U.S. Forage Export Growth 2007-2013

Japan 37% - 4%
U.S. Forage Export Growth 2007-2013

- **Korea**
  - 2007: 1,500,000 tons
  - 2008: 1,500,000 tons
  - 2009: 1,500,000 tons
  - 2010: 1,500,000 tons
  - 2011: 1,500,000 tons
  - 2012: 1,500,000 tons
  - 2013: 1,500,000 tons

- **Japan**
  - 2007: 1,500,000 tons
  - 2008: 1,500,000 tons
  - 2009: 1,500,000 tons
  - 2010: 1,500,000 tons
  - 2011: 1,500,000 tons
  - 2012: 1,500,000 tons
  - 2013: 1,500,000 tons

- **Growth Rates**
  - Korea: 91% (2007-2013)
  - Japan: 51% (2007-2013)

- **Notes**
  - Korea: +4%
  - Japan: -4%
U.S. Forage Export Growth 2007-2013

- Other: 7% (+53%)
- China: 20% (+32,381%)
- UAE: 22% (+1,951%)
- Korea: 14% (+4%)
- Japan: 37% (-4%)

Tons per year

- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
Japan & Korea

• Declining/Aging populations
• Local forage subsidies
• Korea: Import quotas
US Dollar vs. WON
US Dollar vs. YEN

-5%  +20%
Emerging Markets
Date: February 7, 2014

To: Your Hay Farm

Subj: Sales Inquiry

We have immediate need for quality hay and are willing to offer you attractive pricing.
New Tools Needed

- Credit Reporting
- Third Party Certification
- Liability Coverage
30%
U.S. Forces Export Council
4% U.S. Forest Export Council $1 billion
0%  
U.S. Forest Export Council
$1 billion
Key Issues 2014
Transportation
GMO Alfalfa in China
Trust but verify
GMO & Due Diligence

• Know what you're buying
• Know who you're buying from
• Test what you're buying PCR
3 Strikes
The 4 P’s of Marketing
4 P's of Export Forage

- Product
- Place
- Promotion
- Price
Product

"Go East, Young man..."
Promotion
Promotion
Price

- Product
- Place
- Promotion
## Volume vs Value

<table>
<thead>
<tr>
<th>MT Rank</th>
<th>Volume</th>
<th>Value</th>
<th>% dif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>42%</td>
<td>48%</td>
<td>13%</td>
</tr>
<tr>
<td>UAE</td>
<td>20%</td>
<td>17%</td>
<td>-17%</td>
</tr>
<tr>
<td>Korea</td>
<td>17%</td>
<td>17%</td>
<td>-1%</td>
</tr>
<tr>
<td>China</td>
<td>13%</td>
<td>12%</td>
<td>-6%</td>
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<tr>
<td>Taiwan</td>
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<td>3.4%</td>
<td>-15%</td>
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<tr>
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<td>2.0%</td>
<td>1.4%</td>
<td>-28%</td>
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<tr>
<td>Canada</td>
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<td>0.8%</td>
<td>-21%</td>
</tr>
<tr>
<td>Vietnam</td>
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<td>0.2%</td>
<td>9%</td>
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<tr>
<td>Kuwait</td>
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<td>0.2%</td>
<td>-2%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>0.1%</td>
<td>0.1%</td>
<td>25%</td>
</tr>
</tbody>
</table>
THANK YOU!

U.S. Forage Export Council