

## **INFORMA ECONOMICS TO ISSUE WHITE PAPER ON IMPLICATIONS OF SURGING GLOBAL PROTECTIONISM ON US AGRICULTURE**

A major component of the agricultural markets (our overseas sales) now faces an intense and growing threat from widespread, new, protectionist policies. These take many forms—from traditional border taxes, licenses or other import restrictions to much more subtle approaches that manipulate currencies, discriminate with taxes, impose "buy domestic" requirements and/or labels, or manipulate sanitary and phytosanitary rules. Increasingly, trading partners are considering ways to use these and similar approaches to protect domestic producers.

An unusual aspect of the current threat is that US policies may be contributing to the trend. From being a leader in the fight to open global markets for many high-value US agricultural products, the US now has shifted to the use of "Buy American" rules in the stimulus package, putting already signed free trade agreements in a legislative deep freeze, and requiring discriminatory labels on food products that were produced almost (but not quite) completely in the US. That is why many believe, without US leadership, the decades-long push for open agricultural markets is over, at least temporarily.

These and other developments are raising widespread concerns about the evolving protectionist trends, the details and timing of the policy shifts that they may bring and their potential impacts. They are concerned with the development of effective strategies that can be used to deal with the challenges they imply. In response to this fast-moving situation, Informa Economics, Inc., is undertaking a "rapid assessment" White Paper report to be followed by a day-long conference to focus on strategies that firms can use in this more protectionist environment.

To participate in this timely review and reap the benefits from the strategies that can help your firm deal with these changes, contact Informa Senior Vice President and Director of Policy Research Mark Jekanowski at (703) 734-8787 (or e-mail him at [mark.jekanowski@informaecon.com](mailto:mark.jekanowski@informaecon.com)). Also, a complete prospectus and registration form is available at Informa's Web site [www.informaecon.com](http://www.informaecon.com).

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*Informa Economics, Inc., a division of Informa plc, is a world leader in comprehensive agriculture, food industry, agribusiness and commodity research, information, analysis and consulting. With a core team of research analysts and consulting specialists, Informa Economics serves many of the world's leading agribusinesses. Headquartered in Memphis, Tennessee, the company has offices in Washington, D.C.; Grand Rapids, Michigan; St. Paul, Minnesota; and Winnipeg, Canada. It is the company's economic expertise and client base that combine to provide unique insights and strategic and long-term planning for agribusinesses around the world. For more information, visit the Informa Economics Web site at [www.informaecon.com](http://www.informaecon.com).*

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