



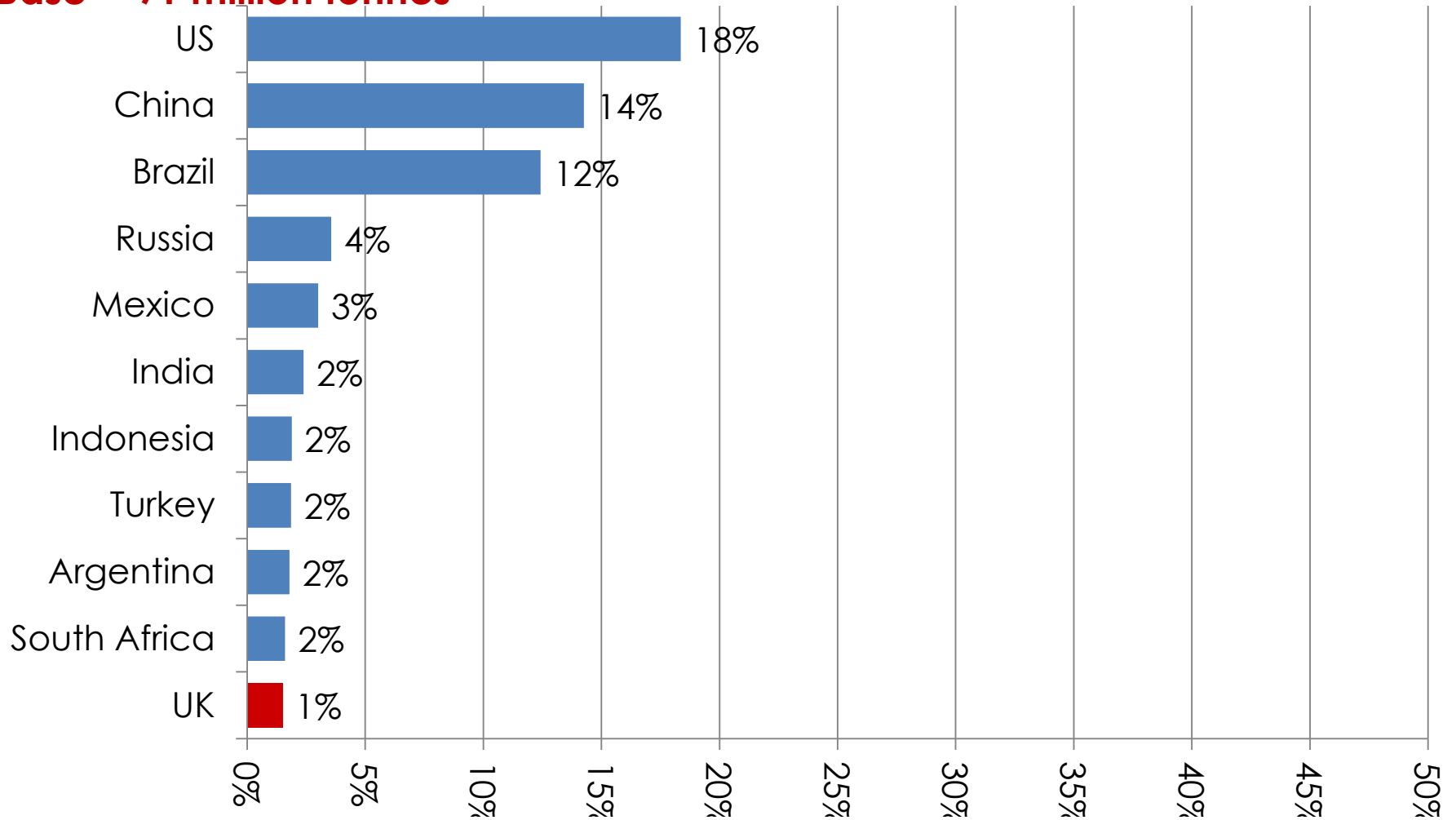
GLOBAL BRITAIN

John Giles, Divisional Director

UK poultry production in context

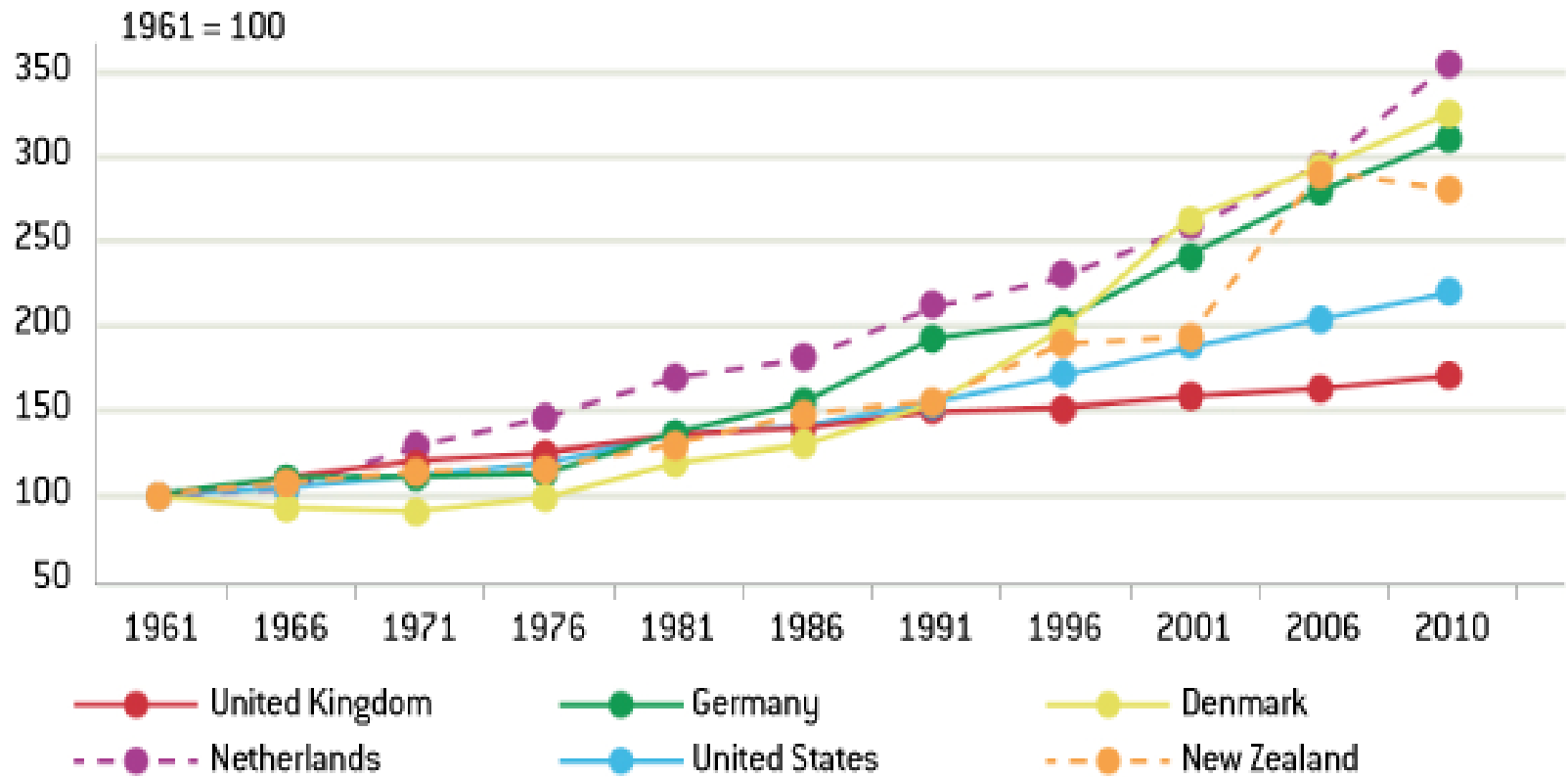
(source: FAO/USDA)

Base - 91 million tonnes



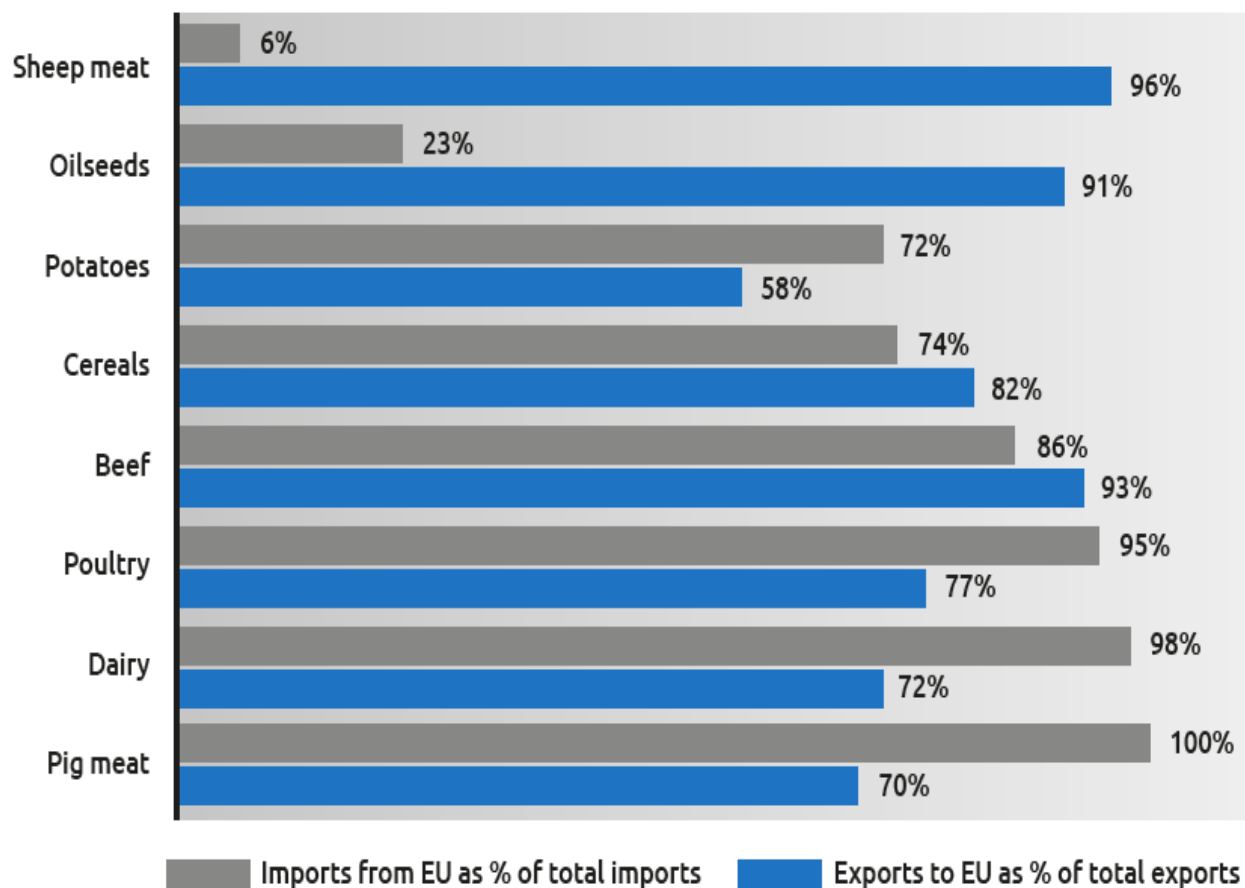
We are good, but.....

AGRICULTURAL TOTAL FACTOR PRODUCTIVITY



Source: USDA/FAO

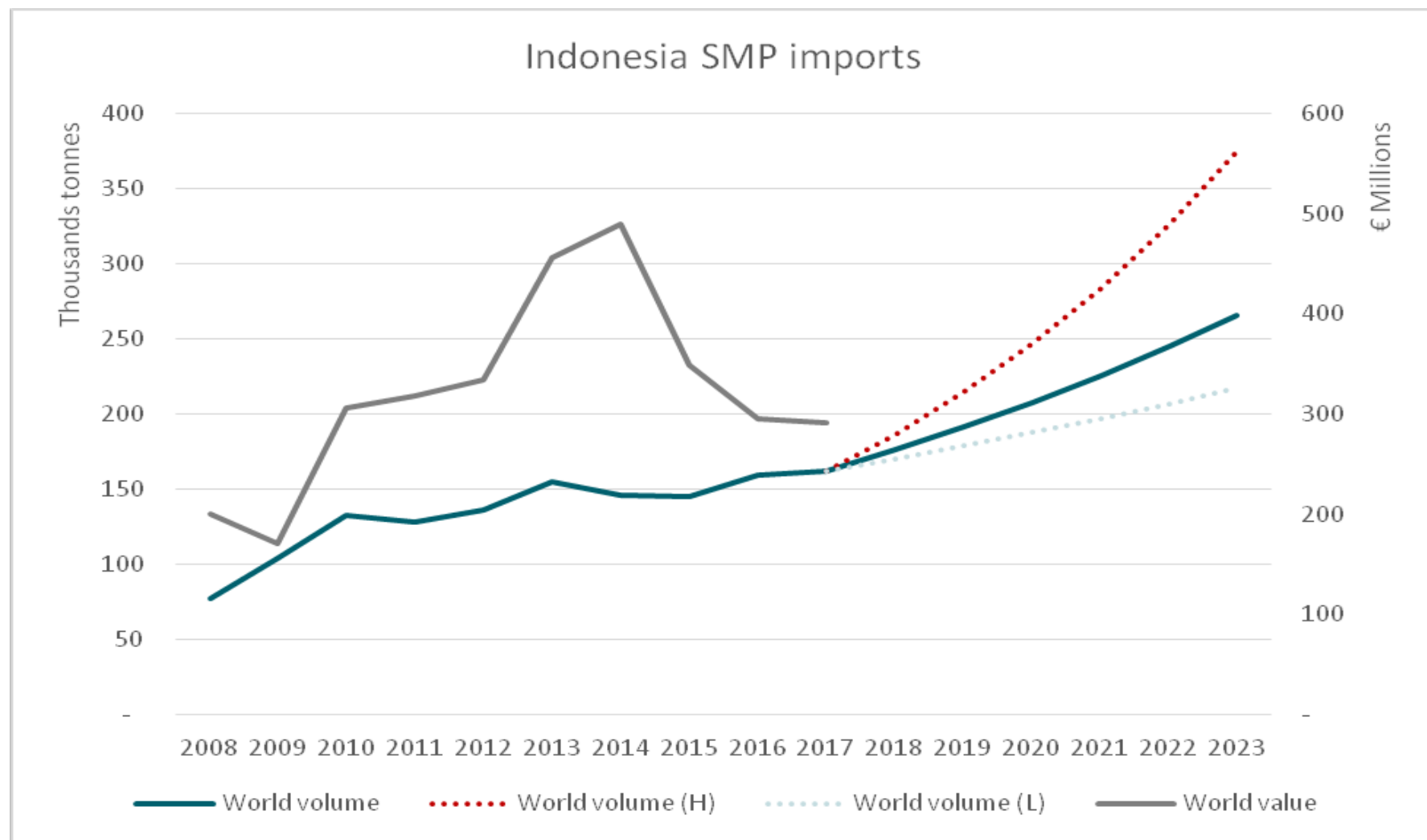
We all know Europe is critical..... (source: AHDB)



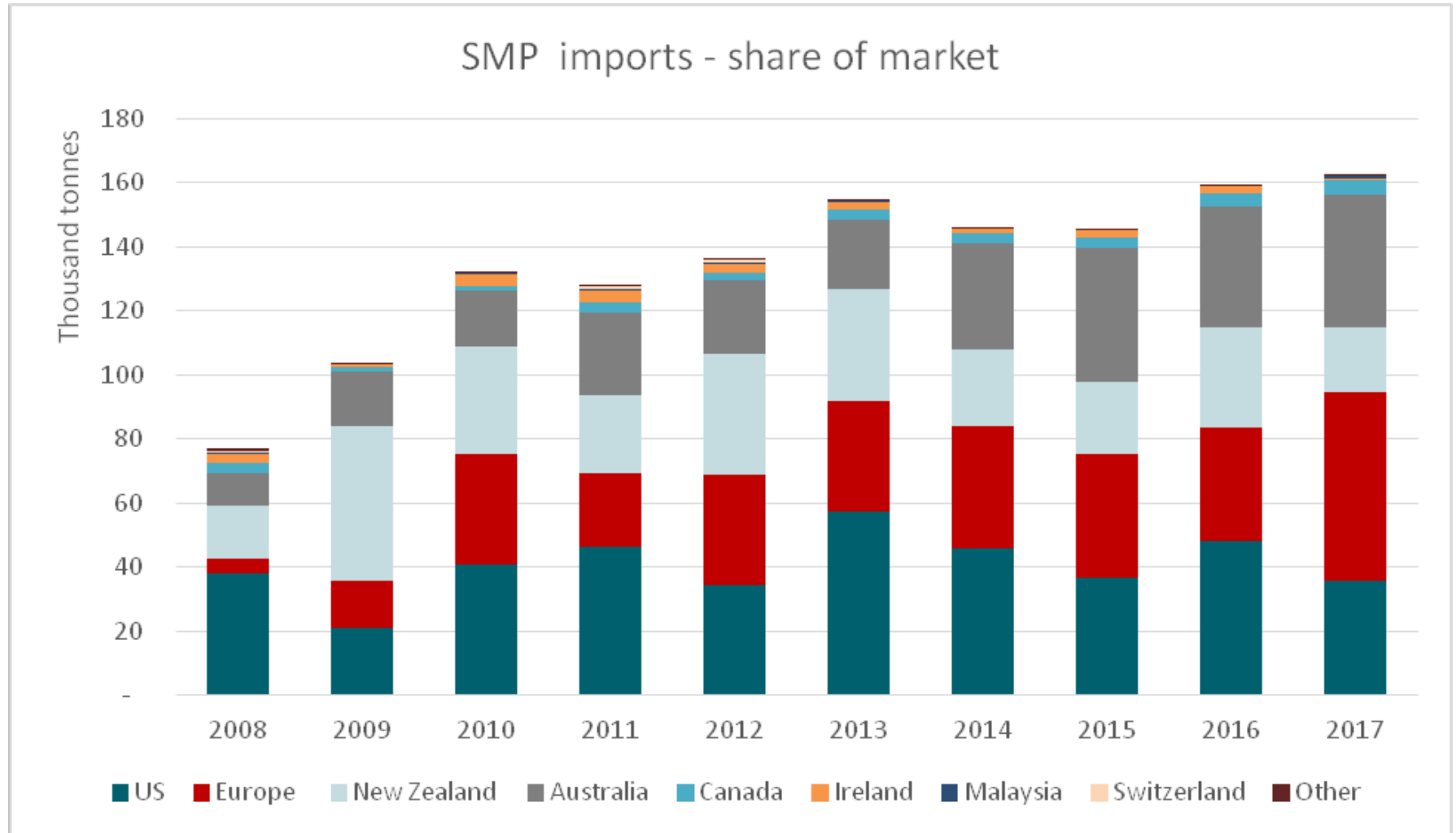
The market attraction is clear.....



Its hard work....



Where are we ?



Agri tech - US\$ 400 billion global market ?



Key points

- ☐ We are 1% of everything
 - ☐ Niche players look for niche markets
 - ☐ Major opportunities
 - ☐ Understand where we can compete - and where we cant
 - ☐ Tariff access is one thing - exports are another
 - ☐ Do your homework – every where looks interesting
 - ☐ We are not alone
 - ☐ Play to our strengths – products and agri tech
 - ☐ Only the best export & dominate their home market
 - ☐ Think 5 years ahead
 - ☐ Make it a priority activity
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- ☐ For some – the UK is still the optimum market

Questions and comments....

John Giles
Divisional Director, Agri Food

john.giles@genusplc.com

+ 44 7768 553298

