2010: A year for industry to bounce back

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BOUNCE BACK 2010
A TIME FOR PEOPLE, PROFITS AND PLANET

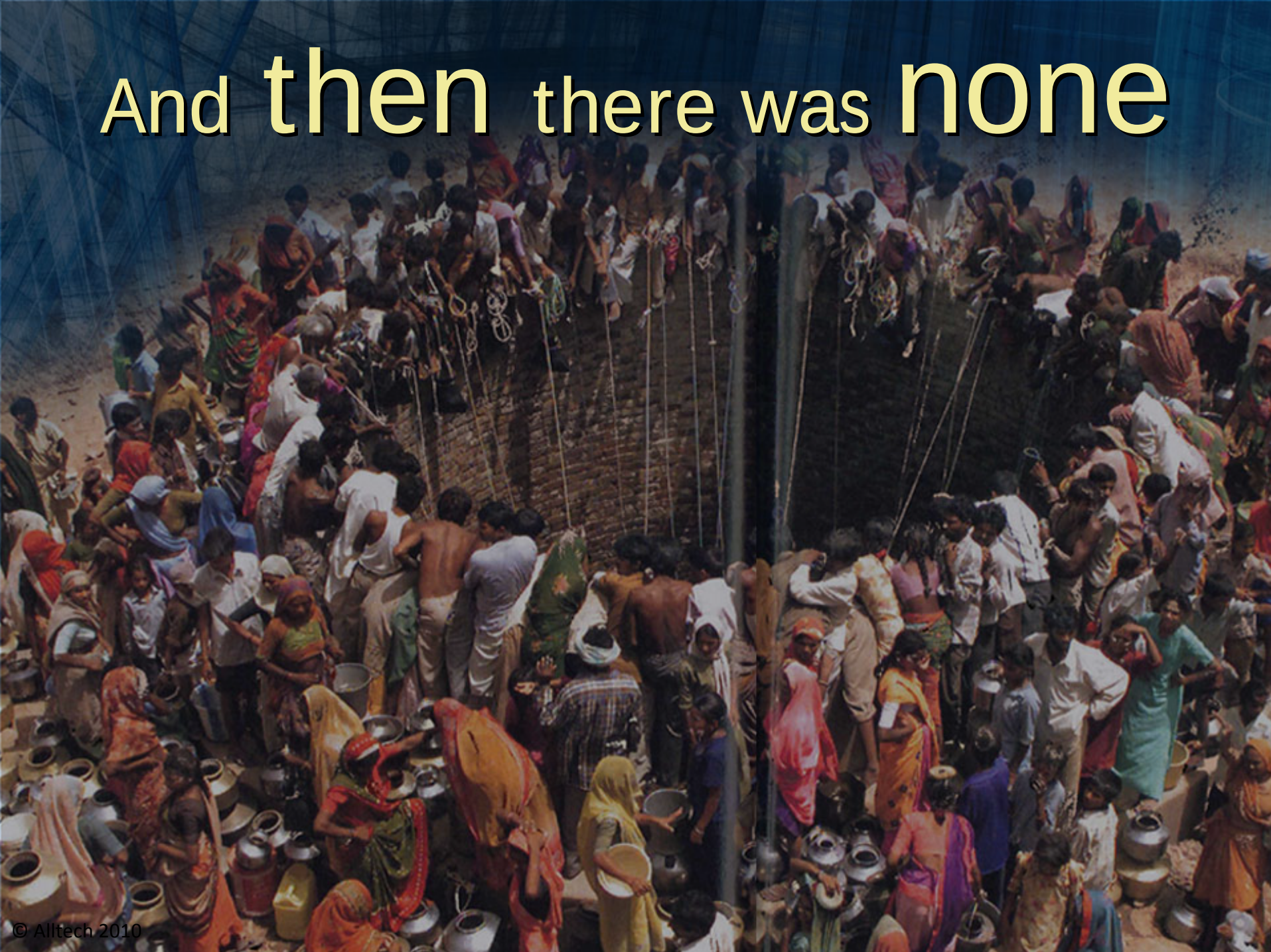

Are you
ready
For uncertain markets?

The greatest
4 words in
any language

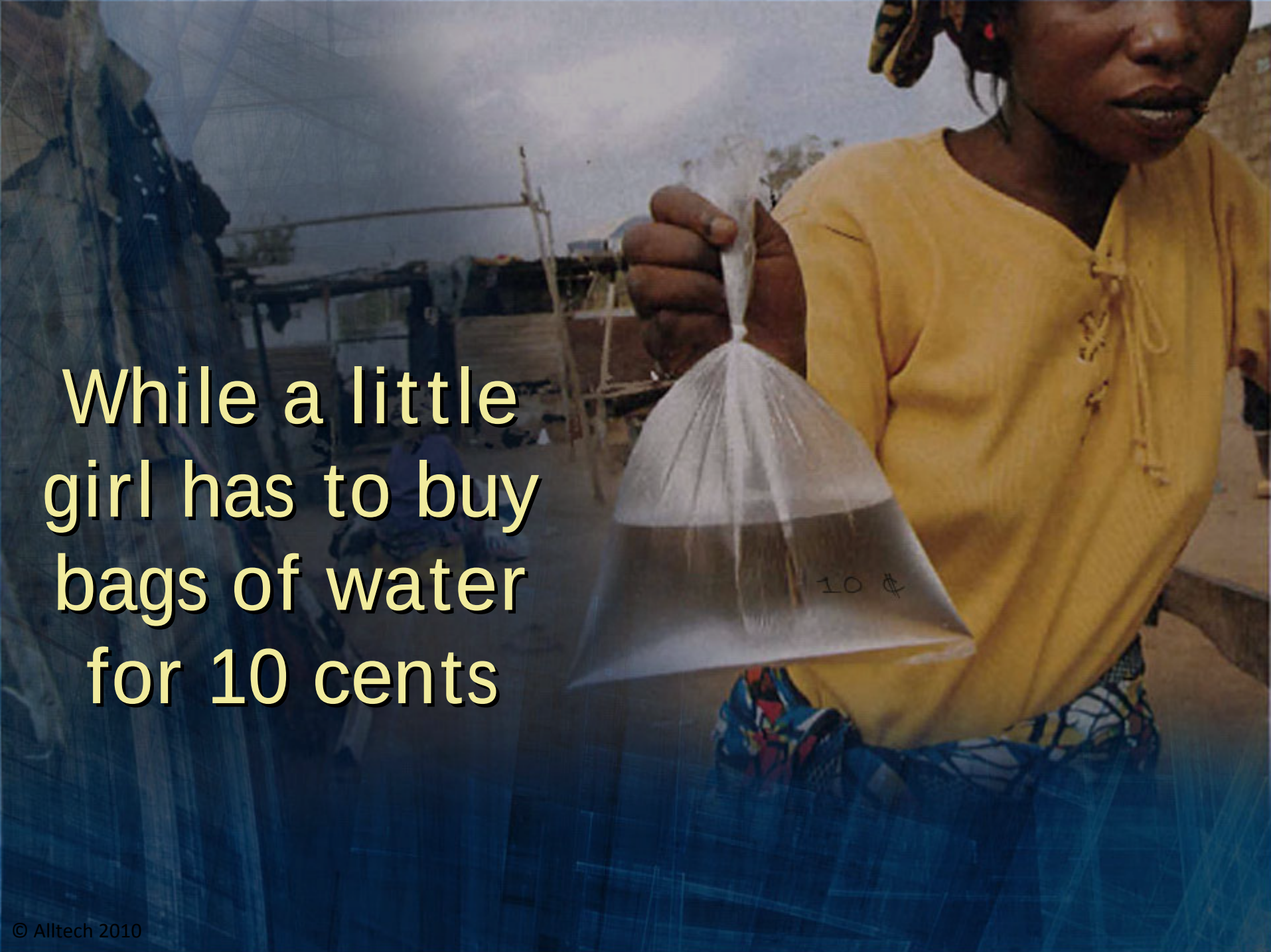
Once upon a time...

There was a world of water

And then there was none



2 billion gallons of water is used on golf courses every day

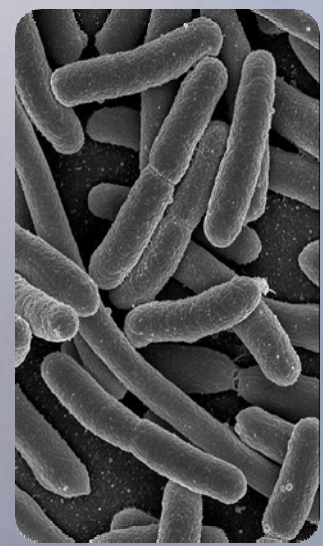


Once upon a time... we began to recognize **greenhouse gases**

25% of species face extinction

1990 – 2005 the **temperature of the world rose .**2° C from global warming *in the next decade we'll rise another 2°C*

- 6% more Ecoli
- 10% more Campylobacter
- Infections will rise

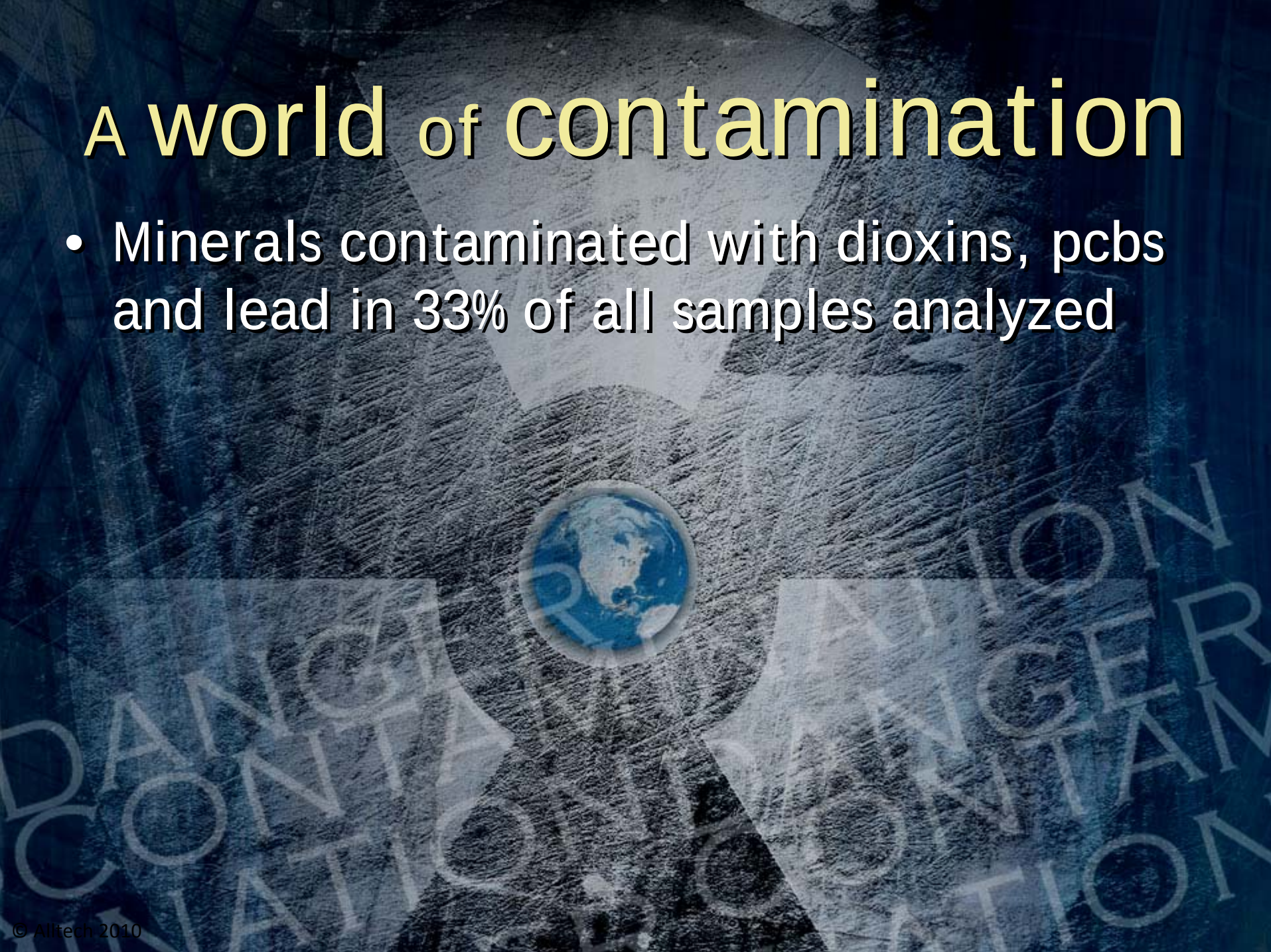


Once upon a time… **traceability** in our food chain became the issue

and yet our meat supply becomes more and more contaminated...drug residues

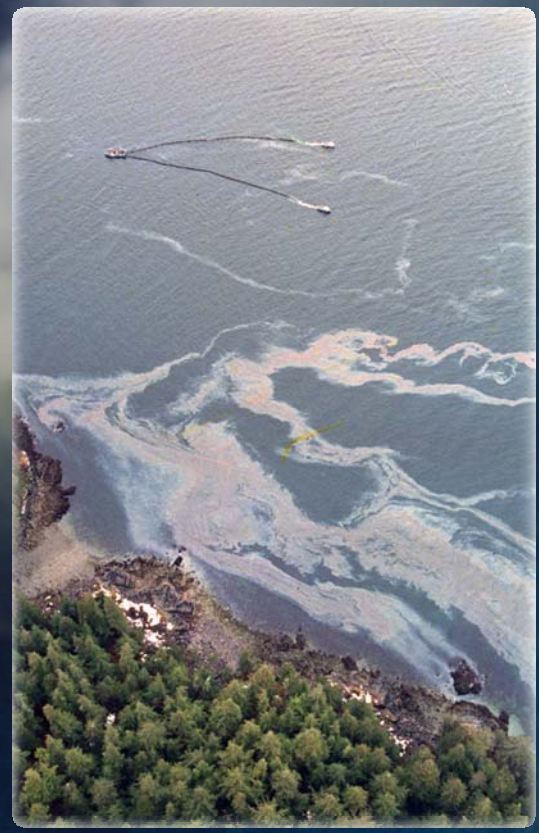
A world of contamination

- Minerals contaminated with dioxins, pcbs and lead in 33% of all samples analyzed



And we continue to compound our problems

Gulf oil spillage threatens to **destroy** our coastline



But we **ignore** that this has been **happening** in the rest of the world **all along**...

In a the eyes of **every** mother it's a **world of hope**

- **A mother with 6 children**
  - No education
  - Wanted something better for her children


When I came to launch a company my mother's encouragement?
"What took you so long?"
Alltech
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And when that company hit a crisis as the rest of the world did

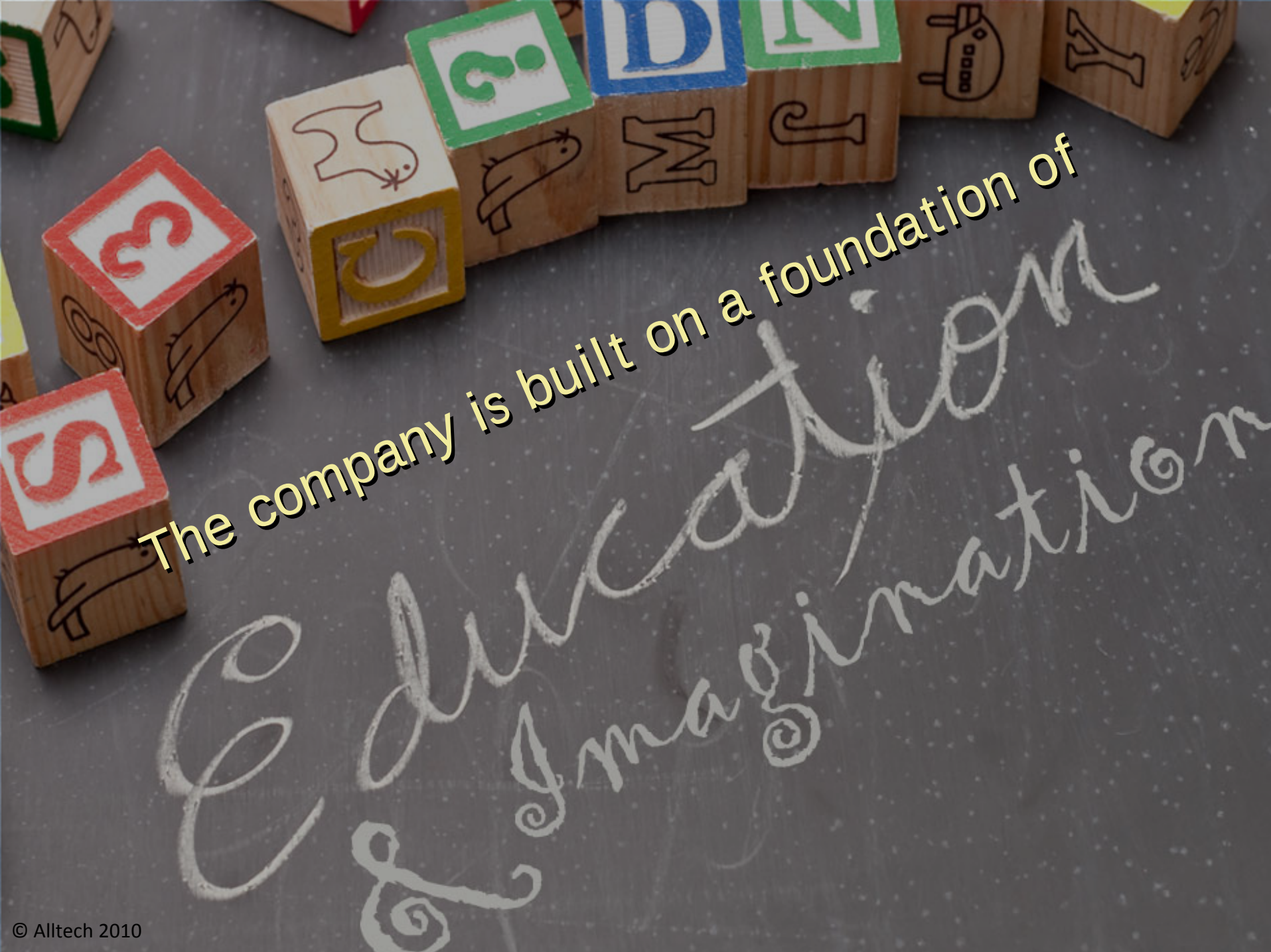
a *world* of...

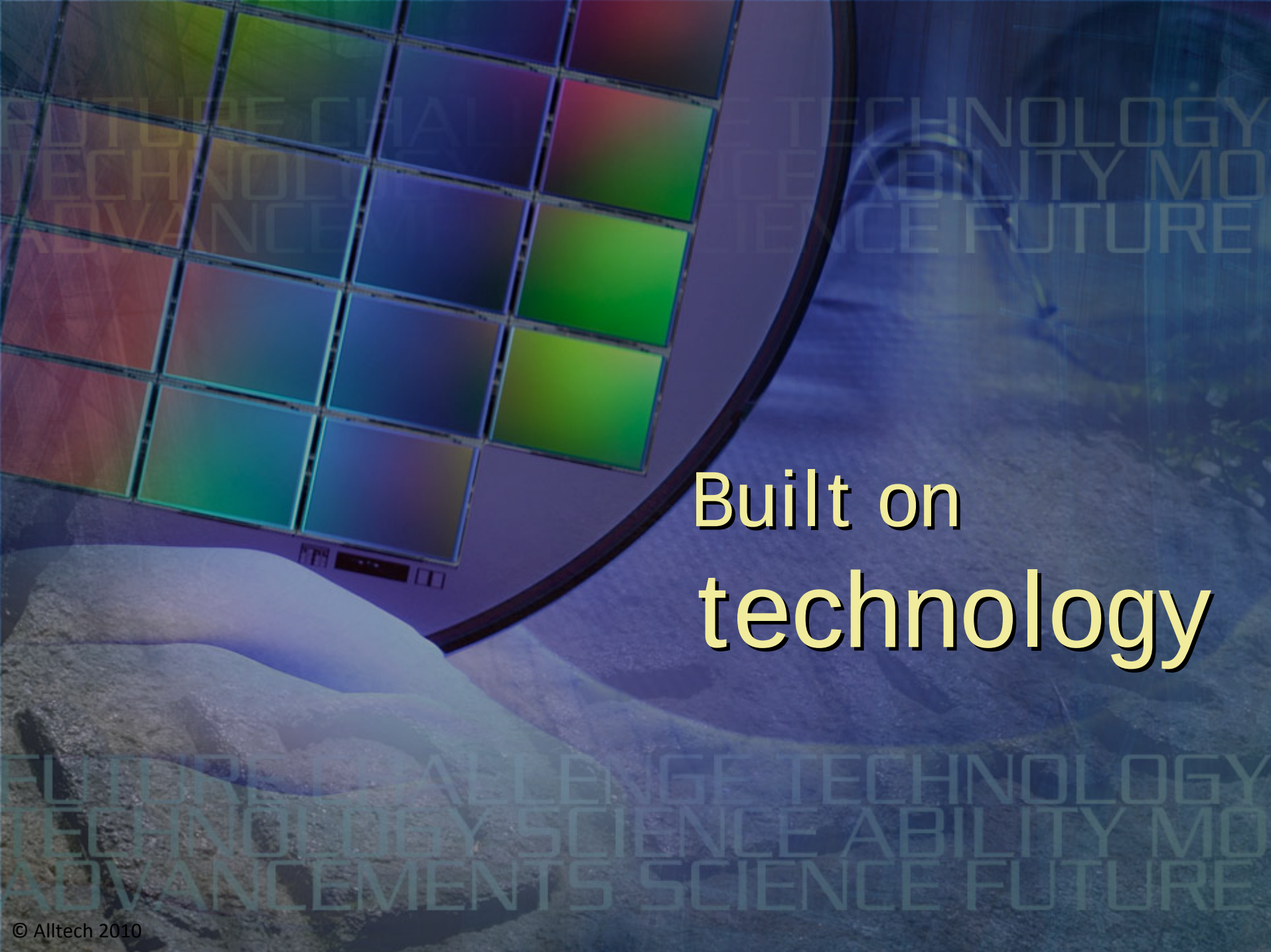
- *Rip offs*
- *Lay offs*
- *Madoff's*

We embraced our people

In a time of crisis we

- Increased salaries by 9%
- Increased work force by 15%
- Entered 10 new countries
- Did 3 times more capital investments
- Reduced debt by 30%





Technologies

- Gene Chip
- Algae
- SSF
- Protected minerals
- Yeast derived products
- Genomics
- Nanotechnology
- Mass Spectometry

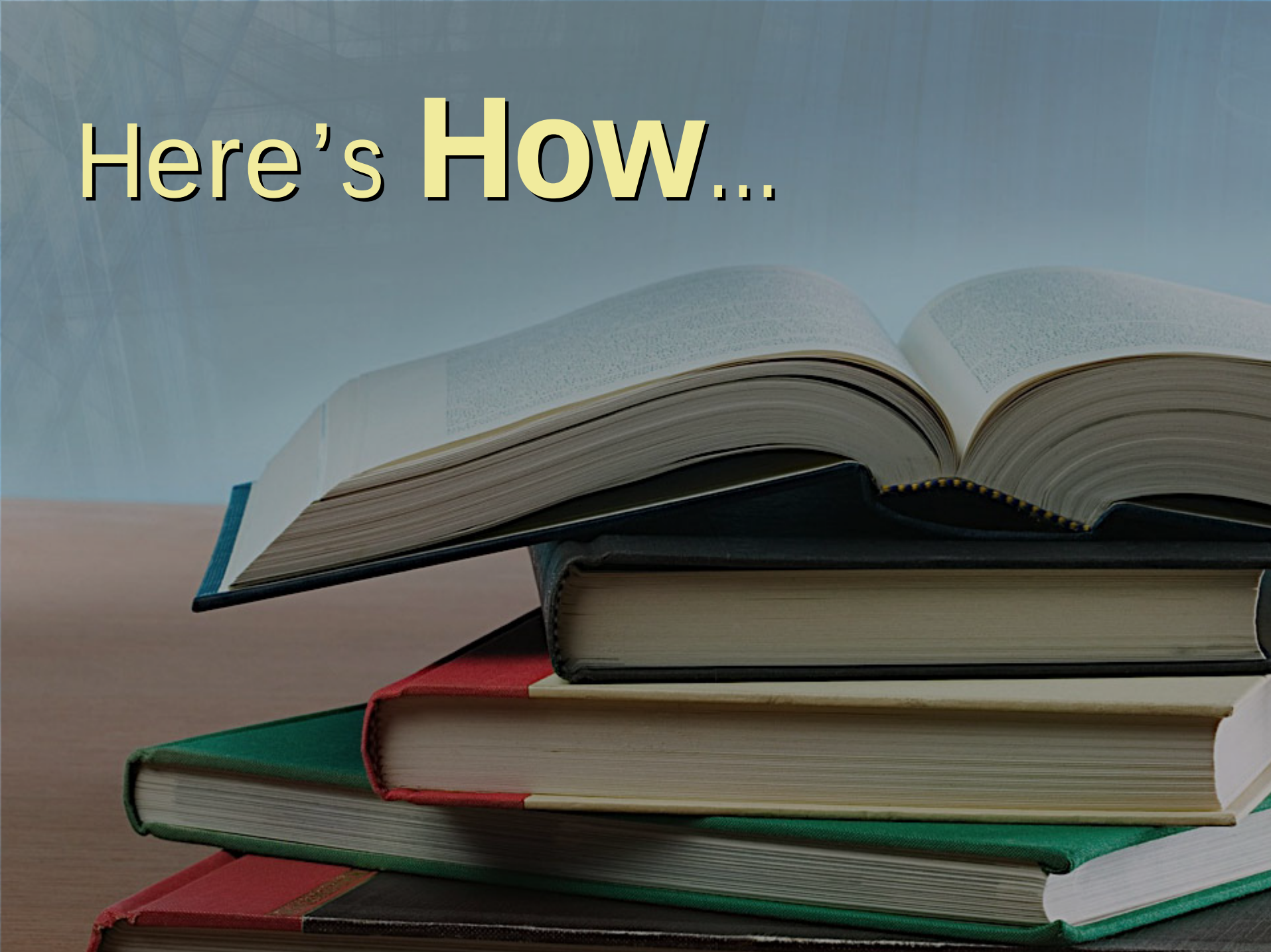
What can we do to reduce pollution and give full traceability?

Performance

✓Environment

✓Q+ Assured

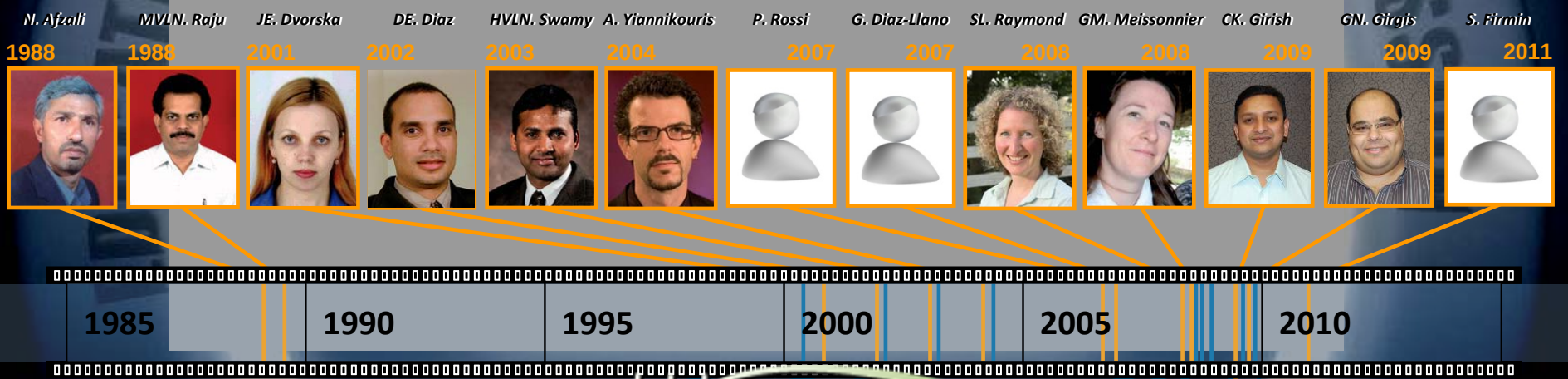
Here's **How**...



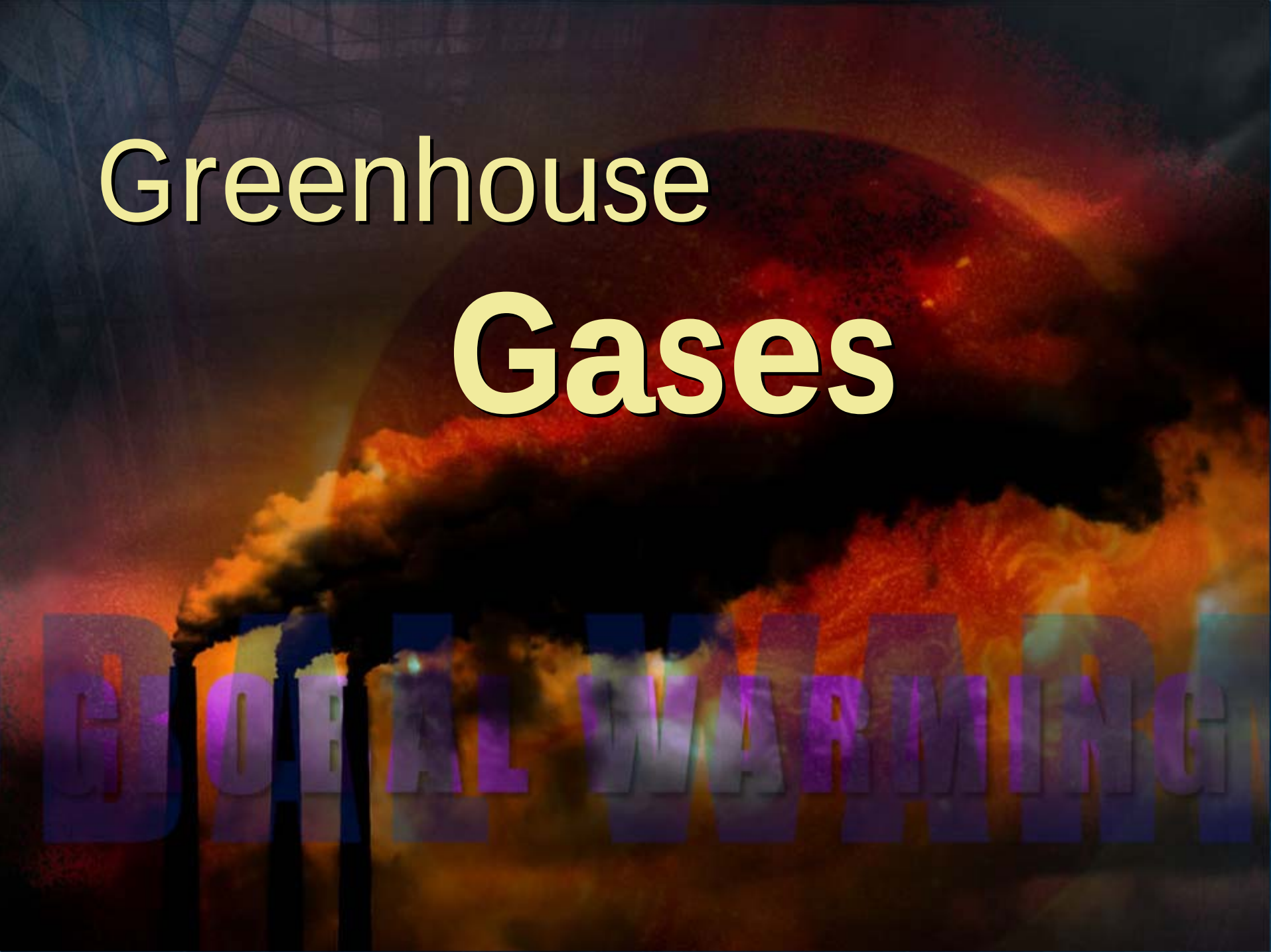
15 PhDs theses
18 Masters theses

3 patents

55 Peer reviewed papers



MYCOSORB®


Greenhouse
Gases
GLOBAL WARMING


"What took you so long?"

There was another time when the **world was full** of **Greenhouse gases**

3.7 Billion years ago

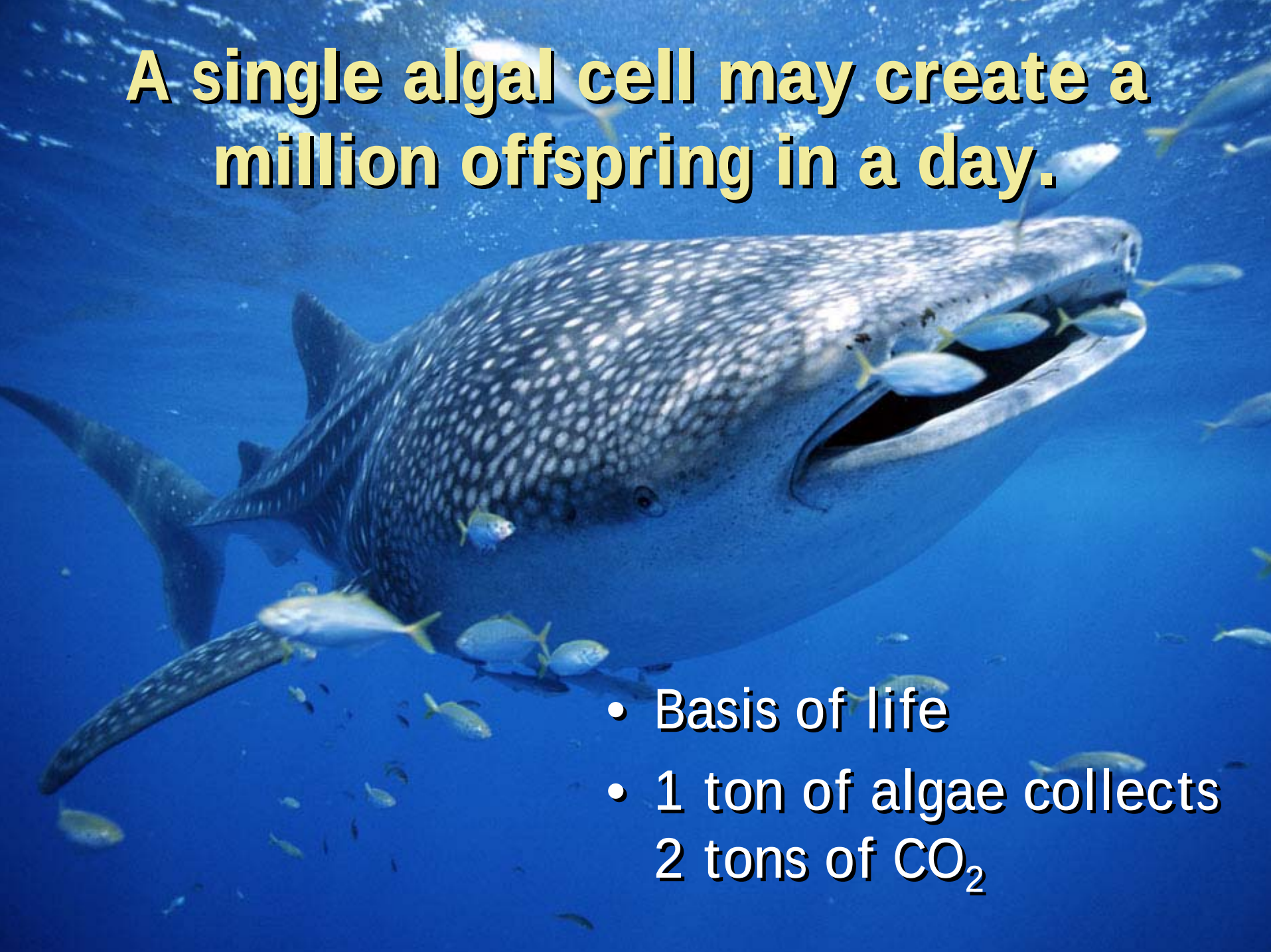
CO_2 + CH_4 + heat =

Algae

Oxygen

Our world today

A single algal cell may create a million offspring in a day.



- Basis of life
- 1 ton of algae collects 2 tons of CO_2

How can we **redefine** nutrition?

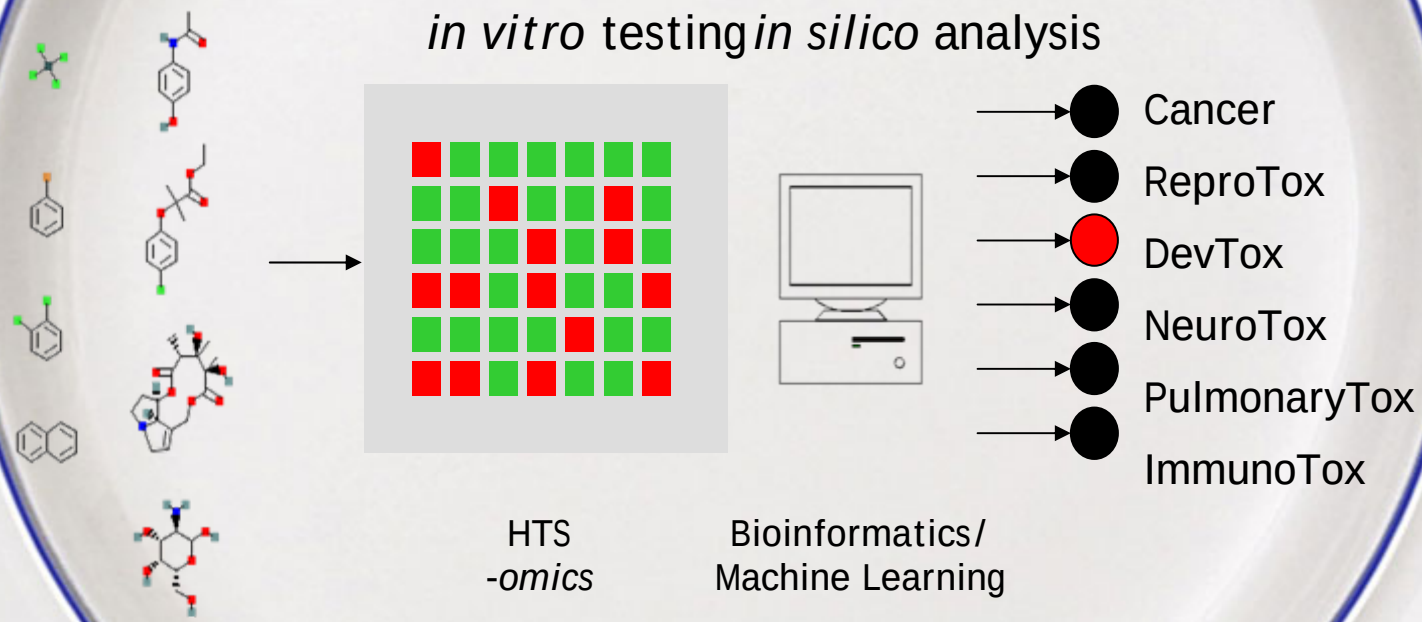

Farm to Fork
Security?

Revolutionary approaches to Traceability

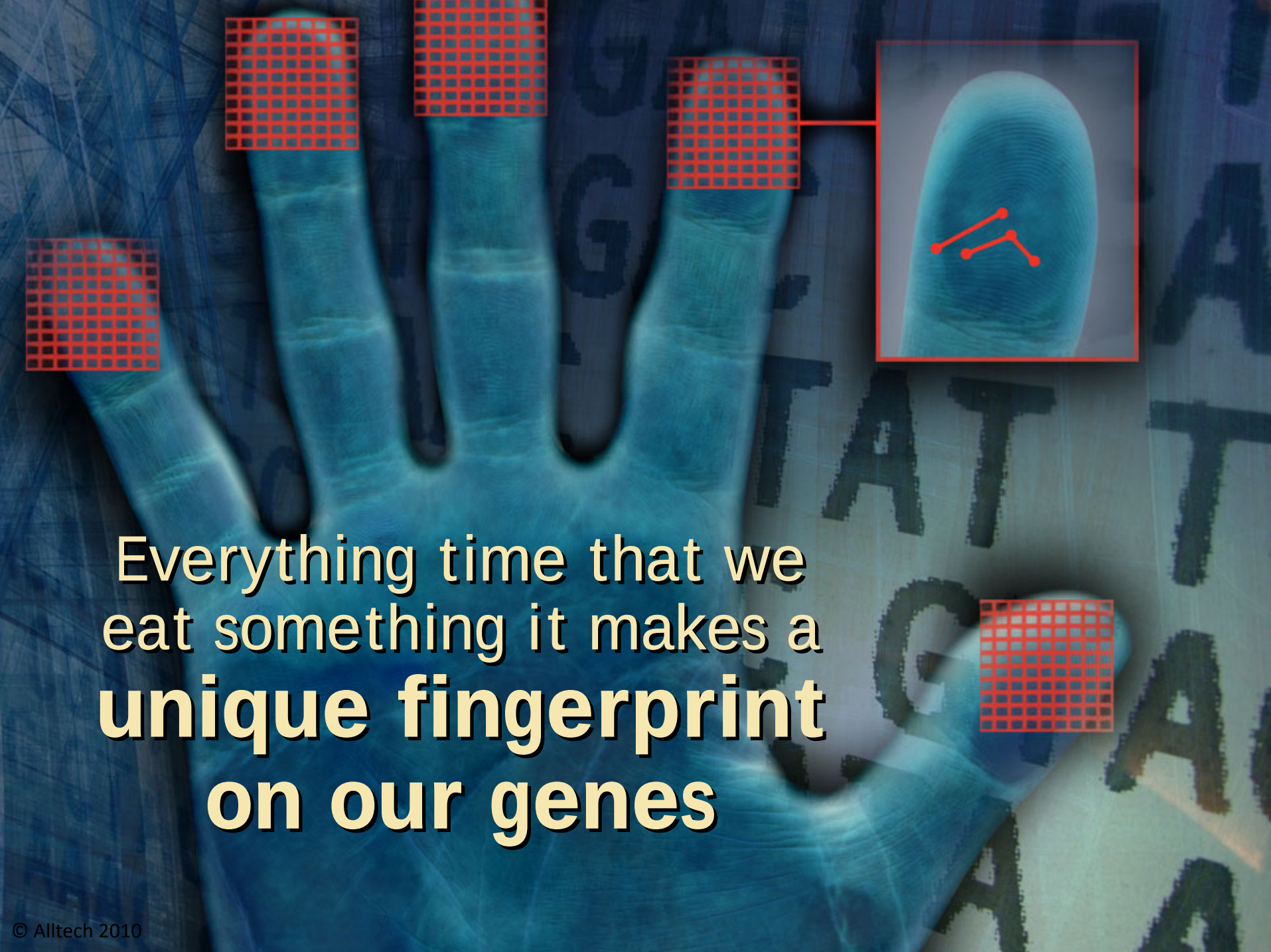
Of course we can because of the **gene chip**

What is the Gene Chip?

It's a laboratory on a plate — An animal on a plate



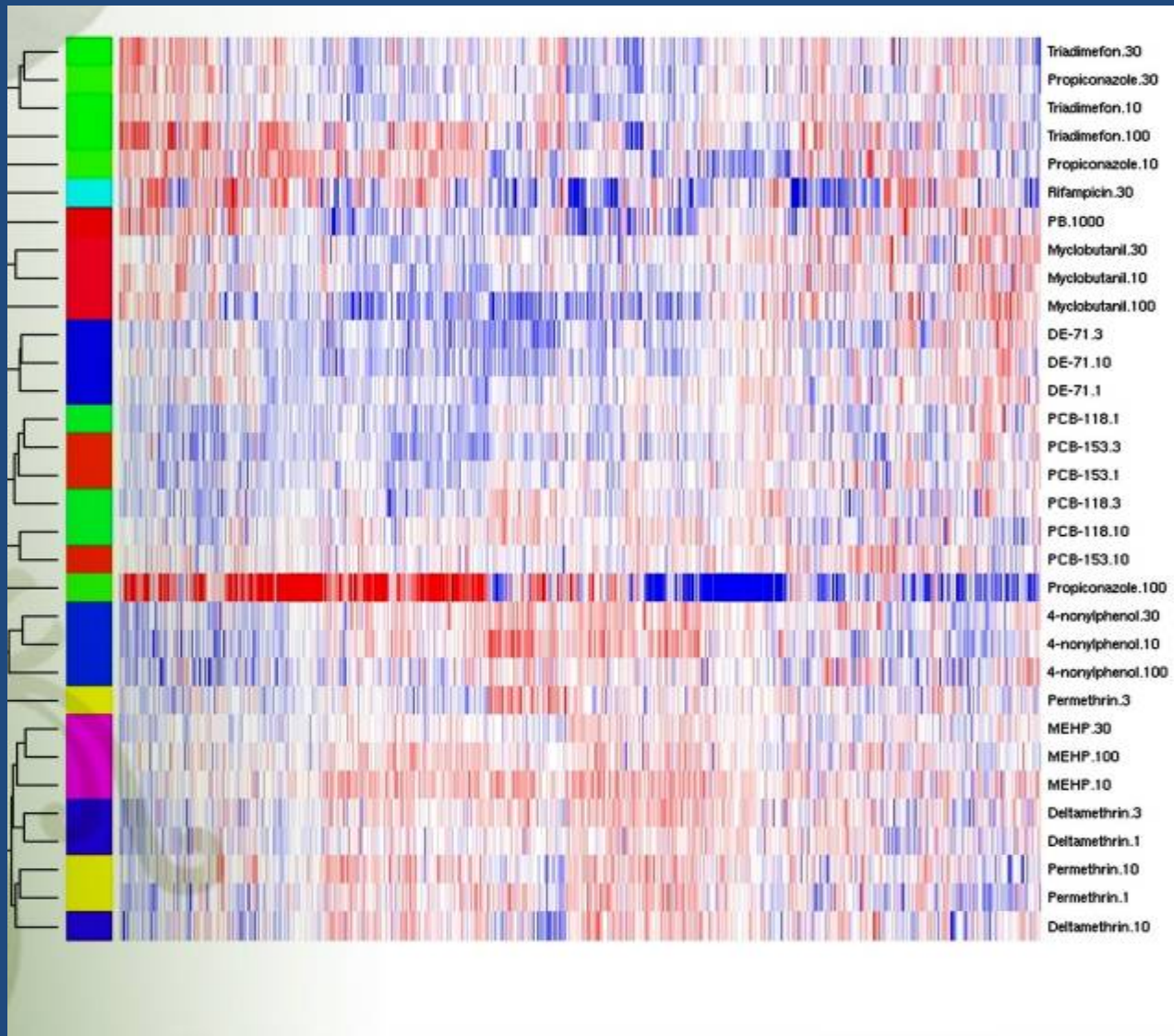
(EPA, 2007)



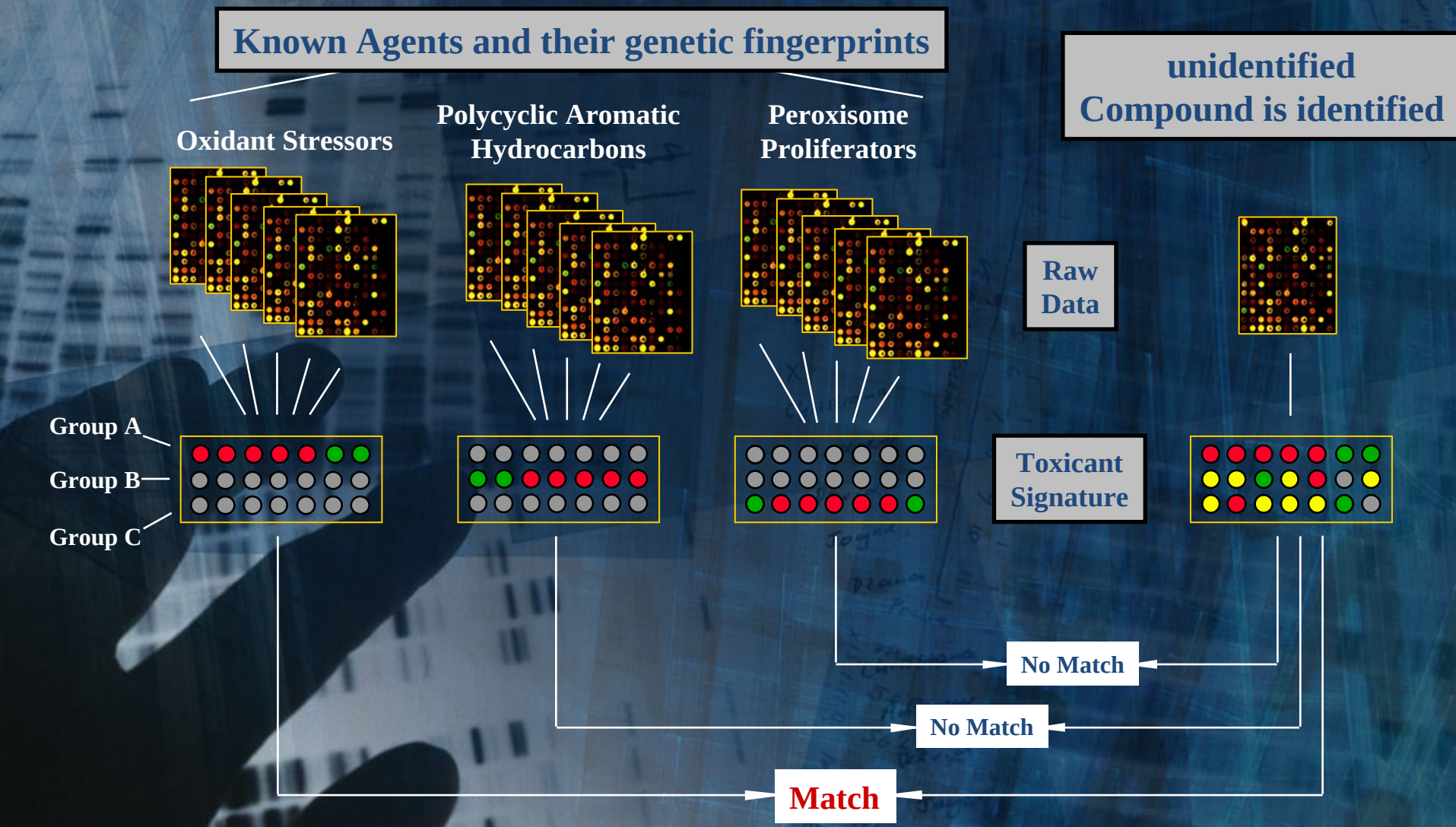
Some genes are **up** regulated and some are **down** regulated

This is a typical example:

- **Red** means up regulated
- **Green** means down regulated
- **Blue** little happens



Identifying the agent from the gene fingerprint



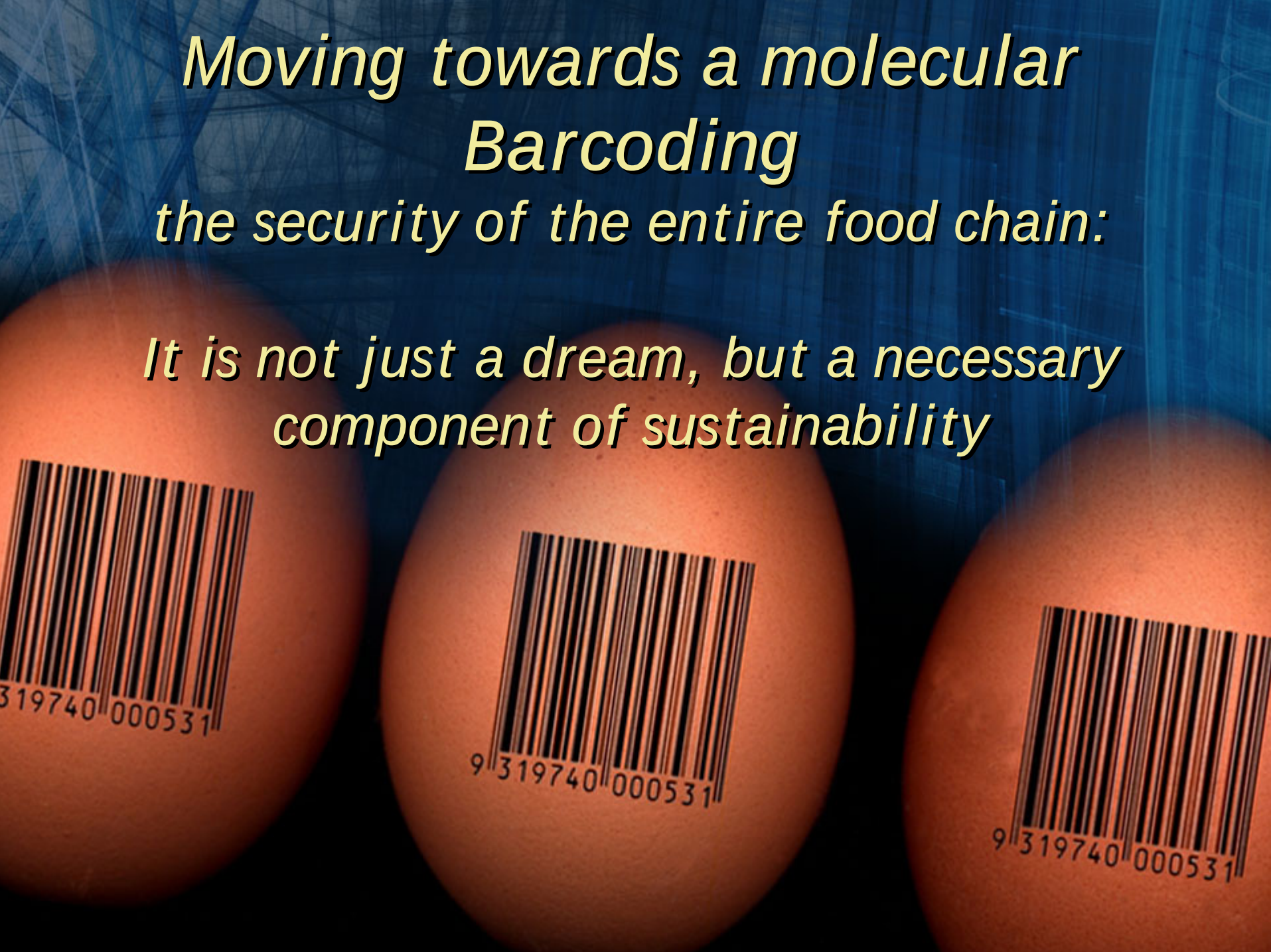
(NIEHS, 2005)

- Identify what that ingredient is in real time
- Can predict the effect of a certain ingredient
- It can be traced

Moving towards a molecular Barcoding

the security of the entire food chain:

It is not just a dream, but a necessary component of sustainability



Now we are starting to build a **predictable** new **future** based on **natural sciences**

With unlimited opportunities

~~$500 million~~

~~$1 billion~~

$2 billion

This is just the beginning

None of this is any good unless we brand.

$4.39/ gallon

Full of sugar
Rots teeth
Can rust nails
Causes diabetes
Causes obesity
Zero nutritional value

$2.69/ 1 gal.

Our industry needs to learn how to brand

Coke

vs.

Milk

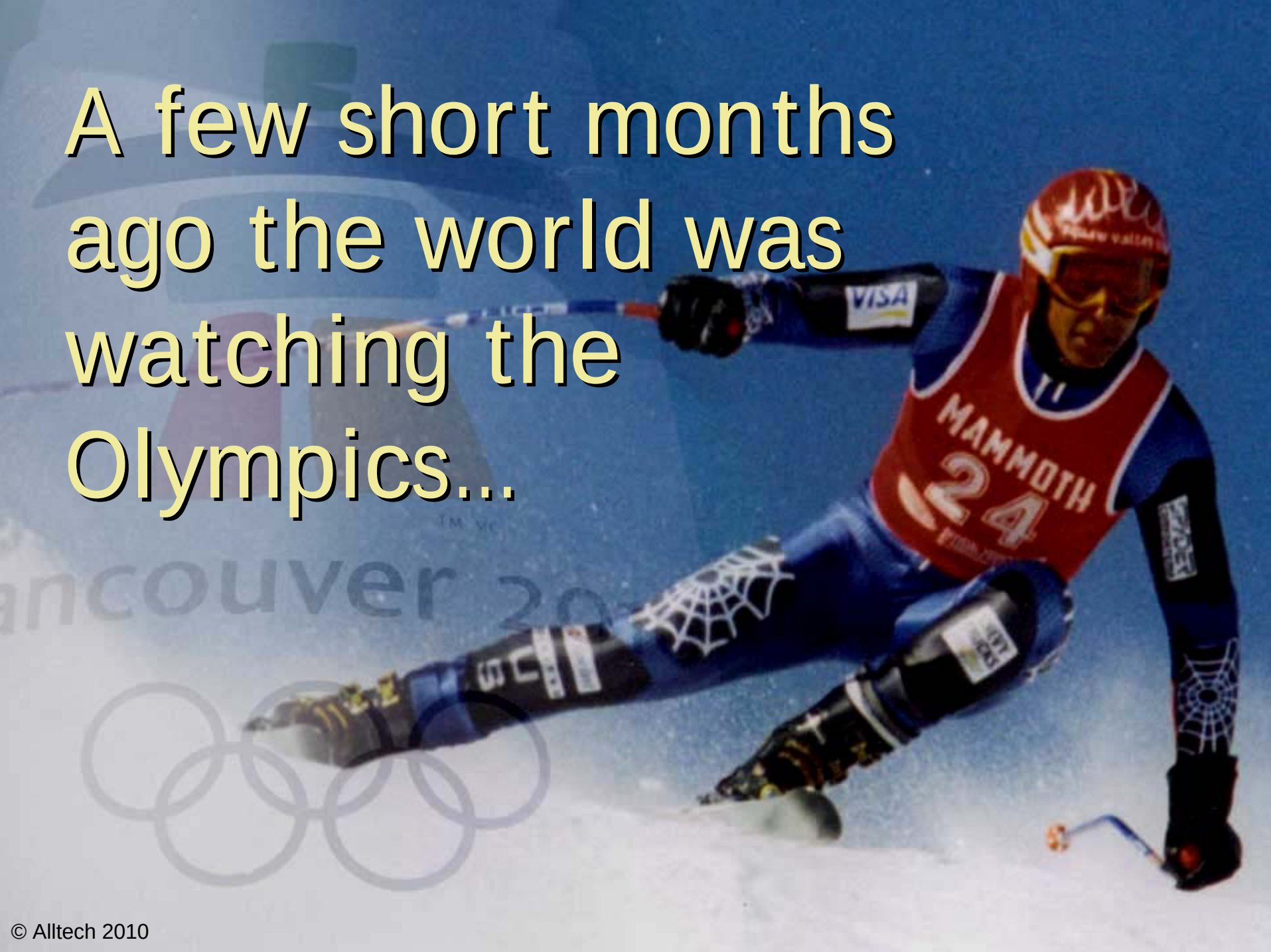
Full of calcium
Full of Protein
Natures ideal food
Excellent nutritional value
Capable of being enhanced

The Real Thing?

The “Real” Real Thing


How to
launch a brand
You avail of the
opportunities that you are
given

A few short months ago the world was watching the Olympics...



The world will be watching us!

“The largest sporting event to come to the US since the 2002 Winter Olympic Games”

Alltech FEI™
World Equestrian Games™
Kentucky 2010


We started with
1000 days out
94
days
to go
Alltech FEI
World Equestrian Games
Kentucky 2010


What has this
done for us?

“Has altered the way that the world looks at agriculture and the way that Agriculture looks at the itself”

- Damien McLoughlin, April 2010

The **Challenges**
are your **opportunities**


Are you ready?
BOUNCE BACK 2010
A TIME FOR PEOPLE, PROFITS AND PLANET
• Embrace Change
• Be ready for change
- Education
- Research
- Speed
• Brand

MONDAY MORNING Call to Action

- Be at the Alltech Games
  - Show agricultures best face
- KidZone
  - The pipeline to the future
- Address problems
  - Peta

Thank you

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