2018 COUNCIL SUCCESS STORIES SNAPSHOT

MEXICO
Strategic DDGS feeding trials in southeast Mexico have led to incremental growth focused on long-term market development resulting in direct sales of $5.9 million, for a ROI of $75 for every $1 of MAP invested.

SPAIN
Following aggressive marketing after trade challenges with China, Spain bought $50 million in U.S. sorghum and other grains, a ROI of $1,300 for every $1 of Section 108 funds invested.

SOUTH KOREA/INDIA
U.S. ethanol exports to India and South Korea reached new records in 2017/2018, with additional potential demand for fuel use. In 2018, the Council invested $542,500 of MAP and FMD funds to generate $87 million in additional sales to Korea and India, a ROI of $160 to 1.

SOUTH KOREA
Since 2013, Korean imports of U.S. DDGS have increased 58 percent in terms of value due to aggressive market promotion, a ROI of $205 for every $1 of MAP invested.

JAPAN
Close work with Japanese policymakers led to a biofuels policy change allowing imports of ETBE made with U.S. ethanol, for a ROI of $49 per $1 of MAP funds invested.

VIETNAM
A joint Vietnamese ministry and U.S. industry ethanol conference led to three million gallons of U.S. ethanol sales, for a ROI of $31 for every $1 of MAP funding invested.

INDONESIA
Programs to address quality concerns led Indonesian buyers to double U.S. corn purchases by volume year-over-year, producing a ROI of $331 for every $1 of MAP invested.

IRELAND
A leading feed mill in Ireland began using DDGS in its swine feed formulation following a Council program, creating demand valued at $17.2 million, an ROI of $1,720 for every $1 of MAP funds invested.

MEXICO/LATIN AMERICA
The buyers from 35 countries who attended Export Exchange 2018 reported purchasing an estimated $403 million worth of feed grains and co-products. For Mexico, the ROI on this event was $574-to-$1, and for Latin American regional teams, $366-to-$1.

MYANMAR
Trade servicing and technical support in Myanmar targeting aquaculture, animal feed and potable ethanol sectors culminated in a 91 percent increase in 2018 sales from 2017, creating a ROI of $251 for every MAP $1 invested.

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The U.S. Grains Council (USGC) works to build markets for corn, barley, sorghum, DDGS and ethanol in more than 50 countries using funds from its members and USDA’s overseas market development programs. Learn more about these successes at: grains.org/news/success-stories