



Livestock Outlook Nebraska

Providing Sustainable Food for a Growing Global Appetite

- Prepared by Bruce Eberle
- Vice President – Team Lead
- Grand Island, Nebraska
- bruce.eberle@raboag.com



Rabobank

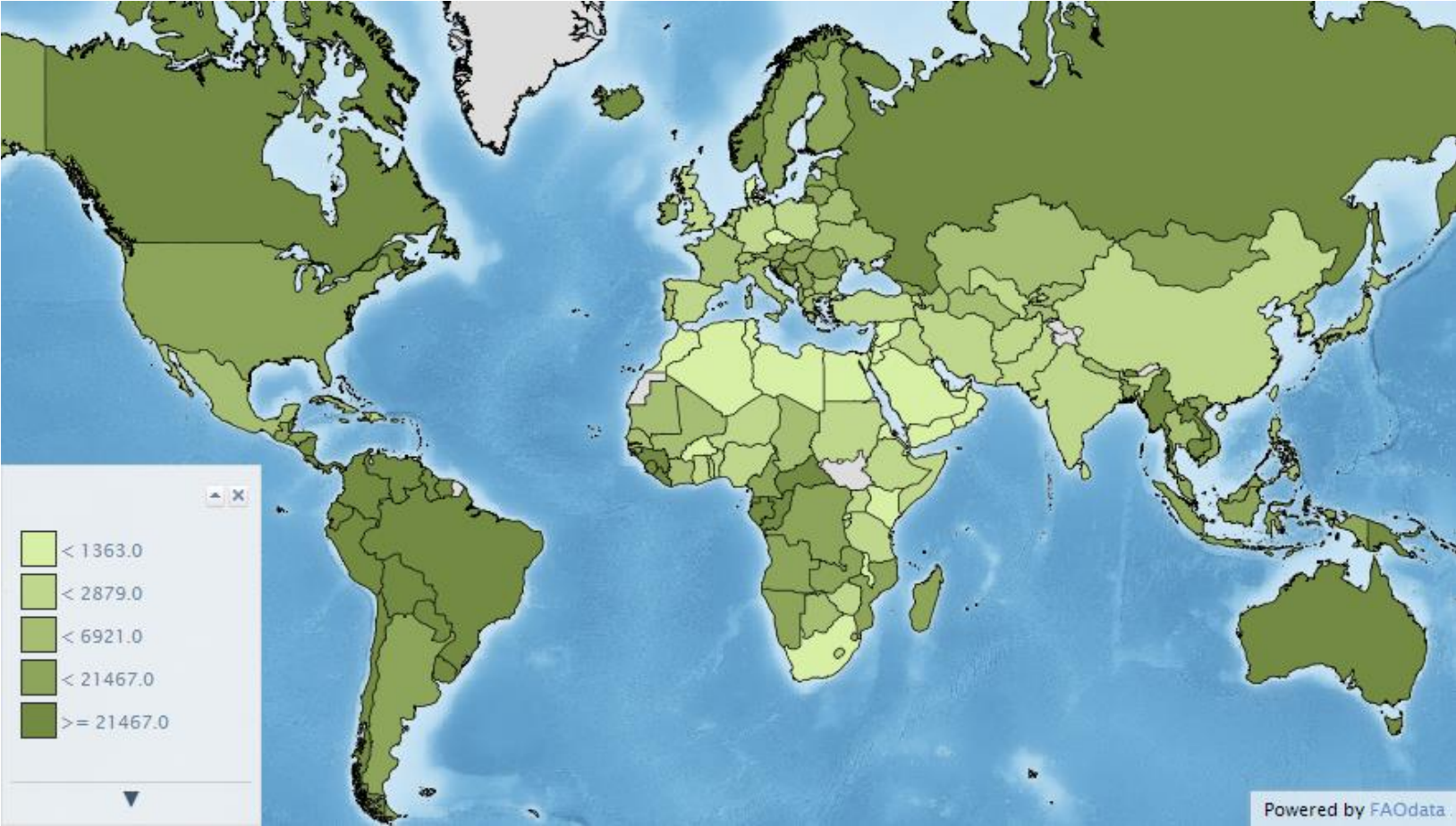
1905 Address to State Board of Agriculture

‘All wealth and true capital must arise from that great sub-stratum of prosperity which underlies and supports the whole civilized world, and is called agricultural development’

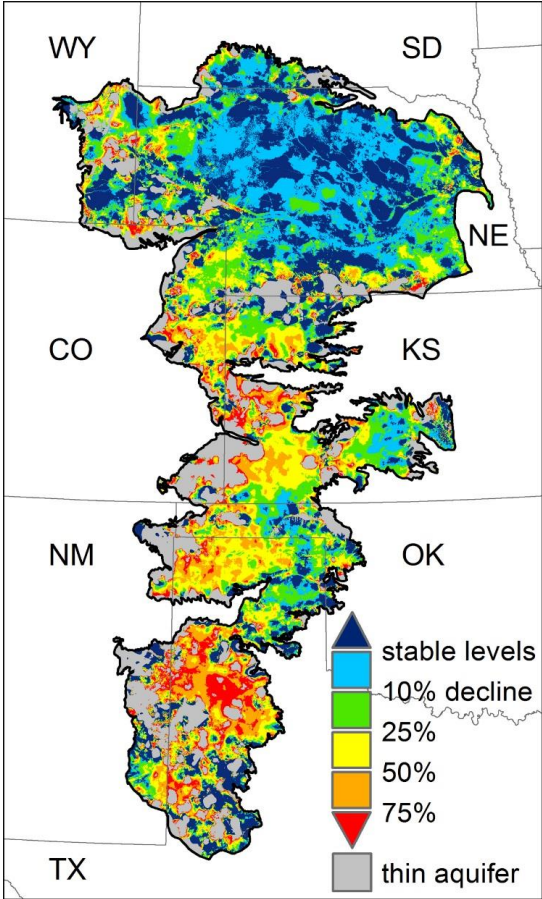
- J. Sterling Morton

Water is in the Wrong Place

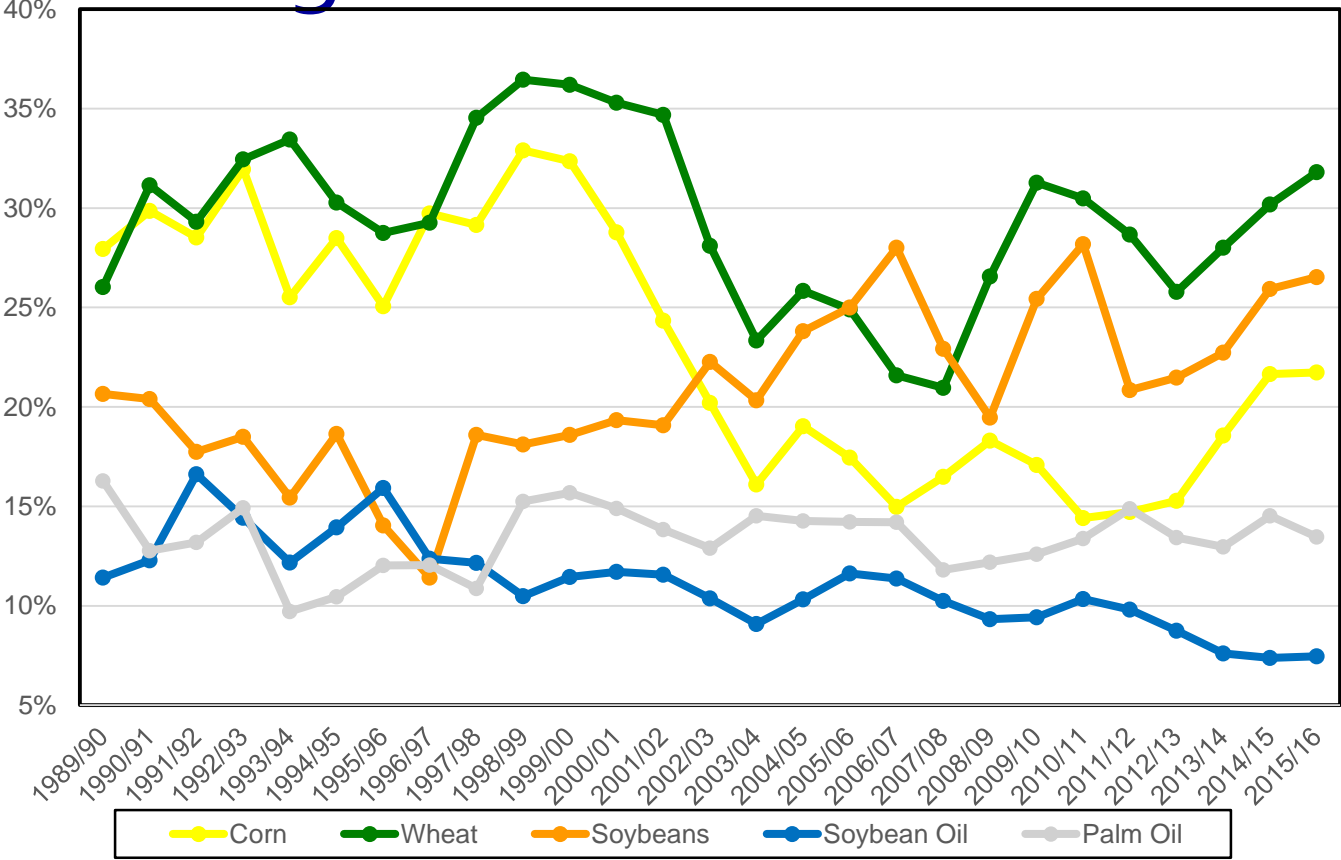
Total renewable water resources per inhabitant (m3/inhabitant per year)



Nebraska's Water is in the Right Place

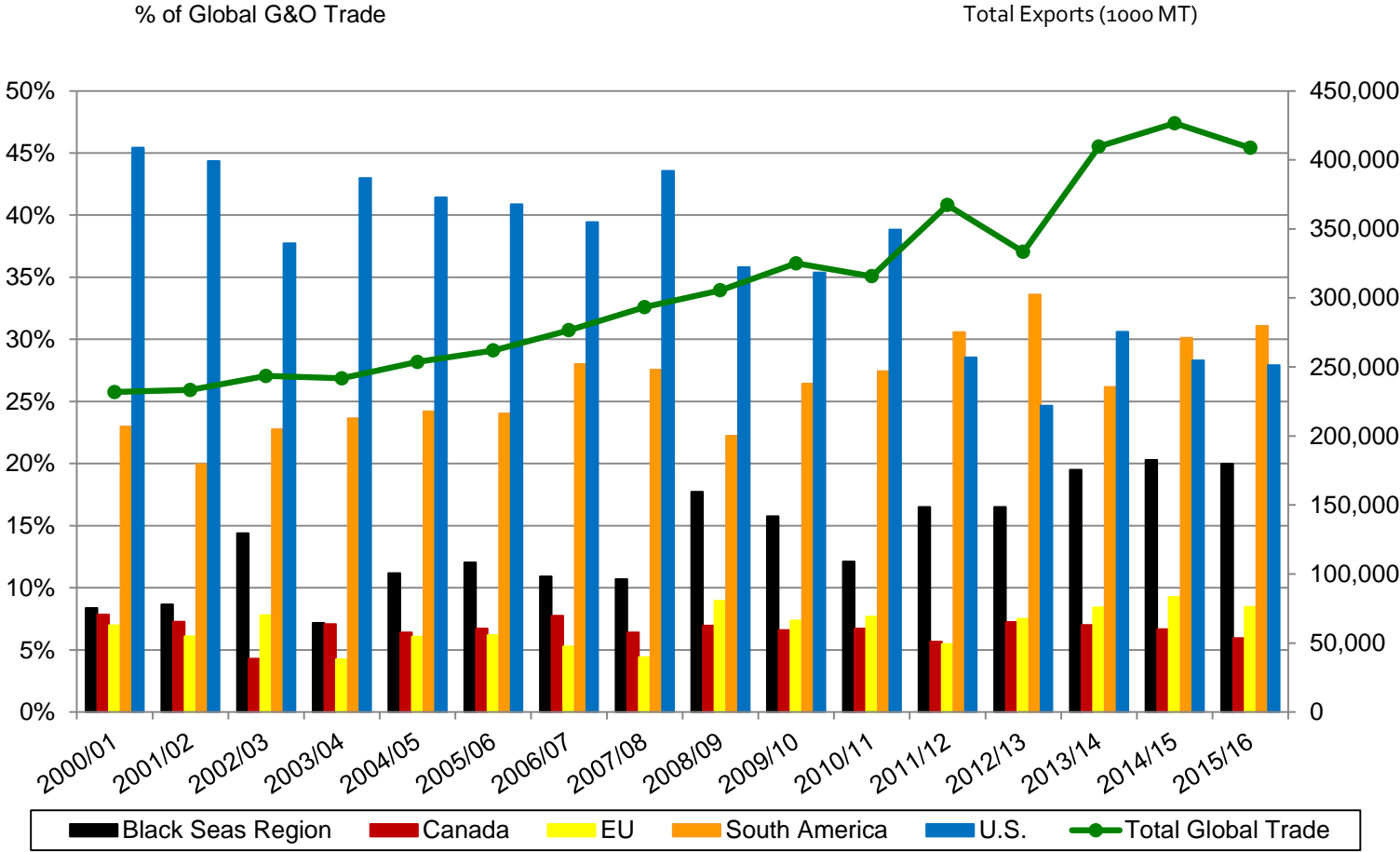


Global Stocks-to-Use Rebounding



Source: USDA, Rabobank 2015

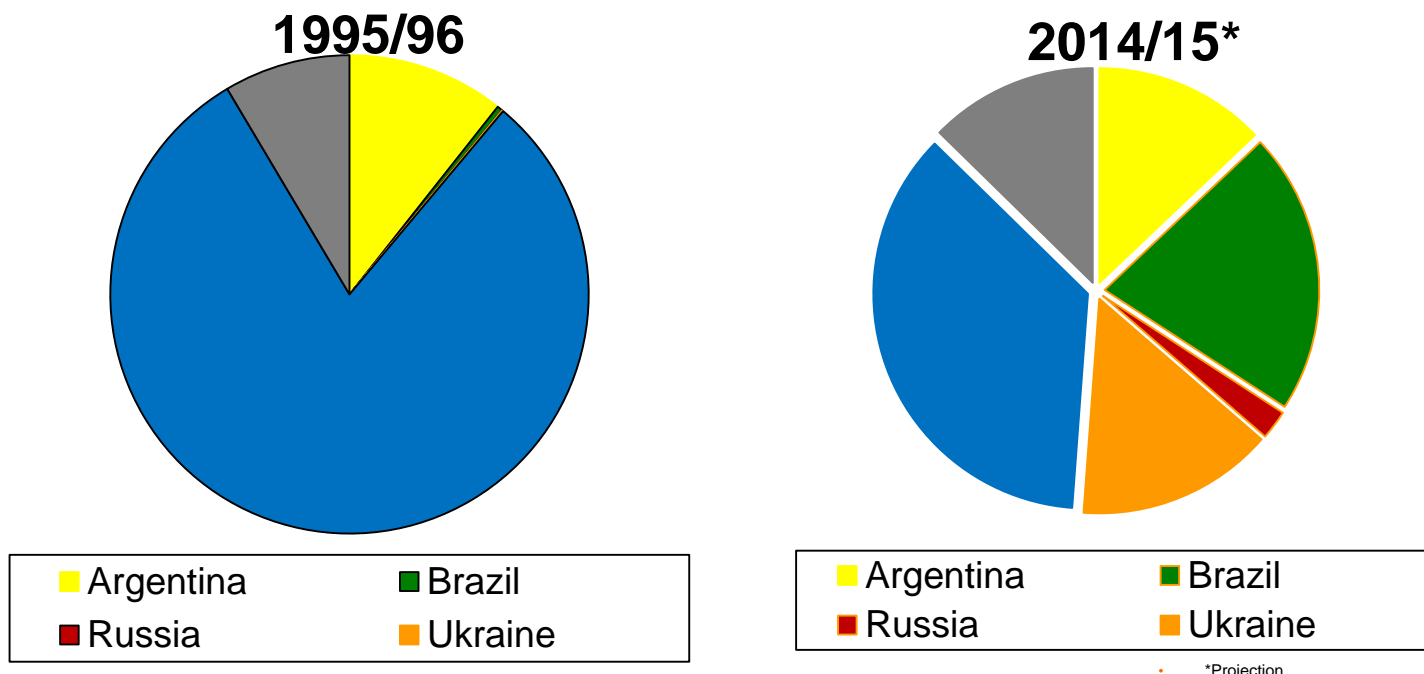
Increased Dispersion of Global Grain & Soybean Trade



Note: Accounts for Total Exports of Corn, Soybeans and Wheat.

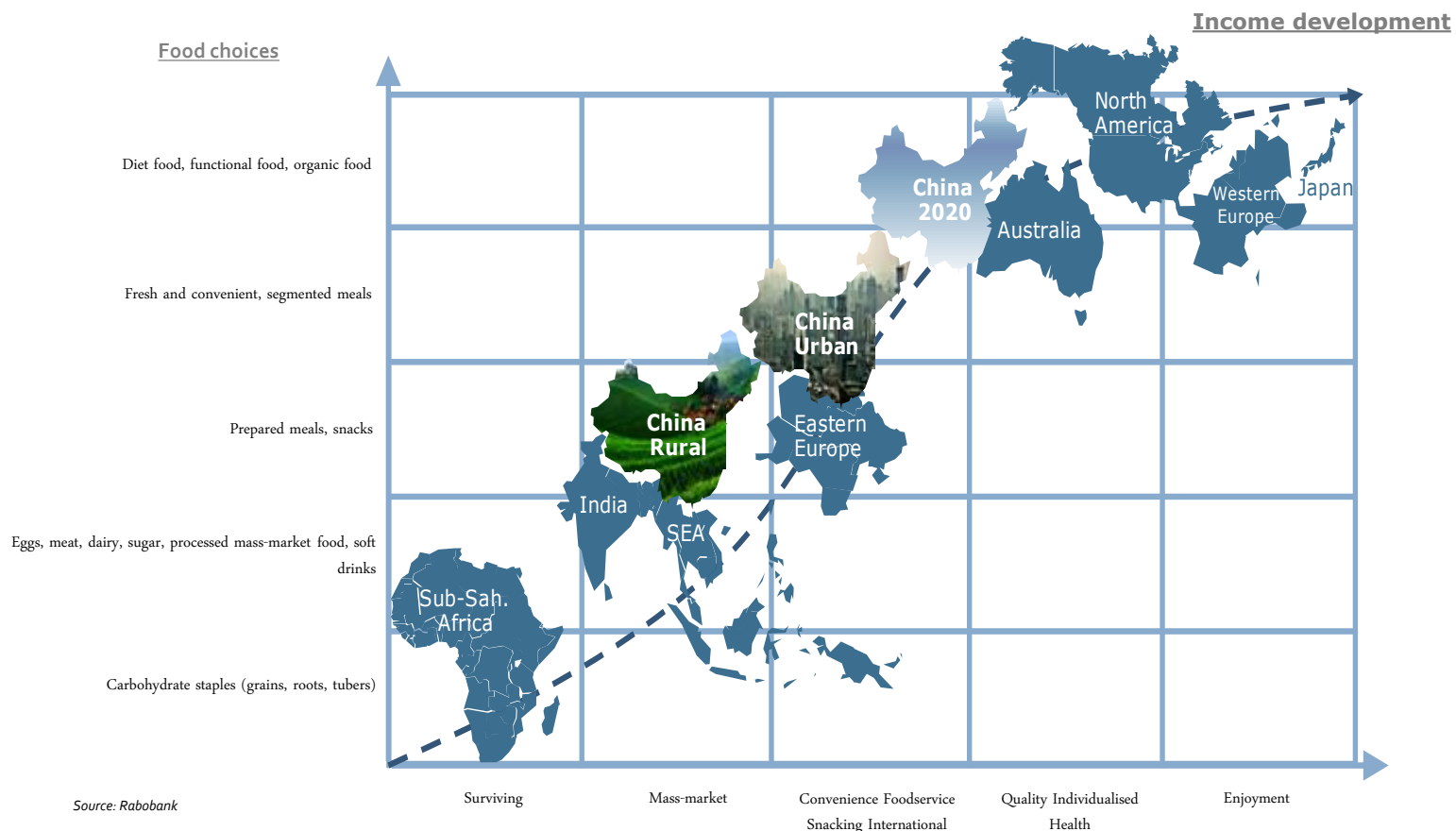
Change in Major Corn Exporters Market Share of World Trade

U.S. Share has dropped from 80% to 36%

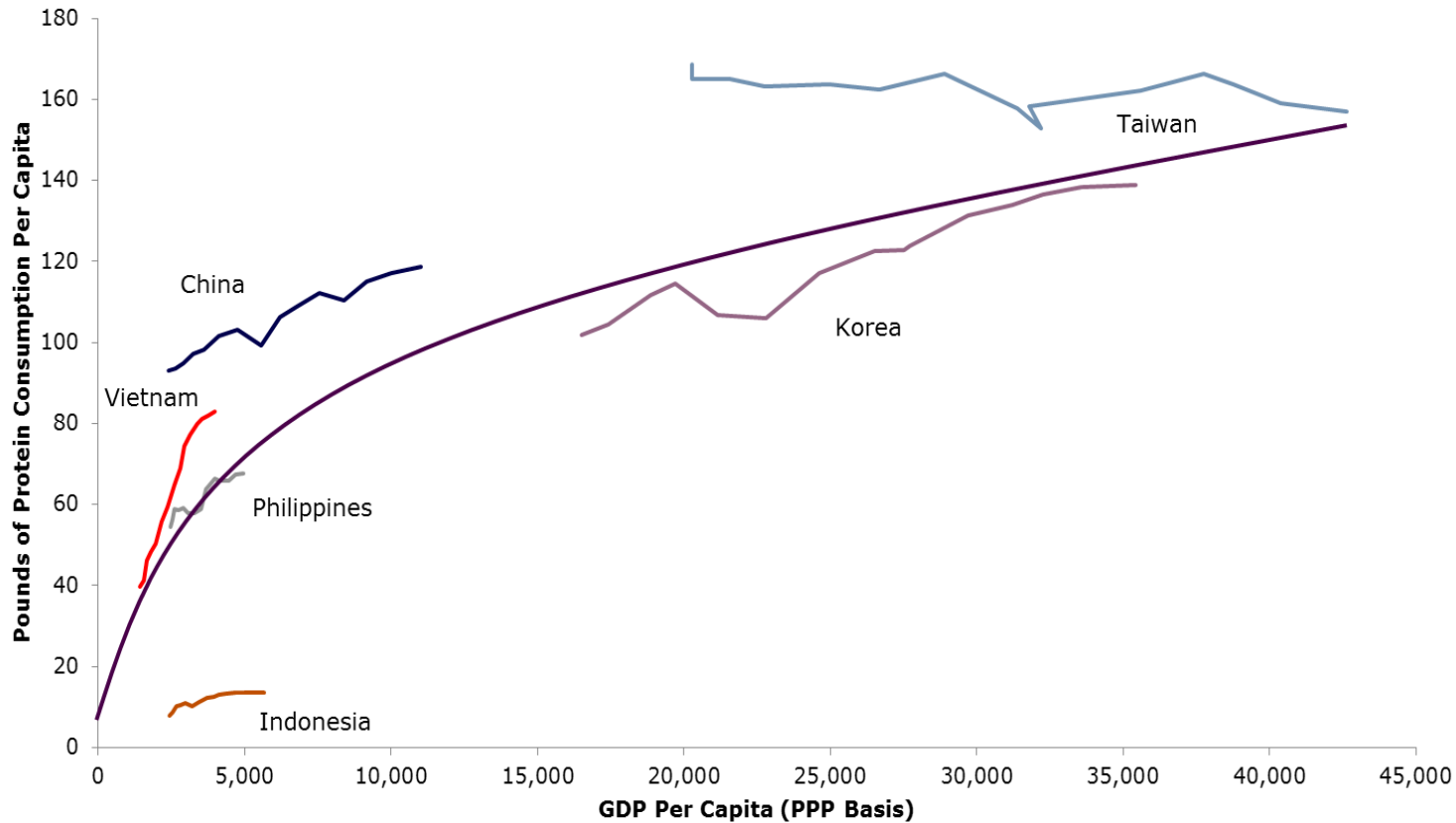


*Projection

Moving Up the Food Perception Chain is a Driver for Food Demand



Rise in economics lifting protein consumptions



Source: USDA, IMF, Rabobank

E-commerce: emerging retail channel

澳洲进口活牛 点燃双//美食盛夏

仅限澳牛专场享用

前 1111 名下单赠送毛绒公仔一个
单笔满 999 元送行车记录仪一台 (限量 100 台)

新款推荐

 <p>澳洲牛腩块 1kg 限量 1800 件 ¥88</p>	 <p>澳洲牛后腿肉 1kg 限量 4500 件 ¥95</p>	 <p>澳洲牛腹肉 1kg 限量 2300 件 ¥105</p>
 <p>澳洲牛前腿 1kg 限量 2500 件 ¥95</p>	 <p>澳洲分割牛腩 1kg 限量 1300 件 ¥79</p>	 <p>澳洲前牛腱 1kg 限量 500 件 ¥109</p>

五折尝鲜
限量首发

- Beef is one of the key products prioritized by e-commerce players to develop online perishable category
- Major food e-commerce players have doubled or tripled their perishable sales each year in recent two years
- Direct purchasing
- Imported beef cuts have the dominant coverage

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