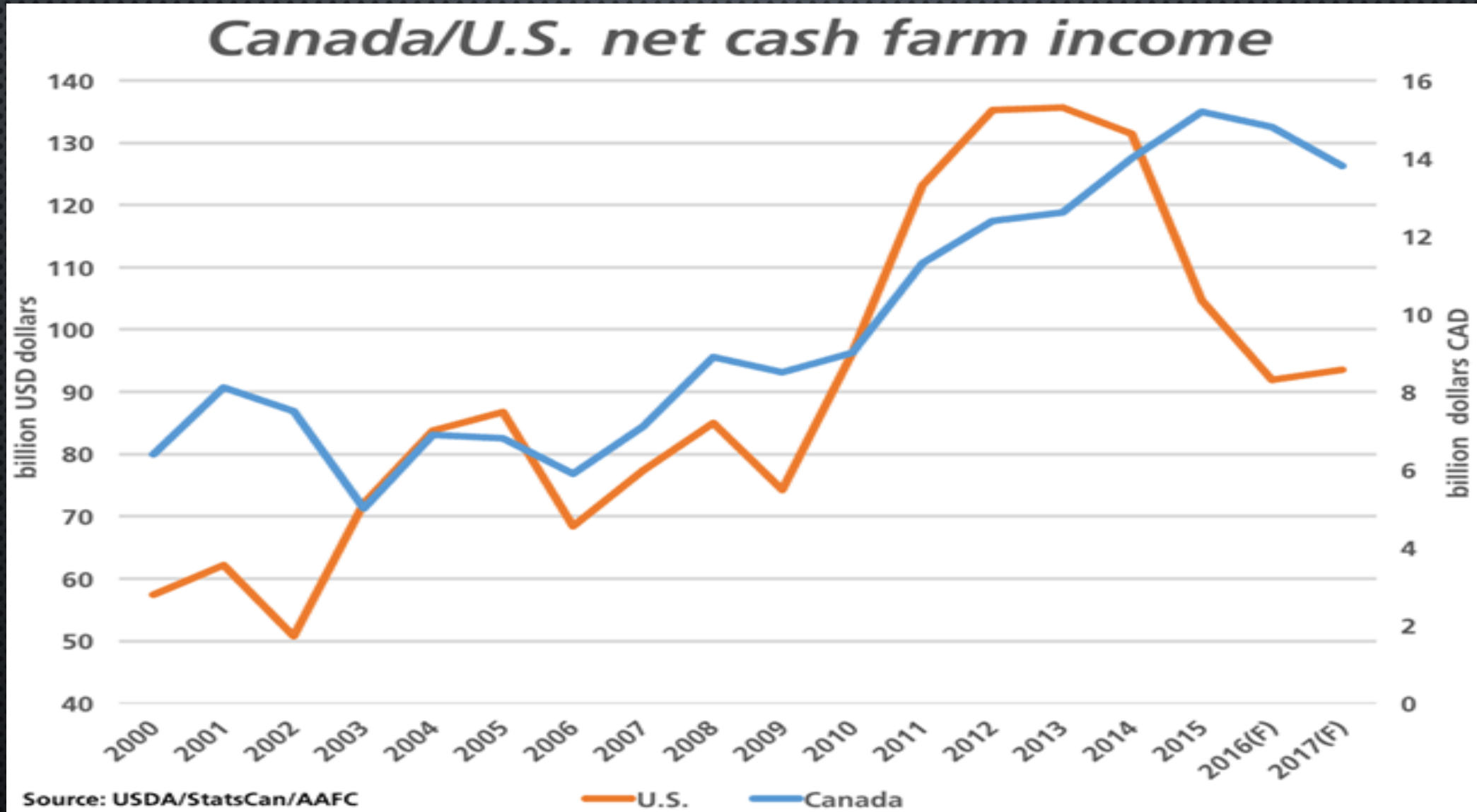


# WHAT'S DRIVING AGRICULTURE IN THE YEAR AHEAD?

MIKE PEARSON  
PRAIRIE OAT GROWERS ASSOCIATION  
BANFF  
DECEMBER 7<sup>TH</sup>, 2017

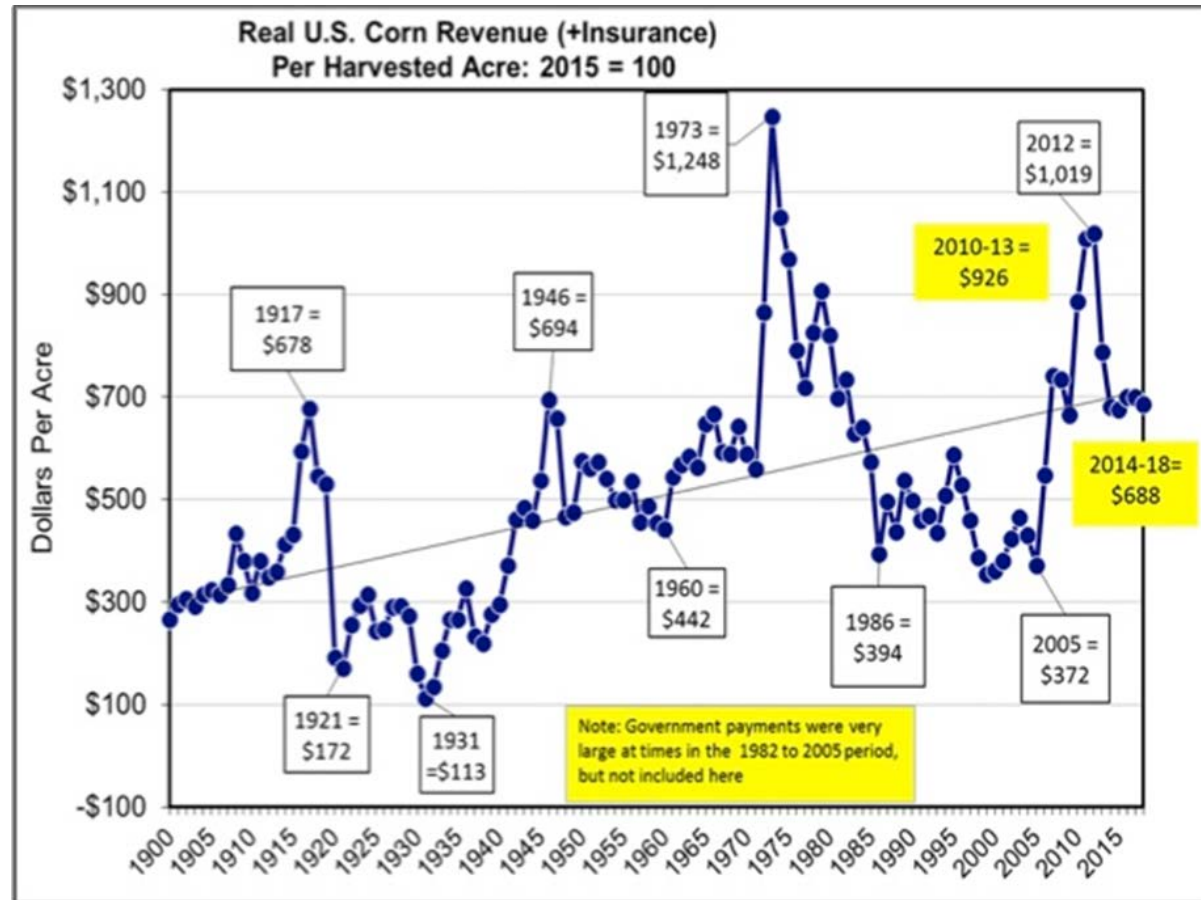


# UNCERTAINTY



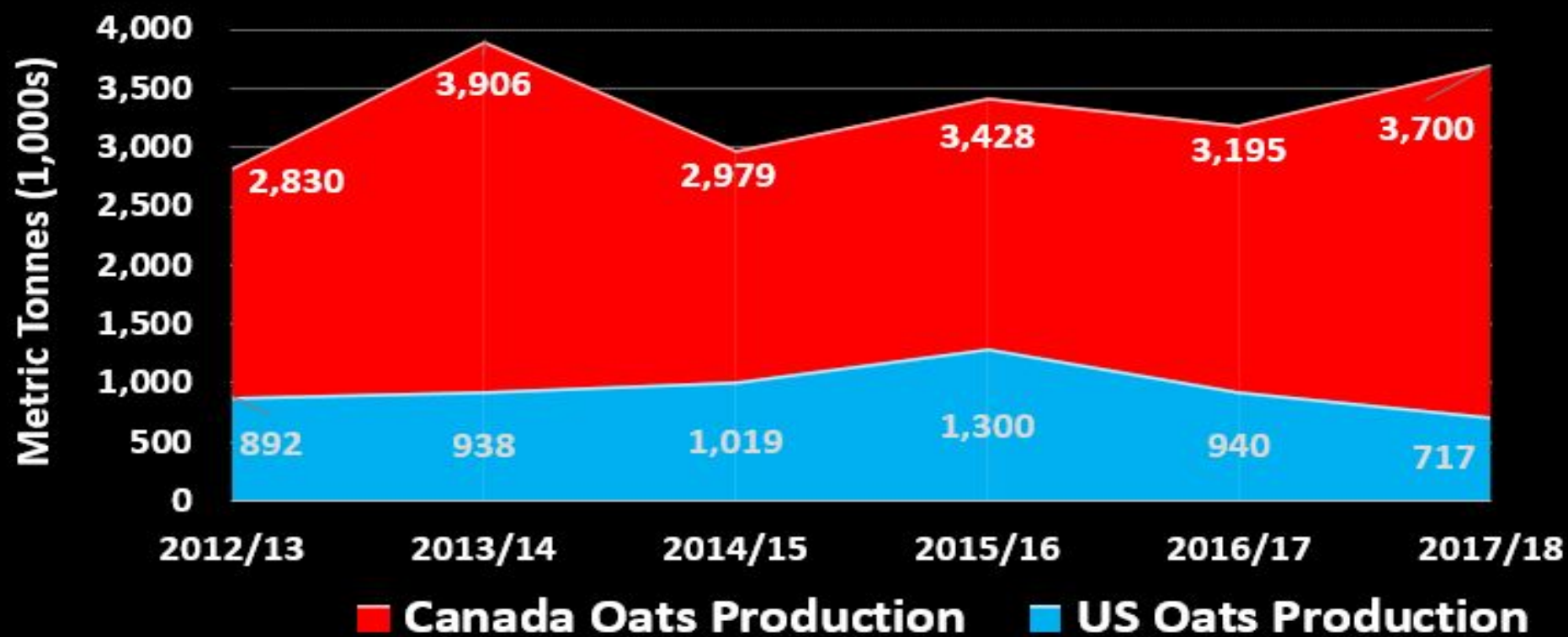
## A LOOK BACK

HOW DOES OUR  
CURRENT  
ENVIRONMENT  
COMPARE  
HISTORICALLY?





## North American Oats Production



Source: USDA

5-Year Avg: 3.34 million tonnes

5-Year Avg: 968,000 tonnes

# MARCH 2018 OATS





# MARCH 2018 CORN



# CAD/USD MARCH 2018



# JANUARY 2018 SOYBEANS





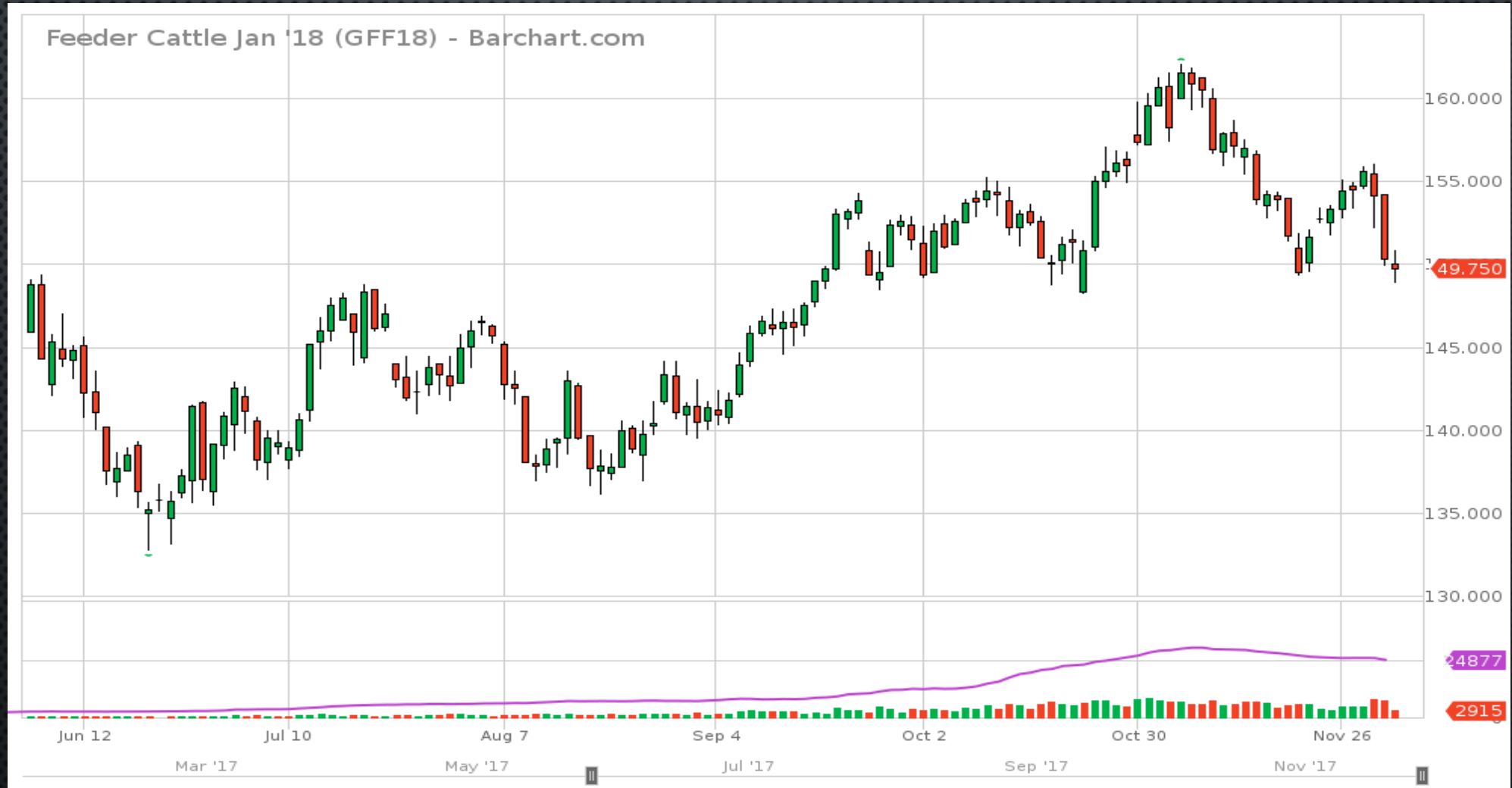


# FEBRUARY 2018 LIVE CATTLE





# JANUARY 2018 FEEDER CATTLE

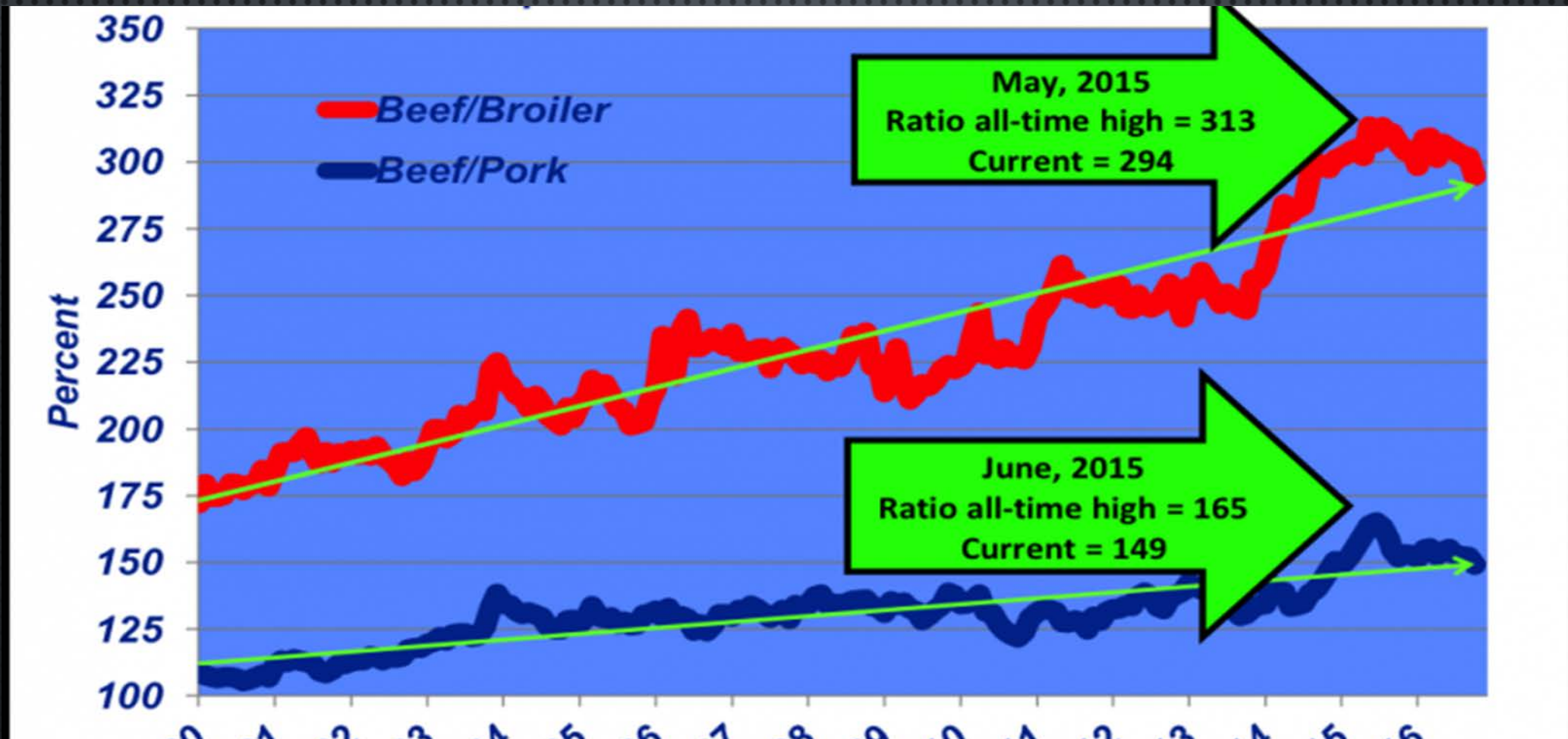


# OCTOBER 2017 LEAN HOGS





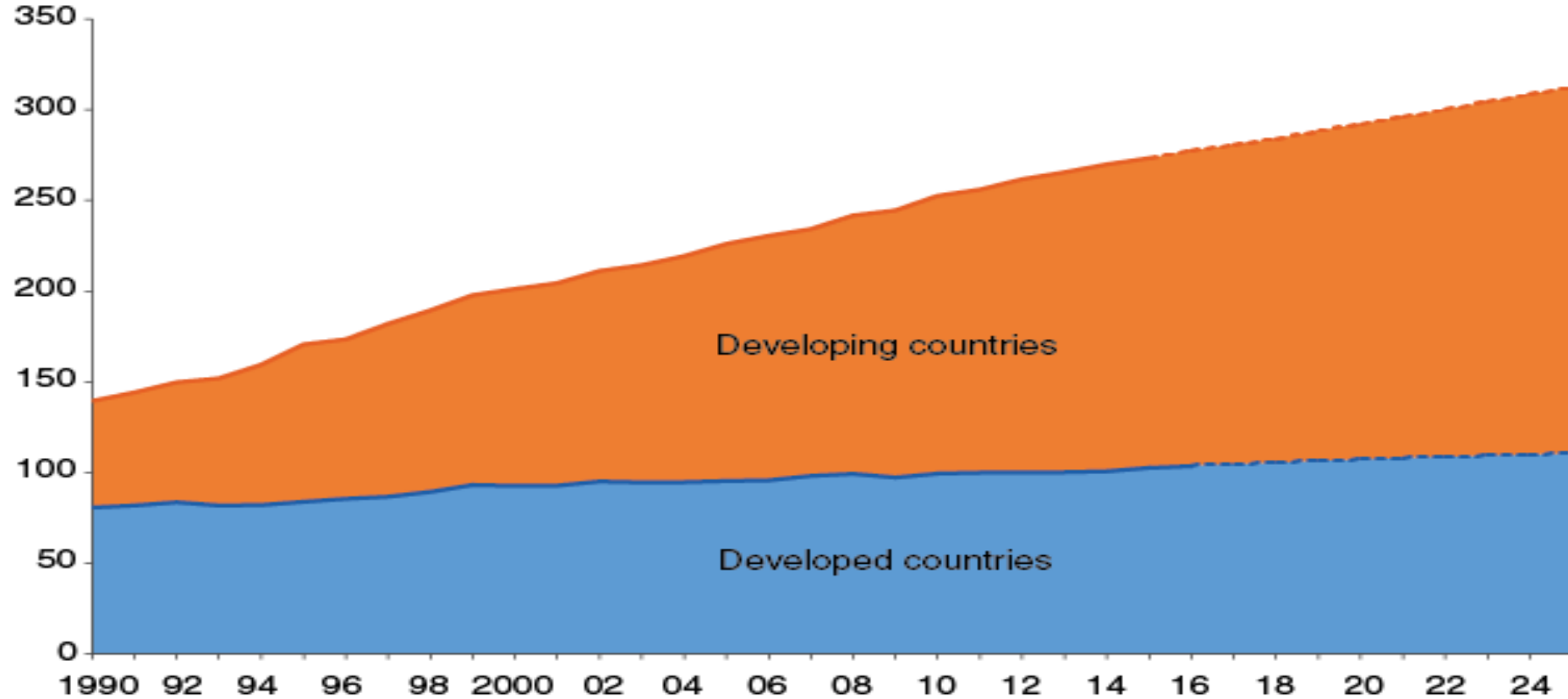
# WHAT DID THE BEEF MARKET OF 2014 TEACH US?



# WHICH BRINGS US TO TODAY

## Beef, pork, and poultry production rapidly expands in developing countries

Million metric tons



Note: Dashed lines represent projection period.

Source: USDA, Economic Research Service based on USDA's 2016 international baseline data, available at [www.ers.usda.gov/data-products/international-baseline-data.aspx](http://www.ers.usda.gov/data-products/international-baseline-data.aspx).

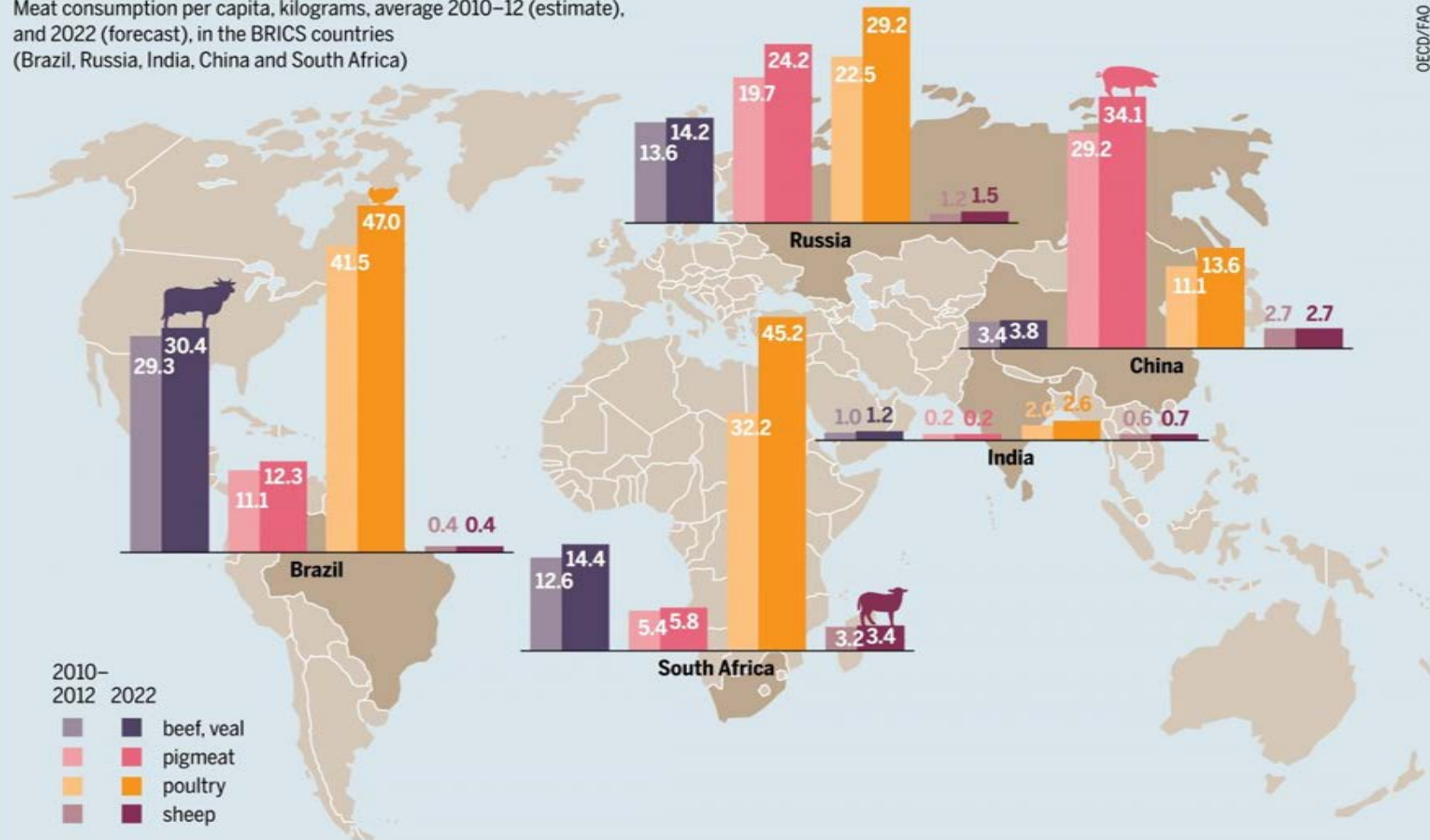


# PROTEIN DEMAND WORLDWIDE

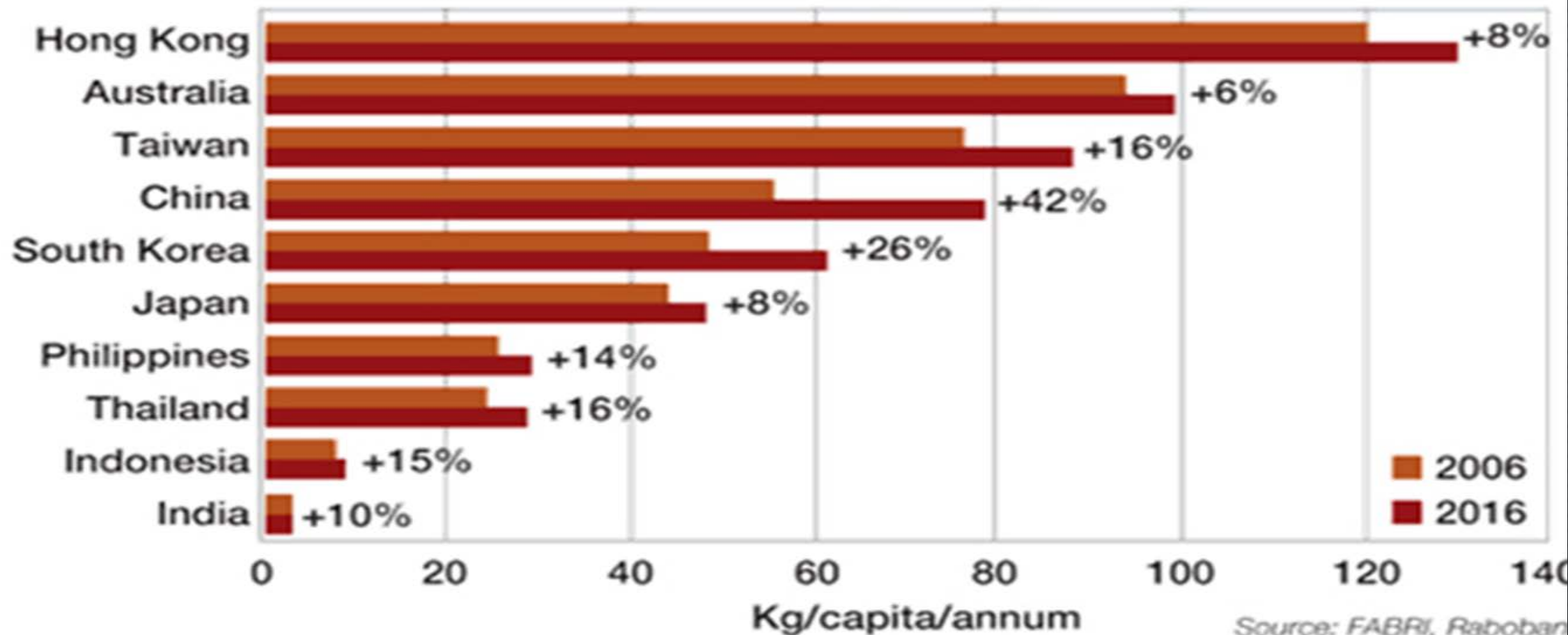
## Demand in the developing world is rising steeply

Meat consumption per capita, kilograms, average 2010–12 (estimate), and 2022 (forecast), in the BRICS countries (Brazil, Russia, India, China and South Africa)

OECD/FAO



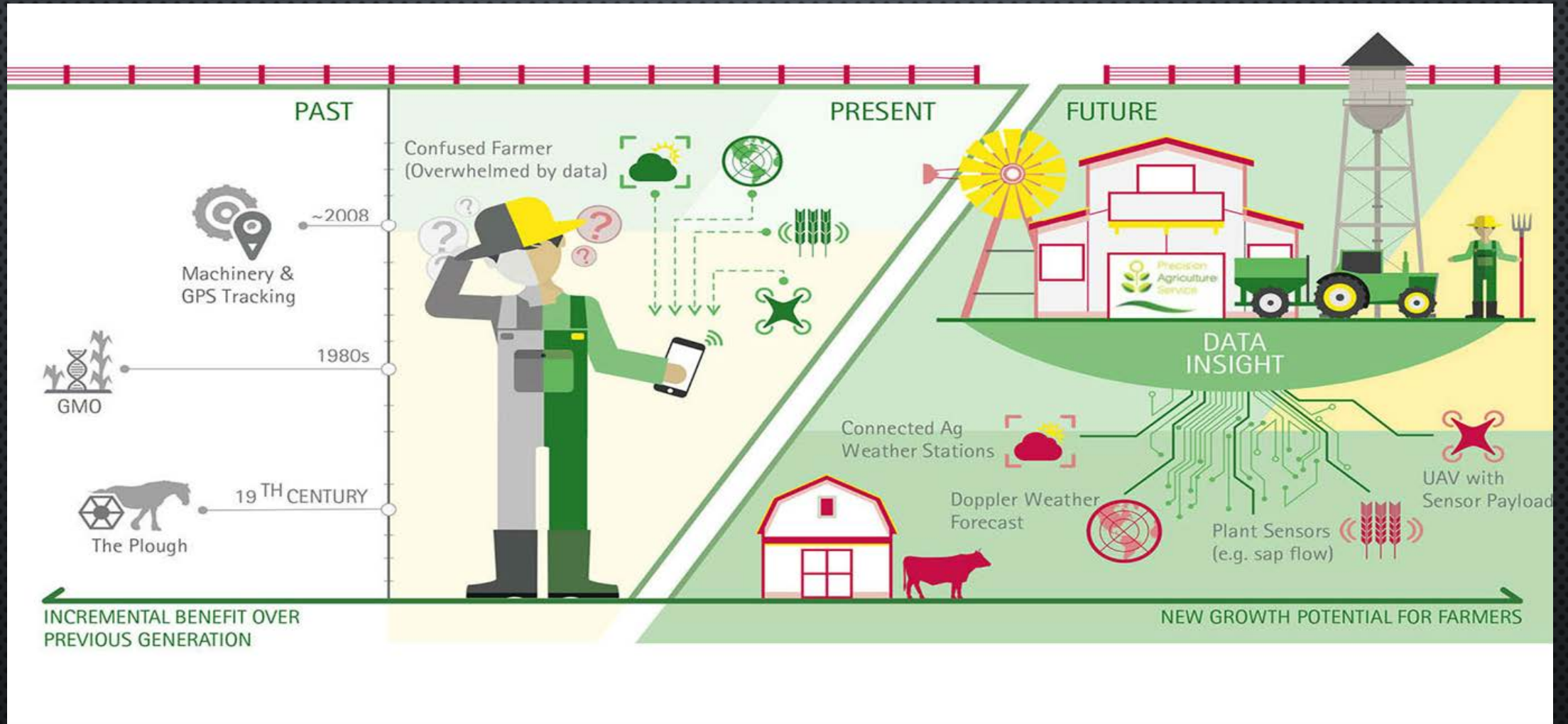
## Per capita meat consumption growth in Asia



Growth in per capita meat consumption throughout Asia ranges from 8% to 42%. Branded meat products will begin to attract increasing interest in Asia's emerging markets.



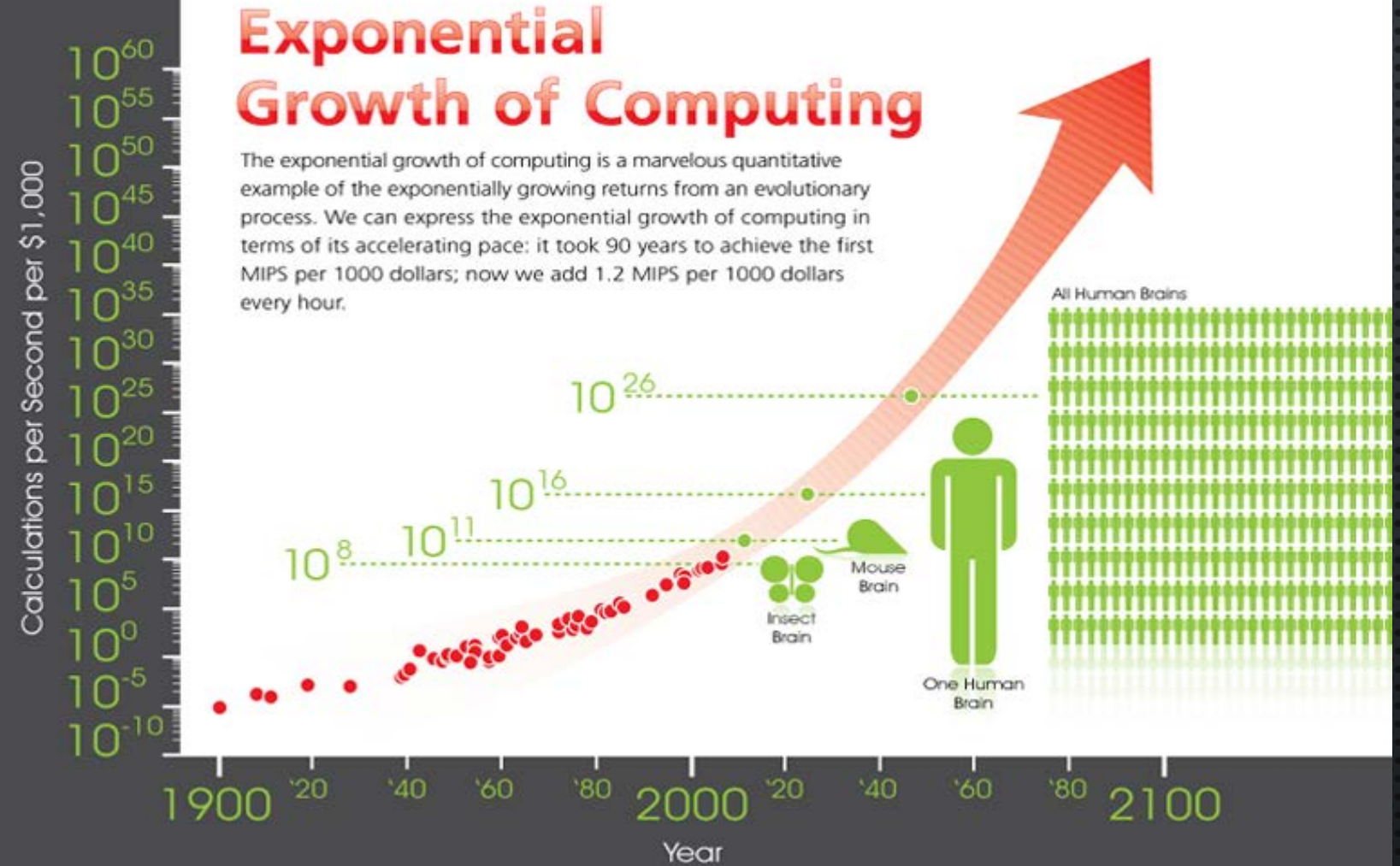
# At the crossroads today...





# Analysis:

- Descriptive
- Predictive
- Prescriptive



Source: Ray Kurzweil and KurzweilAI.net

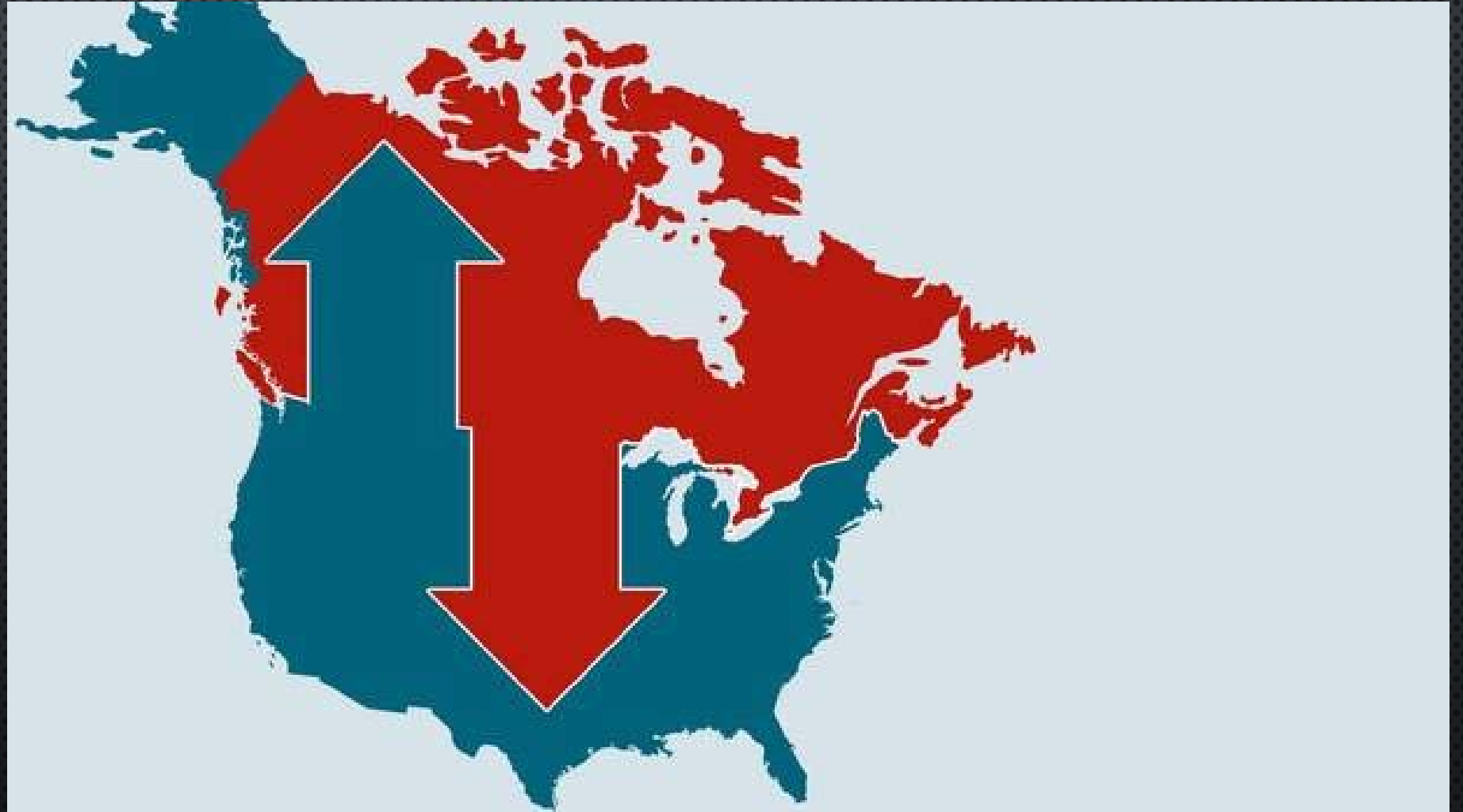


# WHAT COMES AFTER PRESCRIPTIVE DATA?





# THE FUTURE: CHALLENGES









# ADDITIONAL QUESTIONS?

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