Strategic sourcing in a tighter and more volatile market

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22 June 2011
Tighter and more volatile markets

Agri Commodity Prices (selection)

Source: Bloomberg, CBOT, Rabobank 2011
Global F&A demand keeps rising fast ...

- **Population growth 2020**
  - China  + 4%
  - India  +12%
  - EU27  + 2%

- **Economic growth 2020**
  - China  + 8% pa
  - EU27  + 2% pa

Source: Rabobank based on EC, FAO, FAPRI, OECD, USDA
China Commodity Short
... but supply is struggling to keep up

Source: FAO, Rabobank 2011
The battle for raw materials

Commodity colonialisation
If you are not in, are you out?

Application Knowledge

Access to Consumer

Production Efficiency
Controlled supply, not the end-game!
Thank you for your attention

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