Growing Needs:

Feed 9 billion people

Purchasing Power and Demand

- Middle class, emerging economies

Americum’s Demand:

High Intrinsic Value Products: fruits, meats, vegetables,

Value Added Products, Food Away from Home
Rural Poverty

40% of world labor in agro, only 4% of GPP.

Need ≠ Demand

(a Matter of Purchasing Power).

Urban Poverty Double Jeopardy

Malnutrition & Under Nutrition at the same time in emerging economies

Mexico, Kuwait...
Demands for Agribusiness Biomasses
The Gallo’s 12 Fs
Gallo’s 12 Fs

Demands for Agribusiness Biomasses

Pharmacy
Fish
Full
Feed
Food
Fuel
Forest
Flowers
Furfural
F&F
Fun
Food: meat, fruits, vegetables, grains

Demands for Agribusiness Biomasses

- Food
- Fuel
- Forest
- Flowers
- Furfural
- Full
- Fun
- F&F
- Fish
- Pharmacy
- Fiber
- Feed
Feed: demand derived from meats.
Fiber: Cotton wool
Fuel: Gasoline, Diesel
Gallo’s 12 Fs

- Flowers: gardens, golf etc.
- Feed
- Food
- Fuel
- Fiber
- Fish
- Pharmacy
- Full
- Fun
- F&F
- Flowers
- Furfural

Demands for Agribusiness Biomasses
Gallo’s 12 Fs

- Forest: wood, cellulose
- Food
- Feed
- Fuel
- Fiber
- Fish
- Full
- Fun
- F&F
- Demand for Agribusiness
Fish: filets, meal, algae
Gallo’s 12 Fs

Demands for Agribusiness Biomasses

Pharmacy: Goldberg Agriceutical
Furfural: Bioplastics.
Fun: Rural Experience. Agrotourism
Full, No waste agribusiness
F&F: Flora, Fauna and Environmental Services

Gallo's 12 Fs

- Feed
- Food
- Fuel
- Fish
- Pharmacy
- Full
- Fun
- F&F
- Flowers
- Furfural
- Demand for Agribusiness Biomasses
A Good Way to Engage Talent

- Since the University.
- Learning by Doing.

- Whole Chain: Insemination, birth, calf feed, pasture, milk, cheese, yogurt; calculate cost, sell to Wal-Mart or retail... Butchery, make sausage, meat cuts; etc.

- Many Chains: Poultry, tilapia, bees, swine, seeds, transgenic, fruits, vegetables, biological control, green house. Invisible curriculum
Agribusiness Promising Future

Growth of Need, 9 billion consumers

Growth of Demand, a Flat World.

New Demands, G 12 Fs.

In 2008 agribusinesses showed their claws when oil price was 140.

A future filled of opportunities.

Easier to engage talent.