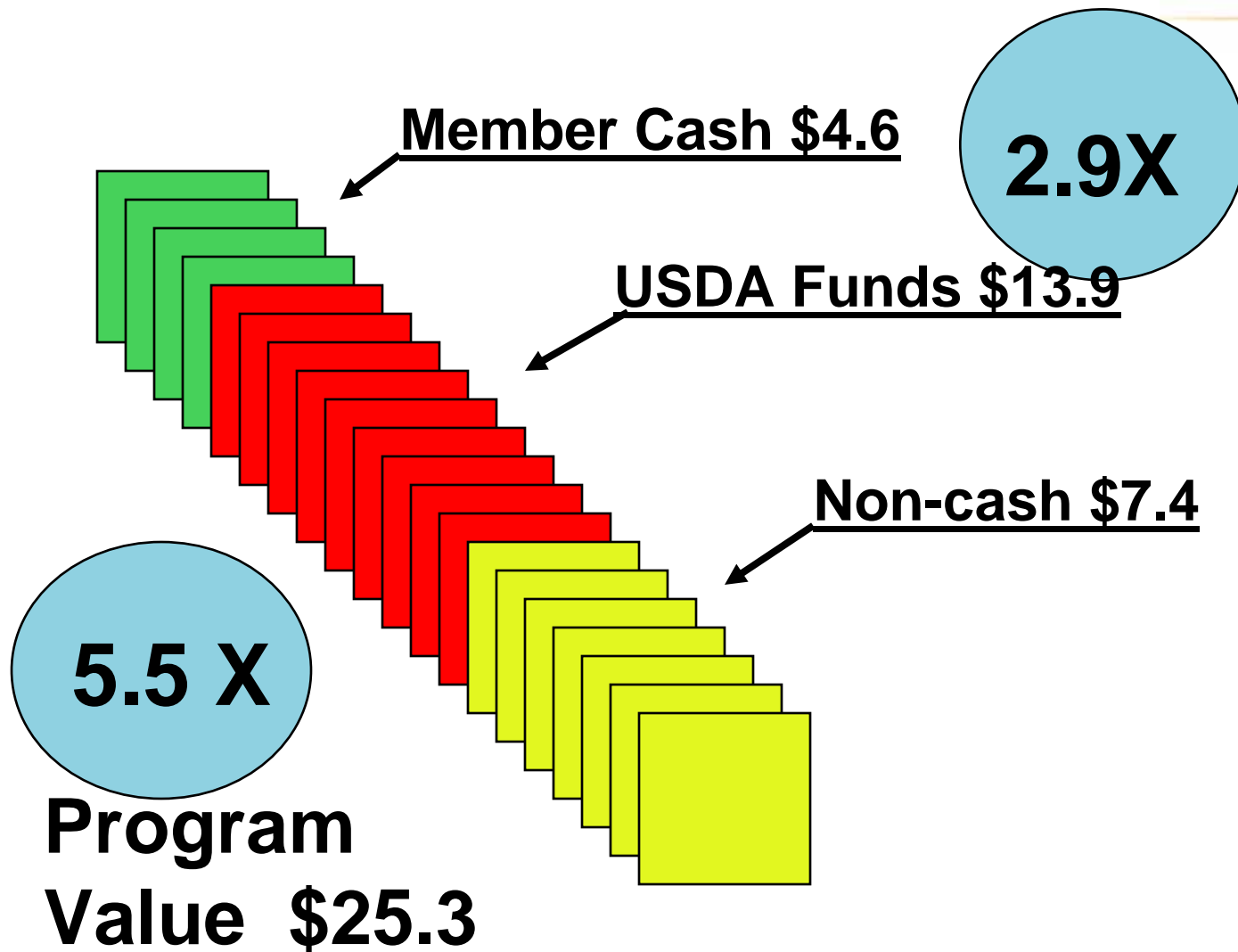


- **26 state checkoff boards**
  - *barley, corn & sorghum*
- **66 agribusinesses**
  - *life science, seed providers, equipment, storage & handling, marketing, transportation*
- **18 grower organizations**
  - *from county to national level*
- **3 state non-checkoff entities**
  - *state departments of agriculture, economic development, etc.*

# Checkoff Board Members of the U.S. Grains Council



# Multiplying Member Dollars,



# U.S. GRAINS COUNCIL

Around the world; Around the clock



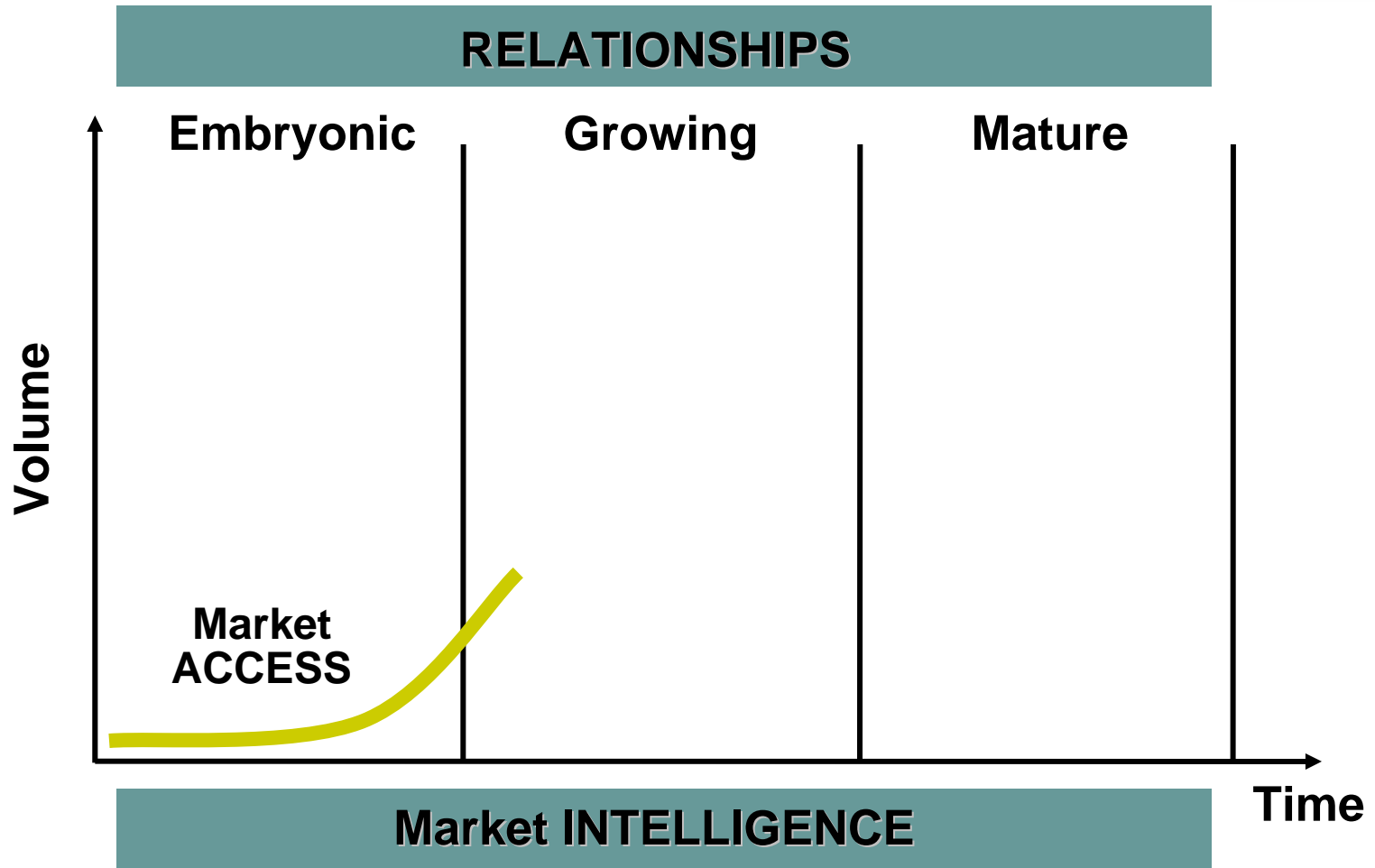


# Marketing Programs

- Market ACCESS – Reducing barriers to free trade
- Market DEVELOPMENT – Building export demand for U.S. corn and its products
- Market DEFENSE – Supporting and expanding existing U.S. export markets
- Market INTELLIGENCE – Monitor markets for the development of opportunities and/or threats, and maintain contact with customers

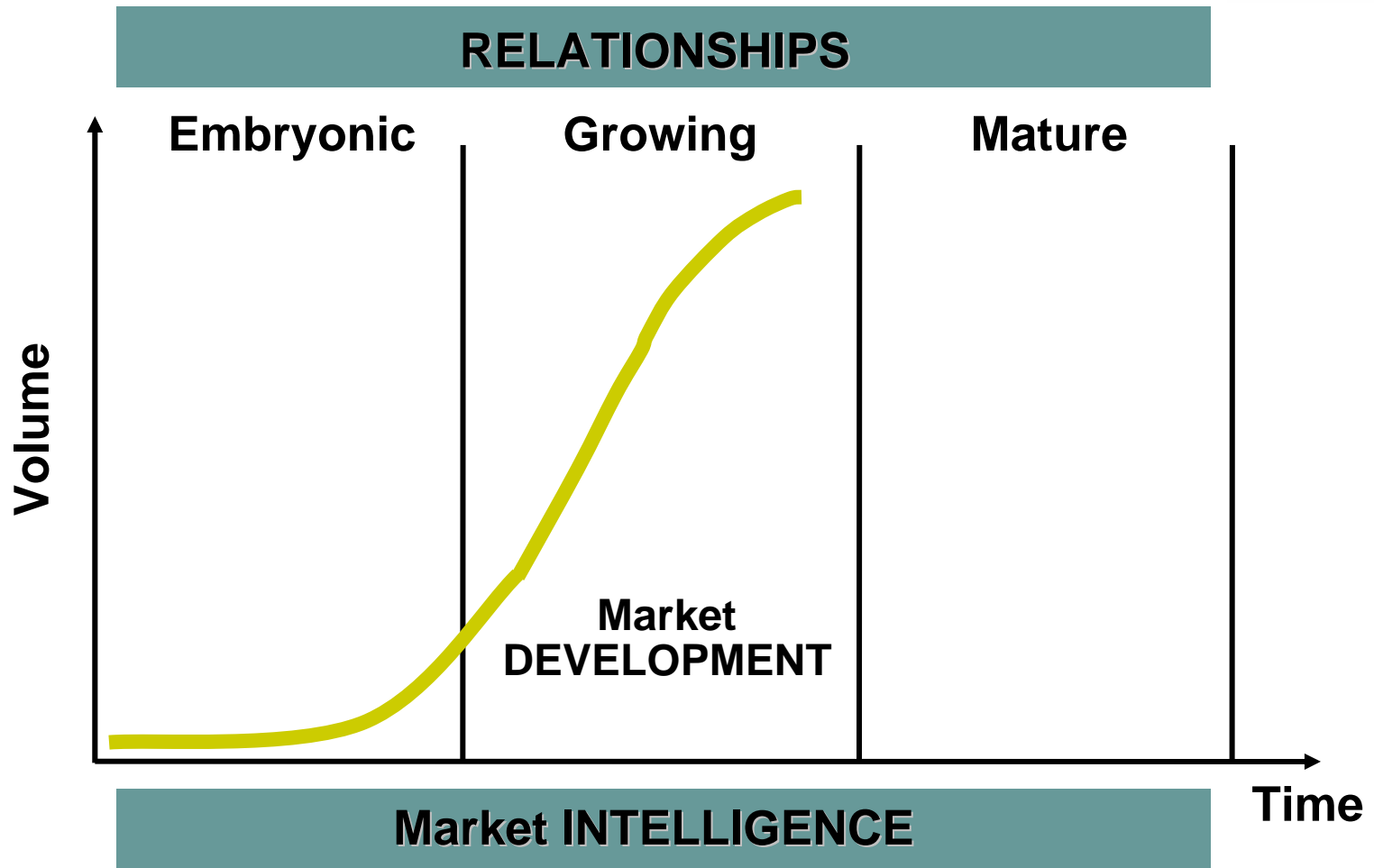


# The Stages of Market Growth



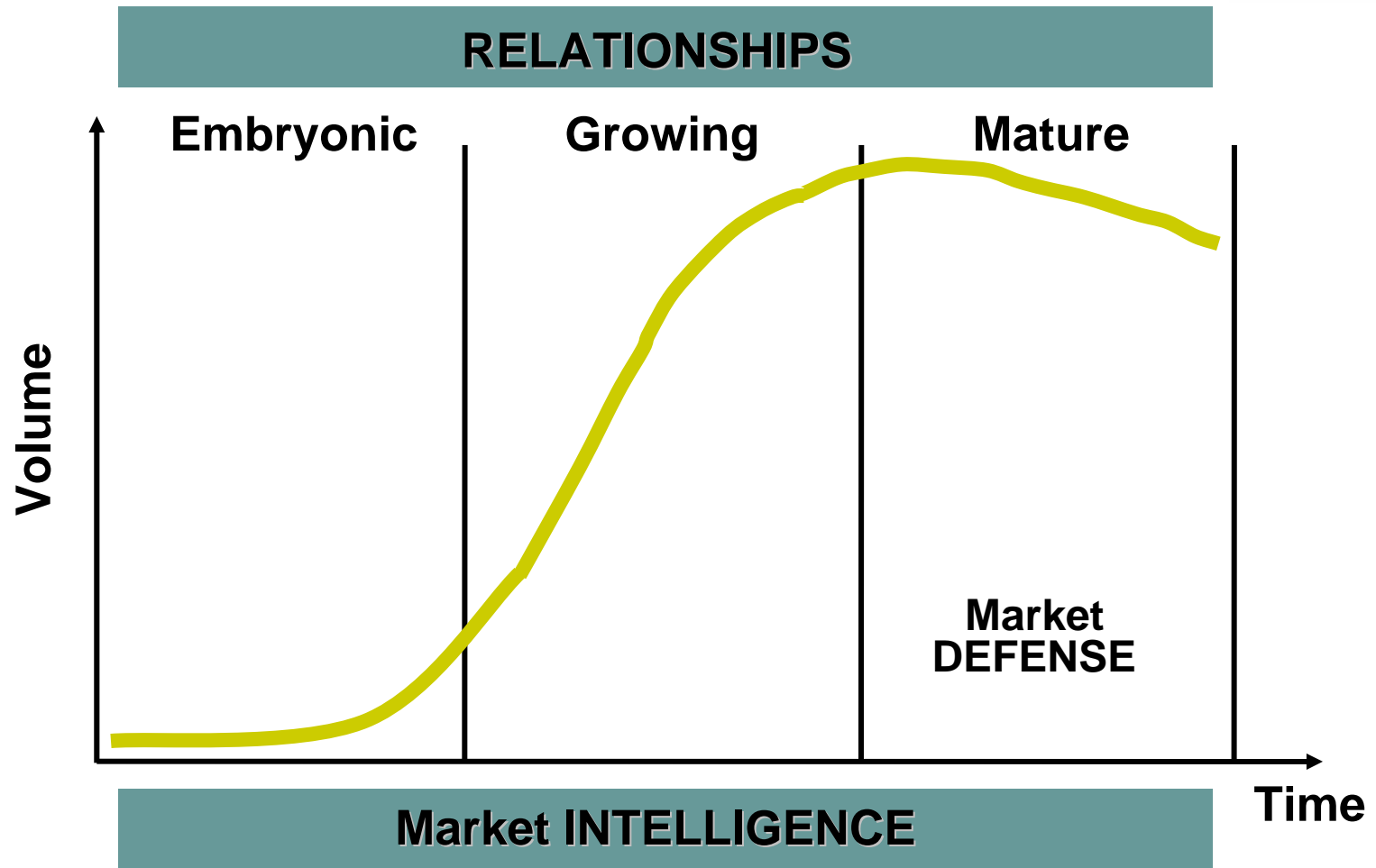


# The Stages of Market Growth





# The Stages of Market Growth



# Building Markets for U.S. Grains and Products



- **Expand Feed Demand**
  - Egypt cattlemen's bank, Morocco poultry and beef; Iraq poultry; China swine and dairy
- **Value Added/Value Enhanced**
  - DDGS Global Initiative, International Distillers Grains Conference; Bioplastics to Japan/Taiwan;
- **Trade Policy**
  - Free-Trade Agreements, India
- **Biotechnology**
  - Approvals in key export markets, low-level presence
- **Customer Servicing**
  - Everywhere, all the time - sorghum in Europe, risk management in Mexico, quality assurance Syria



# today's market

## “quote of the day”



**Life is complicated. It is tough to predict what people will do, especially when everything is in flux...**

**Our overseas markets will be affected by the global recession...but, they won't disappear.**

Bill Tierney, commodity analyst

# fundamentals for strong for economic growth



- Privatization
- Trade liberalization
- Creation of a larger middle income segment
- Improved technology & communications



# US Grains Council

**Working to create opportunities and market  
U.S. feed grains**

# U.S. GRAINS COUNCIL

**Developing Markets  
Enabling Trade  
Improving Lives**



**U.S. GRAINS**  
**C O U N C I L**