

INFORMA ECONOMICS TO STUDY DYNAMICS OF BRAZILIAN FARMING, RANCHING

Brazil is considered by most to be the quintessential competitor of North American agriculture. While a major competitor, current global food and fiber trends suggest the need for ever viable agricultural producing nations and the infrastructure to provide adequate food and fiber to growing and economically advancing new middle income consumers worldwide. The time for Brazil as a global agriculture competitor is now and questions abound about just how aggressive this agriculture powerhouse can be and how it will impact competitor nations and importers over the next decade.

In view of this, Informa Economics US and Canadian specialists have teamed with our Brazilian colleagues to assess a base line and alternative prospects of how Brazil will compete and serve the world's needs for food and fiber. In addition, the team will assess the implications for value chain adjustments and evaluate the prospects for returns on related investments over the next decade. Moreover, the study will dive deep into background economic drivers as well as the structure, conduct and performance of the full Brazilian value chain. The team will make detailed assessments of select value chain segments that will prove invaluable to investors and participants that either are doing business with or in Brazil's agricultural sector.

This new multi-client study, entitled "*The Dynamics of Brazilian Farming and Ranching: Implications for Players in the Value Chain,*" is a co-product of Informa Economics of North America and Informa's South American office AgraFNP, a subsidiary of the Informa Economics group and located in Sao Paulo, Brazil.

For more information about this study and its benefits for your organization, contact Informa Economics President and Chief Operating Officer Tom Scott at (901) 766-4586 (or e-mail him at tom.scott@informaecon.com). Also, a complete prospectus is available at Informa's Web site www.informaecon.com.

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