"Feeding the World in the New Millennium"

IIFET
Oregon State University
“It is in changing that things find purpose”

Heraclitus
“Stop The World I Want to Get Off”
Agriculture
THE CURRENT FOOD SYSTEM IS BROKEN
The

“New New Thing”
Current Food System

- 800 million without sufficient food
- 60% world’s population lives on less than $2.00 a day
- 3/4th do not sufficient nutrients
- Protectionism
FAO -- 50 Year Glimpse

- 345% growth average
- 2 X’s as many people
- 800 million people
- 1.5 billion in 25 years
Big Mac Index
## Big Mac Index

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Price</th>
<th>Percentage Change</th>
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<td>Canada</td>
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Big Mac Index
Purchasing Power

- Emerging Markets: 1.5 days
- Developed Markets: 7.5 minutes
Globalization
Globalization

- 1. Small to medium sized ent.
- 2. Generate more jobs
- 3. Raise standards of living
- 4. Develop core competencies
Globalization

- McDonald’s
- Nestle
- Cargill
- Unilever
- ConAgra
Economies Reaction

- Look within
- Protectionism a no win game
- Agriculture is on top
- Comparative Advantage
Quick Service Restaurants

- Top 4 with 75,000
- 100 countries
- 100 million people per day
- $40 billion in ag.
- Up 6000 per year
- $3 billion added
- 8 million new customers
- 5% of all food consumed
Open Food System

- Borderless World for Agriculture
Five Fundamental Principles

1. Technological advances
   - precision farming
   - biotechnology
   - food processing/retailing
2. Alignment of domestic and international prices
   - tools
3. Free Trade and Investment
   - paradigm shift
   - protection
4. Rural Development
   - urban boundaries +
5. Food Security
   - non-discriminatory
Protein Intake

Aquatic meat = 8% of total
12% for developed countries
20% for emerging markets
Internet

- $1.5 trillion global market
- $500 billion in world trade
- $750 billion in 5 years
- $35 billion in e-commerce
- $124 billion in 3 years
- 15% savings
Internet/E-commerce

- AgBid, Inc

- Cash commodities
- Auction and reverse auction
- Aggregate buying
- Global
Links in the Aquaculture Chain

Associated Services
- Investment and Financial Services
- Legal Services
- Marketing Services

Associated Responsibilities
- Food Quality
- Food Safety
- Environmental Impacts
Aquaculture Value Chain

- Logistics
- Financing
- Trade
- Production and Processing
- Food Safety
- Distribution, Transportation and Distribution
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