The normal normal
Demand and supply drivers over the next decade

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Falling real prices

Index = 100 in 2005
2013 meat consumption per capita and GDP per capita

Kg meat consumption per capita vs. thousand 2010 USD per capita

Countries represented:
- Norway
- Switzerland
- Luxembourg
- Japan
- Australia
- United States
- China, Hong Kong
- China Mainland
- Argentina
- India
Annual Pig Crop Growth rate vs Soybean Meal Equivalent Use

China growth rates

U.S. growth rates

Linear (China SME use growth Rate)
Linear (China Pig Crop Growth Rate)

Linear (U.S. SME Use Growth Rate)
Linear (U.S. Pig Crop Growth Rate)
Growth in meat and dairy consumption, kg per capita

- **United States**
- **China, Mainland**
- **India**
- **Nigeria**
U.S. share of global exports

- US Corn Export Share
- US Soybean Export Share
- US Wheat Export Share
- US Cotton Export Share
U.S. and Brazilian Soybean Prices, FOB

$/MT

Source: IGC
Actions to keep U.S. producers competitive

• Technology to maintain competitiveness
• Infrastructure to maintain competitiveness
• Support for science, GMO and gene editing, SPS
• Push back against artificial trade barriers such as Geographic indicators and other non-tariff barriers
• Continue to engage customers abroad in bilateral and multilateral trade to ensure market access based on these principles