Welcome to the U.S. Grains Council
Trade Impacts Every Farmer!

• Trade helps drive on-farm income.
  • 1 in 3 farm acres is planted for export.

• The market for U.S. ag products is global.
  • More than 95 percent of the world’s population lives outside the borders of the U.S.

• Demand is rising – even if it doesn’t feel like it!
  • U.S. coarse grains exports as a percent of population have increased more than 70 percent since 1960.
USGC Mission

Developing Markets

Enabling Trade

Improving Lives
Your Global Marketing Arm
Membership: Partnership of Producers

✓ 26 State Checkoff Boards
   Corn
   Barley
   Sorghum

✓ 1 National Checkoff Board
   United Sorghum Checkoff Program

✓ 20 Grower Associations
   County, State & National
26 Checkoffs Across the U.S.
Producers/Agribusiness Partnership

✓ 116 Agribusinesses
   Life Science
   Seed Providers
   Equipment, Storage and Handling
   Marketing, Commodity Traders
   Transportation
   Ethanol Plants

✓ 5 State Non-Checkoff Entities
   State Departments of Agriculture
A Public/Private Partnership
How the Council is Funded…

- Agribusiness: 26%
- Barley: 2%
- Sorghum: 6%
- Corn: 66%

Total: $11.2 million
… How this Funding is Leveraged

- Member Cash: $11.2 million
- Non-Cash: $9.1 million
- USDA Funds: $11.9 million
International Partnership

China

Tanzania

MAIZALL
# Current Issues/Opportunities

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**U.S. GRAINS COUNCIL**
USGC Changes With the Times

1960  Build feed demand
1984  Policy (Japan, EU)
1988  Promote US market share
1993  Value-enhanced grains
1996  Biotechnology
2005  DDGS
2010  Food security
2016  Ethanol
Ethanol Market Development
Frontier Asia – Uncovering New Demand
Global Action Equals Global Success

**Egypt**
After attending the Export-Exchange conference, Egyptian participants reported buying approximately 20,000 metric tons of U.S. corn gluten feed and DDG, valued at $3.6 million, resulting in a ROI of $207 for every $1 of MAP funds invested.

**Turkey**
Marketing programs in Turkey resulted in purchases of approximately 10,000 metric tons of U.S. corn, DDG, and corn gluten meal, valued at $10.2 million, generating a ROI of $267 for every $1 of MAP funds invested.

**Canada**
Promotional efforts in Canada resulted in sales of 18,000 metric tons of U.S. DDG, valued at $3.3 million, generating a ROI of $215 per $1 of MAP funds invested.

**Mexico**
Cattle feeding trials and DDG promotional presentations throughout Mexico resulted in $64.8 million in U.S. DDG sales with a ROI of $850 per $1 of MAP funds invested.

**North Africa & Middle East**
After attending the Export-Exchange conference, participants reported buying approximately 195,600 metric tons of U.S. corn and DDG valued at $18.2 million, resulting in a ROI of $180 for every $1 of MAP funds invested.

**South Africa**
Eliminating trade barriers for U.S. corn resulted in $25.5 million of corn and sorghum sales, with a ROI of $160 per $1 of MAP funds invested.

**Bangladesh**
Increased engagement with Bangladesh buyers resulted in $11.7 million in U.S. corn sales and a ROI of $103 per $1 of MAP funds invested.

**Taiwan**
Engagement with Taiwanese buyers resulted in increased sales of U.S. corn, DDG, and corn gluten meal, with a combined export value of $16.4 million and a ROI of $817 per $1 of MAP funds invested.

**South Korea**
A tour by a South Korean feed producer resulted in a contract for 10,000 tons of U.S. DDG valued at $11.5 million, resulting in a ROI of $323 for every $1 of MAP funds invested.

**China**
Wheat ranging marketing efforts for sorghum in China resulted in sales amounting to 5.3 million metric tons valued at a value of $1 billion and a ROI of $5,000 for every $1 of MAP funds invested.

**Japan**
$200,000 worth of U.S. sorghum and $20 million of barley were shipped to Japan, resulting in ROIs of $88 and $125, respectively, for every $1 of MAP funds invested.

The U.S. Grains Council (USGC) works to build markets for corn, barley, sorghum, DDG and ethanol in more than 50 countries using funds from its members and USDA through the Market Access Program (MAP) and the Foreign Market Development (FMD) program. Learn more about these successes at grains.org/news/success-stories
Projections Of Feed Grains In All Forms

- Corn
- Barley & Sorghum
- DDGS & CGF&M
- Processed Coarse Grain Products
- Beef, pork & poultry (in corn equiv)
- Ethanol (in corn equiv)
- Percent of Production Exported

Series Source: USDA ERS International Baseline (2017) & USGC

Marketing Year (Sept.-Aug.)

*assumes goal of 4.0 billion gallons of ethanol exports by 2022
How can you get involved?

• Advisory Teams
• Sector Gatherings
• Board of Directors
The U.S. Grains Council is your partner.
- The global marketing arm for U.S. corn, sorghum, barley, DDGS, ethanol (and more!)
- Strategically placed offices and staff around the world 24/365

Exports are important to YOU!

Strong trade diplomacy is critical for U.S. farmers to remain globally competitive.

Market Access Program (MAP) and Foreign Market Development (FMD) funding and programs are vital to marketing your products around the world.