“Feeding the World in the New Millennium”

IIFET

Oregon State University

Ray Cesca, GAEA
“It is in changing that things find purpose”

Heraclitus
“Stop The World I Want to Get Off”

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Agriculture

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THE CURRENT FOOD SYSTEM IS BROKEN
The

“New New Thing”

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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

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Big Mac Index

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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

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Open Food System

- Borderless World for Agriculture

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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

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Protein Intake

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

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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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