









































#### STRONG TRADE POLICIES REMAIN VITAL TO U.S. PRODUCERS

MAIZALL, the international maize alliance, continued to work on projects that benefit corn growers in the United States, Argentina and Brazil, honing their strategy and finding new opportunities to work globally in a changing policy environment. The Council also worked closely with its sister grower organizations to make the case for expanded market access through the Trans-Pacific Partnership (TPP) and Trans-Atlantic Trade and Investment Partnership (T-TIP) negotiations.

#### **EXPORT EXCHANGE 2016: A HIT**

With more than 200 international buyers of coarse grains from more than 35 countries, Export Exchange 2016 facilitated the sales of 2.6 million metric tons (102.4 million bushels) of coarse grains and co-products valued at \$460 million.



# BUILDING DEMAND

#### FINDING NEW GRAIN DEMAND

From working in markets like Cuba and Tanzania that will take years to develop and open to U.S. trade to recapturing market share in re-emerging markets like Algeria and Malaysia, the Council's presence supports demand growth in new and emerging markets.



**DEVELOPING MARKET SHARE** 

The Council's Colombia 2030

for expanding U.S. feed grain

projected to reach 5.5 million

metric tons (216.5 million bushels)

in 2020 and 7.8 million tons (307

million bushels) in 2030. Based on

this research, the Council pivoted

to a more engaged stance in this

providing individual consultations

Source: USDA World

Markets & Trade Oct. 2015 to Sept. 2016

148,722 TMT

Source: USDA World

**Local Marketing Years** 

Markets & Trade

2015/2016

market, hosting trade teams,

organizing trade schools and

for key buyers.

exports, with corn exports

report shows a bullish potential

## **ALGERIA EXPERIENCED A**

increase in **U.S. corn imports** during the 2015/2016 marketing year.

## **BANGLADESH BOUGHT**

metric tons of U.S. corn (3.9 million bushels) for the first time in recent

### SERVING LOYAL MARKETS

The Council hosted trade teams from Taiwan, Japan and South Korea to help familiarize grain end-users and buyers with production, quality standards and nutritional value of U.S. coarse grains and co-products. These face-to-face interactions are key to building and maintaining trust in the United States as the long-term supplier of high-quality grain.



#### **IDENTIFYING AND OVERCOMING BARRIERS**

The Council played a key role in the U.S. ethanol and DDGS industry's defense against anti-dumping and countervailing duties investigations by China. This coordination was essential to the industry being represented well throughout the proceedings in China and keeping the U.S. industry informed.

#### **U.S. CORN & SORGHUM IN SOUTH AFRICA**

South Africa experienced a severe drought in 2016 and needed to import corn, but taxed port facilities and lagging biotech trait approvals hindered the country's ability to import its needs. To help overcome these issues, the Council hosted a team of South African grain buyers to the United States, sent experts to South Africa and facilitated communication among the relevant parties in the public and private sector. Ultimately, South Africa allowed the import of U.S. corn and purchased U.S. sorghum.





#### ETHANOL EXPORT PROMOTION PROGRAM SWINGS INTO ACTION

The Council is building the foundation for future ethanol exports. From workshops in Japan and South Korea to hosting a trade team from Southeast Asia and participating in USDA missions to Mexico, the Council is engaging in developing markets for this renewable fuel source with partners in the U.S. ethanol industry.



#### SPOTLIGHT ON SORGHUM

While most U.S. sorghum was destined for China in recent years, the Council and the United Sorghum Checkoff Program (USCP) continue to look for new and developing markets for this coarse grain. For example, the Council and USCP hosted a team of commercial grain traders and end-users from the European Union to the United States to showcase the U.S. sorghum harvest.

In addition, the Council visited Peru in July to engage end-users, processors, merchandisers, traders and government officials in conversations about the benefits of U.S. sorghum.

#### **CORN AND SORGHUM QUALITY** REPORTS BUILD TRUST

In 2016, the Council released two corn and two sorghum quality reports, filled with unique and valuable information about that year's crop. By hosting roll-out events with the reports' release in markets around the globe, the Council answered buyers' and end-users' questions, boosting confidence in both quality and supply.

#### **BIG YEAR FOR EXPORTS**

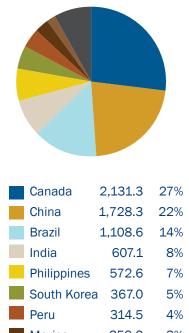
The 2015/2016 marketing year experienced large exports as commodity prices remained low, with 100 million metric tons of U.S. feed grains in all forms exported across the world.

#### SPOTLIGHT ON BARLEY

The Council pinpointed niche markets for food barley, malt and malting barley as key focal points for barley promotion. For example, a USGC-sponsored team of food barley end-users from Japan, South Korea and Taiwan visited North Dakota, Washington and Idaho in September 2016 to learn about U.S. barley production and procurement. The Council also assessed new food barley opportunities in Asia.

That boom is continuing into the 2016/2017 marketing year, which started September 1, 2016. In the first quarter alone, almost 28 million metric tons of feed grains in some form were exported.

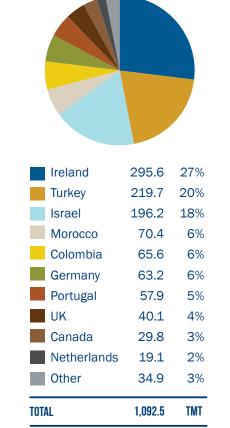
## TOP U.S. ETHANOL **CUSTOMERS**



259.2 141.4 647.5 TOTAL 7,877.6 TMT

Note: Volumes in corn equivalent Source: USDA FAS GATS Sept. 2015 to Aug. 2016

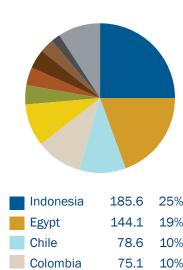
#### **TOP U.S. CORN GLUTEN FEED CUSTOMERS**



Source: USDA FAS GATS Sept. 2015 to Aug. 2016

Oct. 2015 to Sept. 2016

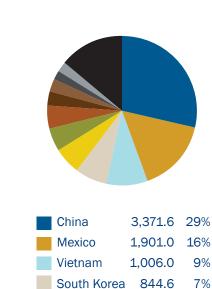
#### **TOP U.S. CORN GLUTEN MEAL CUSTOMERS**



144.1 19% Colombia 75.1 10% Canada 71.2 Mexico 31.5 29.3 Thailand 28.1 Malaysia 20.9 3% Vietnam 17.2 2% 68.1 Other TOTAL 749.8 TMT

Source: USDA FAS GATS Sept. 2015 to Aug. 2016

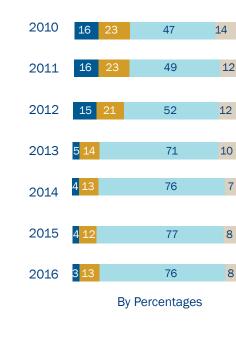
## TOP U.S. DDGS CUSTOMERS



South Korea Turkey Thailand 587.0 5% 547.8 5% Canada 335.9 3% Indonesia Japan 295.5 3% Ireland 269.9 2% 217.1 2% Others 1,653.4 14% 11,725.5 TMT

Source: USDA FAS GATS Sept. 2015 to Aug. 2016

## U.S. BIOTECH CORN



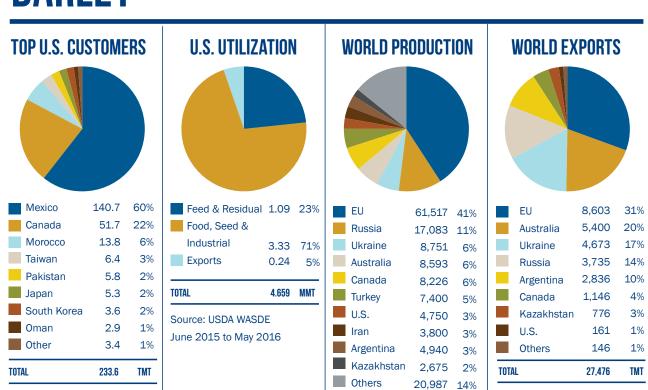
Insect Resistance Herbicide Restistance Stacked Non-Biotech

Source: USDA/NASS Acreage Report June 2015 to May 2016

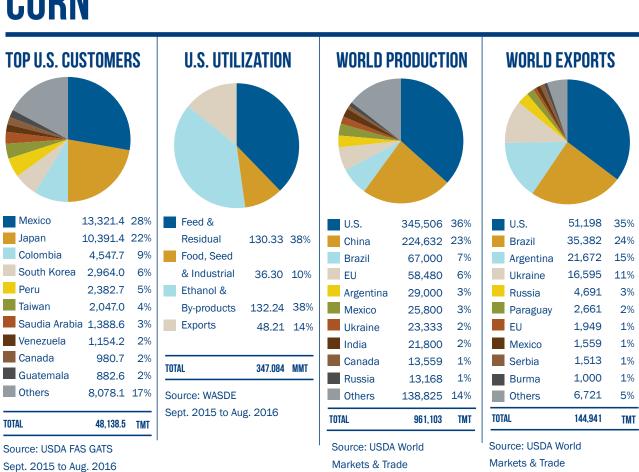
## **BARLEY**

Source: USDA FAS GATS

June 2015 to May 2016

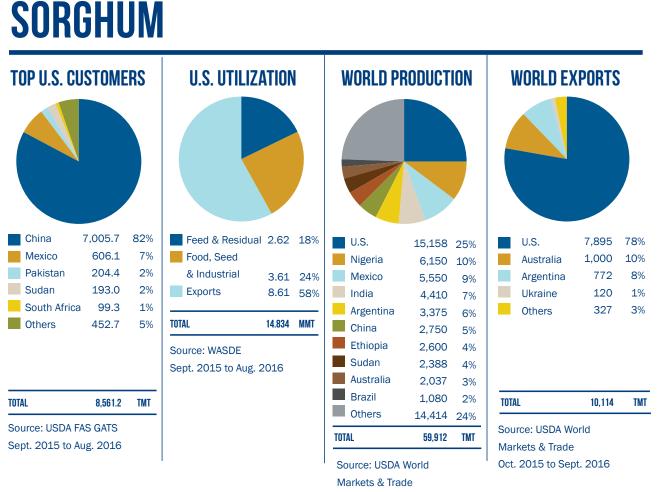


# **CORN**



Local Marketing Years

2015/2016



Local Marketing Years

2015/2016