

# Current Agribusiness Trends and Client Needs

---

Dr. Charlie Hall  
Professor  
Agricultural Economics  
University of Tennessee  
crh@utk.edu

---



# Agriculture's New Era

---

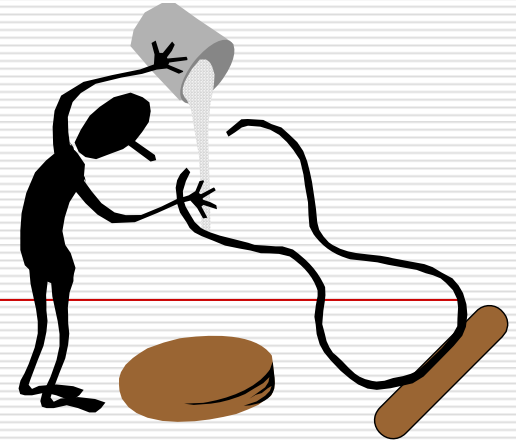
A new era in agriculture created by *drivers of change* that are *revolutionizing* the industry and *permanently* altering traditional relationships.

Farm businesses that *recognize*, *understand* and pro-actively *adapt* to the WORLD'S needs will *grow* and *prosper*.

---

# Drivers of Change

---



- ❑ Globalization of Markets and Resources
  - ❑ Consumers' Evolving Preferences
  - ❑ A More Demanding Food Industry
  - ❑ Government Interaction/Regulation
  - ❑ The Pivotal Role of Technology
-

# World Population Growth

---



Populations continue to rise ...

End of the Cold War has allowed countries to reallocate resources and increase standards of living.

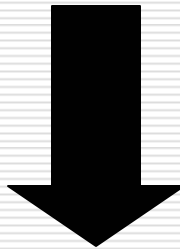
Growing incomes allow people to buy more and better quality food (changing preferences).

---

# Drivers & The Farm Business

---

Globalization      Consumers      Food Industry  
Technology      Government



What are the effects  
on the farm business  
environment ??

---

The New Agriculture's ...

# Farm Business Environment

---

- International Markets
- Commercialization/Biological Manufacturing
- Ecological Agriculture
- Differentiated Products
- Food Supply Chains
- Information/Precision
- Risk
- Diversity







































