





Economic outlook
for Canadian
agriculture


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Agricultural Economist
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 Farm Credit Canada
Advancing the business of agriculture


 Canac

Outline

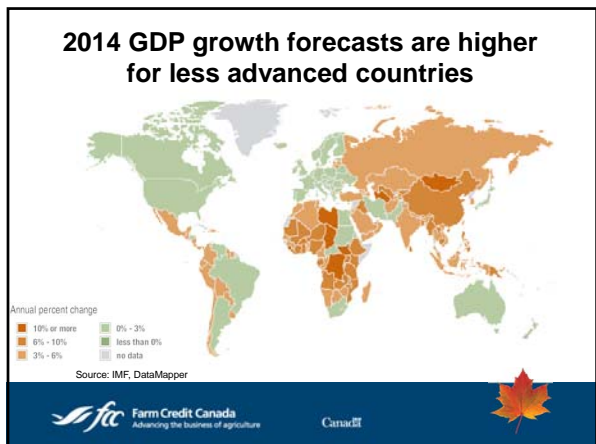
- World economy
- Trade negotiations
- Canadian dollar
- Interest rate
- Farmland values
- Consumer trends



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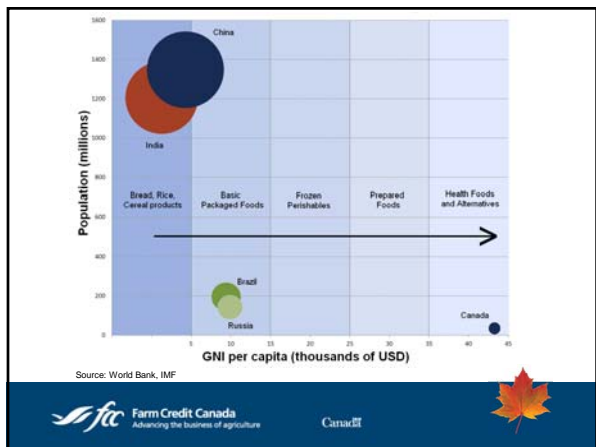


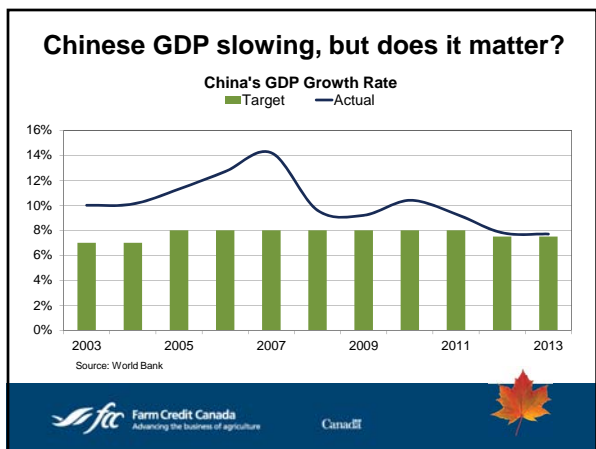


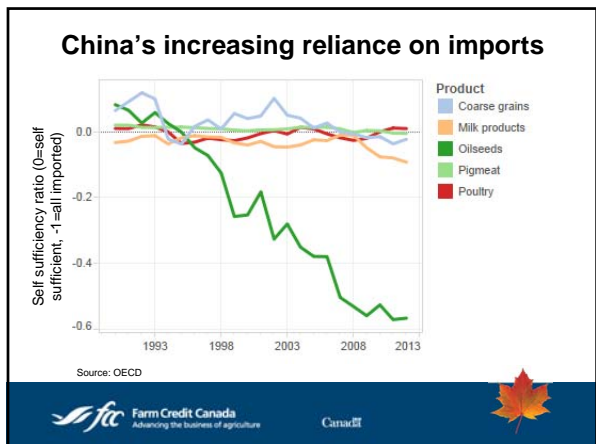




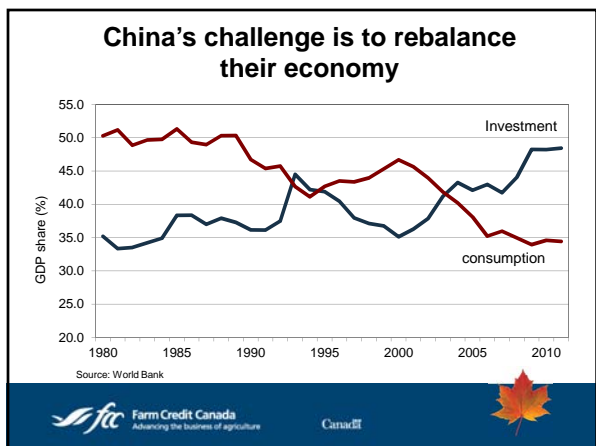
More affluent populations
 +
 Changing food demand
 +
 Global population growth
 = Increased demand for meat and feed grains





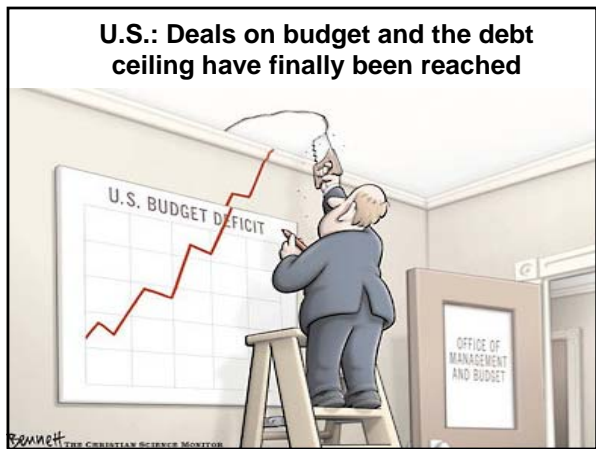


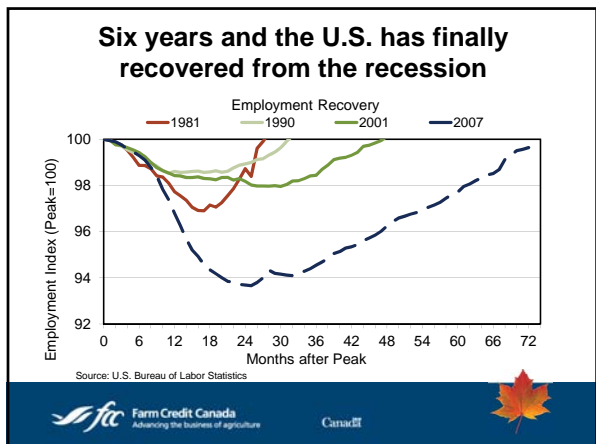


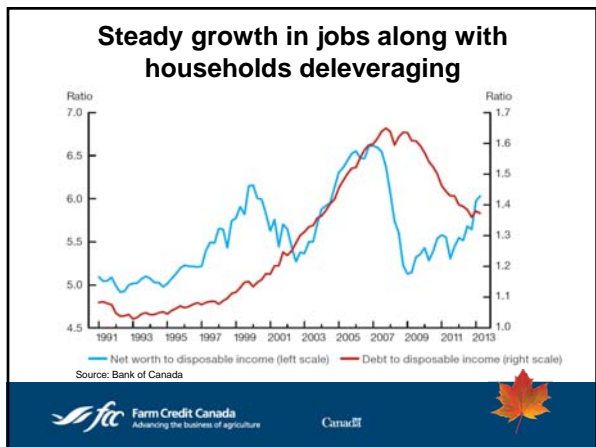




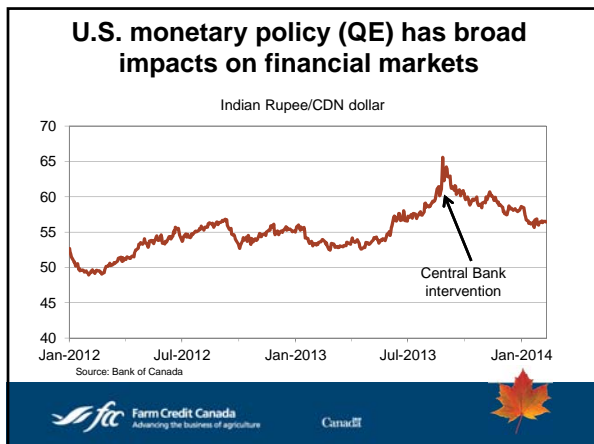


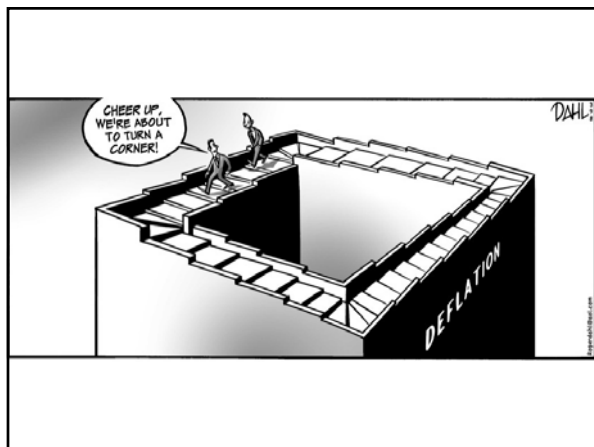




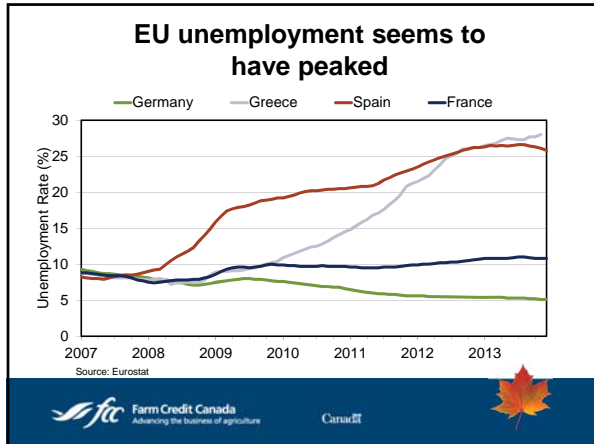














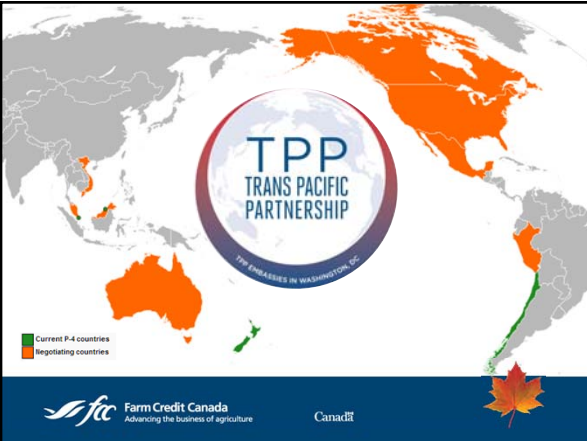




Up to an additional \$600 million of beef exports

75,000 tonnes of tariff free pork – up to \$400 million

Access to EU markets for wheat, oats, barley, rye and canola oil

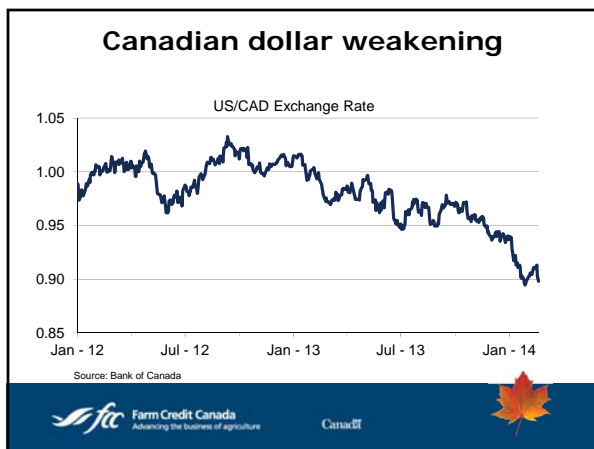


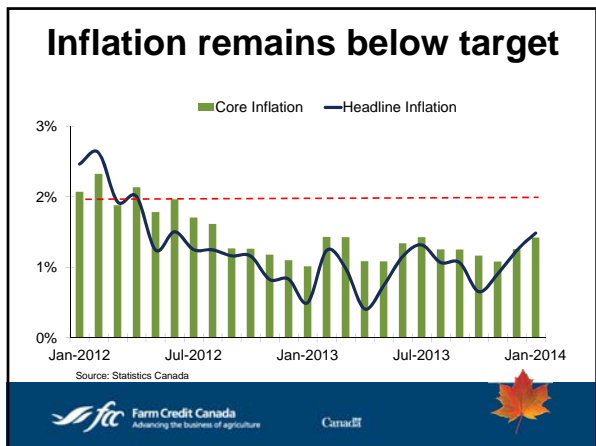
TPP
TRANS PACIFIC PARTNERSHIP
THE NEGOTIATIONS IN WASHINGTON, DC

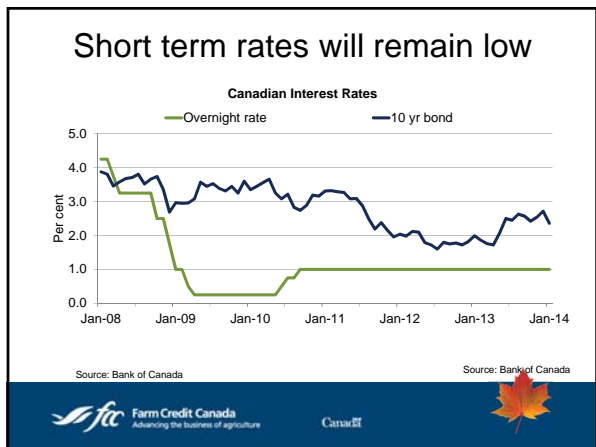
Current P-4 countries
Negotiating countries

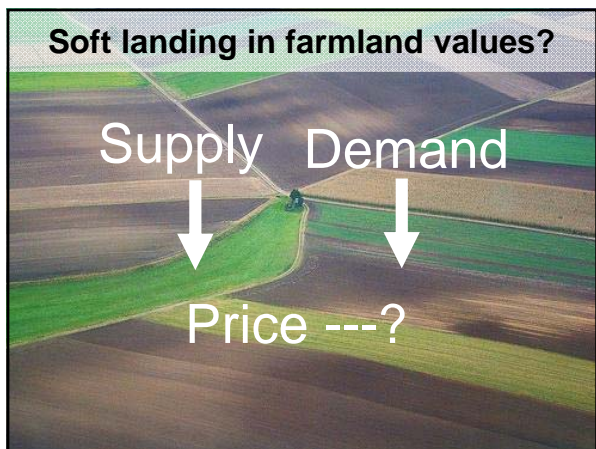
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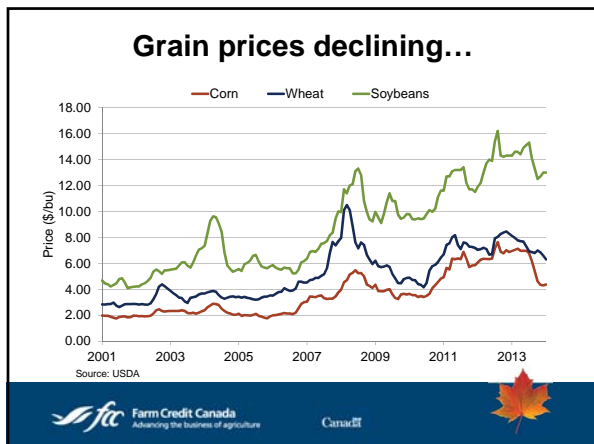
Canada

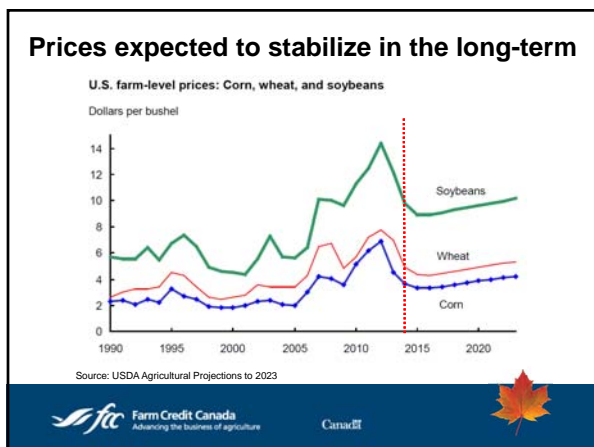


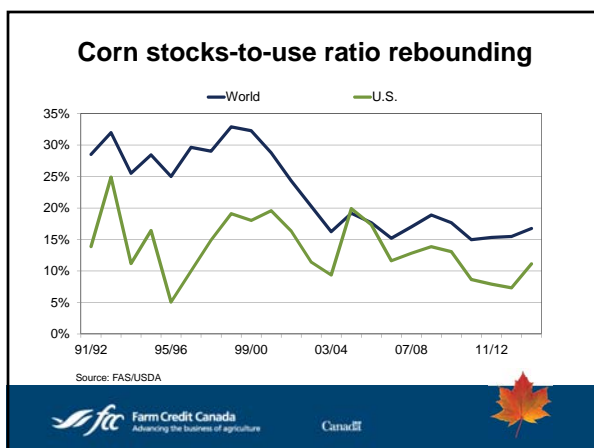


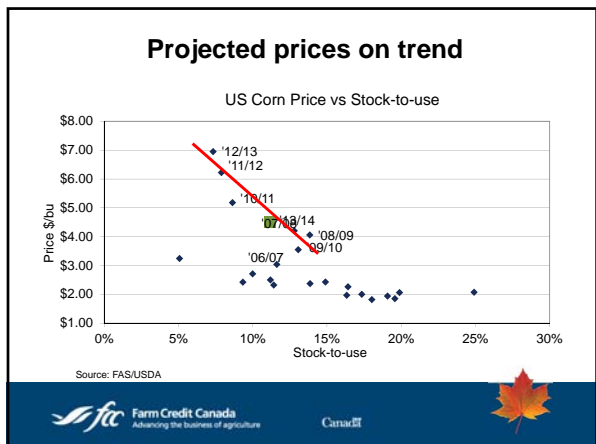


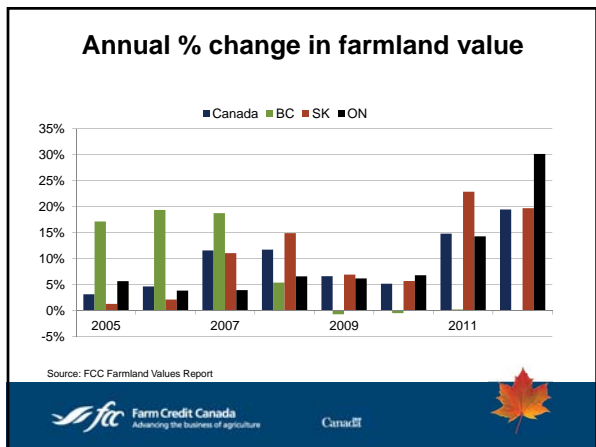


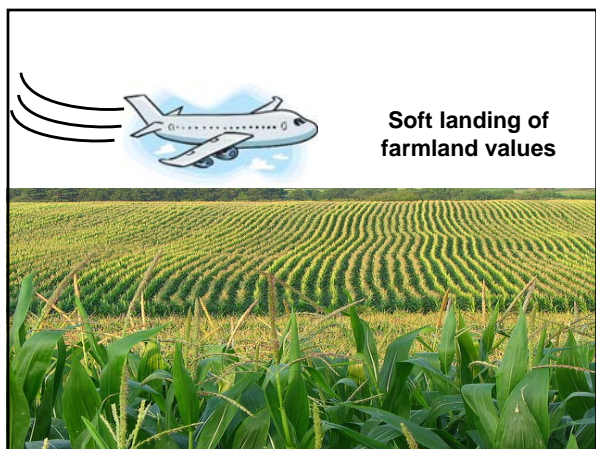














Well-positioned in the global industry

- Herd health
- Land availability
- Domestic demand
- Export opportunities





Consumer food preferences are changing

- Food safety
- Health and nutrition
- Values-based purchasing
- Ethnic preferences

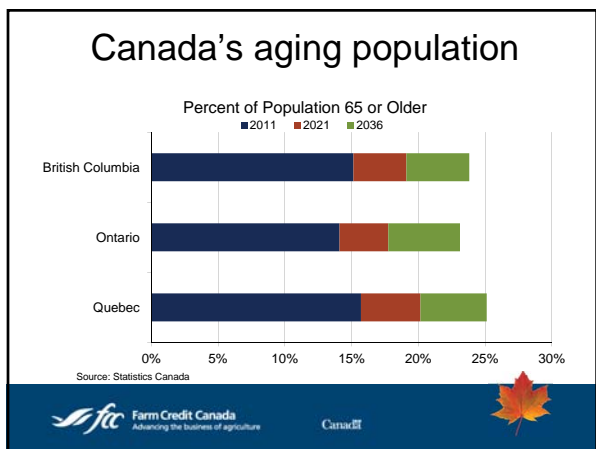
2,200,000
new immigrants by 2020*

\$27,000,000,000
in additional food purchases

Opportunity
for Canadian agriculture

*Statistics Canada

ffc Farm Credit Canada



Millennials vs Boomers

30%	Regularly consume certified organic foods	15%
48%	Make decisions based on how much packaging is used	30%
55%	Like communal dining experiences	22%
87%	Comfortable with a digital menu	55%
48%	Feel food brands are important	61%
41%	Purchase from traditional grocers	50%

Source: Nielsen, "Millennials Lead the Way in Green Packaging," August 21, 2013, www.nielsen.com





Top 5 economic drivers to watch in 2014

1. Farmland
Supply Demand
2. Trade agreements
3. Things are improving in the U.S.
4. Beef is looking up
5. Equipment sales gearing down

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Market analysis
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