

What Should Farmers Know About The Council? Transcript

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[Transcript begins at 00.00.05]

KA: We have a presence in 13 different countries in a full-time capacity as well as consultants in a number of countries where we don't necessarily have an office. In some of the markets that the Grains Council has been present in we have, you know, some staff that have been on the ground for years and have developed some really strong ties and relationships.

MS: As an organization we've been doing this for 60 years and we have assets on the ground working for them, working for U.S. farmers day in and day out. As it relates to my specific region, and I'm not only focusing on our core markets, but I'm also looking at where is the next Vietnam, you know, what does the future look like for U.S. coarse grains and co-products? Where can I develop an industry potentially for U.S. corn, U.S. barley, U.S. sorghum or U.S. coarse products.

TT: Buyers have a choice. So, the most important thing you have to do with a customer is to be there in front of them and talk to them about their needs, and then, you know, deliver that opportunity to them. So, I think the design of the Grains Council around this global stretch, global reach, I don't think any other competitor in the world has that capability.

LE: There are going to be nine billion people in the world. You know, protein demand is on the rise; those are statistics that have been proven out, and many sources are citing them, and so, there are opportunities for U.S. farmers and the U.S. export value chain around the world that is going to continue to kind of perpetuate itself. We're going to continue to see these opportunities, and so, what you're doing as a farmer or as an exporter is critically important, and you have some real job security.

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