

USGC Trade Teams Support U.S. Agriculture Transcript

[Music]

{Transcript begins 00.00.03}

KA: A trade team is made up of international buyers. Generally, what happens is we'd like to provide them with a full view of seed development all the way to export. So, generally they might meet with seed tech providers, they'll meet with grain traders, they'll visit U.S. corn, barley or sorghum farmers and then they'll move on to seeing different transportation vehicles, and eventually they'll end up at an export facility either in the Gulf or in the Pacific Northwest, where they get to see grain actually being loaded onto ships. U.S. Grains Council trade teams often travel to the United States for a period of five to ten days and during that time they meet a lot of new contacts, but the exciting thing that happens is that U.S. exporter members have the opportunity to interact not only when they meet these grain buyers when they're here in the United States, but they have the opportunity to meet them in future U.S. Grains Council programs. Maybe it's a future, you know, Export Exchange conference hosted by the Grains Council or a program that's being hosted overseas is an opportunity that the Grains Council is able to provide. Relationships often turn into sales.

CS: Anytime, you know, you can talk about the latest positive report from USDA, even in the last four years, or having our corn quality report so we can talk about numbers and stuff, when you get them out and touch and feel and see the combine, see the grain storage facilities. We were just walking in a corn bin to see how it actually works, how do the dryers work or how they pull the grain back out of it. So, the kind of that touch and feel aspect of it and then to be directly one-on-one with the producers here and ask questions of what are your yields, what are your concerns, those types of question and answer that you have is really key to continue to be able to sell U.S. corn and other feed grains into Egypt or other international markets.

TH: I really appreciate the people who are involved in the trade team visits: states, farm organizations and the elevators and the traders. I know it's a very difficult job to receive the people that have a different culture. Face-to-face meetings, actual farm visits, elevator visits, seeing is believing. They get a good sense of the U.S. agriculture feed grain production based on their experience and they become comfortable purchasing the U.S. feed.

[Music]