Our Expertise.
Your Advantage.
Global Agribusiness Consulting
Dedicated consulting for the world of business
Success in business comes from a blend of solid strategic vision and dependable execution.

In the world of agribusiness this demands practical front line experience, broad coverage (across the agribusiness supply chain and the world) and deep industry knowledge.

Agribusiness intelligence provides experience-based business consulting services to both domestic and multinational organizations.

Whether you need an independent assessment of your competitive position or support in building critical growth strategies, our global team of consultants have the deep expertise and proprietary tools to achieve results.

We help our clients cope with their emerging challenges and unlock real competitive advantage.
Broad knowledge and deep expertise

Our agribusiness consulting capabilities:
- Market research
- Strategic planning
- Forecasting-short & long term
- Feasibility analysis
- Geographic information system (GIS) analysis
- Economic impact
- Business plans
- Market & financial analysis
- M&A due diligence
- Risk management
- Policy analysis
- Expert testimony

Sectors we specialise in:
- Inputs (seed, chemical, fertilizer, biotechnology, & equipment)
- Crops (grains, oilseeds, & softs)
- Livestock (beef, dairy, poultry, swine)
- Animal Health & Nutrition
- Food (processing, distribution, & policy)
- Land
- Transportation
- Renewable Energy
- Precision Agriculture (“big data”)
- Financial
- Coal & Energy

Our global perspective:
We have experts on the ground across:
- Europe
- U.S.
- Canada
- Brazil

And affiliates in:
- Russia, China, India, Southeast Asia, Australia, Turkey
Unlock your competitive advantage

Meet our lead specialists, working across core agribusiness sectors on over 400 projects every year
Meet our lead specialists

**Agrochemicals & seeds**
We deliver timely coverage of critical developments and events shaping the crop protection industry, allowing our readers to understand the implications for their businesses and plan accordingly.

**Matthew Phillips**
Dr. Matthew Phillips is the founding partner in Phillips McDougall and one of the known authorities in his field. He has over 25 years of experience in the analysis of agricultural input companies and markets.

Recent consulting projects:
- Company acquisition screens
- Crop / product studies
- R&D in conventional chemistry
- R&D in agri-biotechnology
- Strategic company assessment
- Product supply and pricing
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**Jenny Bouch**
Jenny has a broad-based industrial background spanning more than 30 years, including 17 years providing consulting services in the fertilizers, refining and petrochemicals sectors. A Chemical Engineering and MBA graduate, she has previously held business management and technical roles within various multinationals, including ARCO, Borden and BP Chemicals.

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- Assessment of U.S. ethanol exports to an Asian destination
- Medium-term outlook for the cattle and hog sectors in a Canadian province
- Multi-client study on the prospects for and implications of sustained low commodity prices

**European agri-food & bioenergy**
We provide specialist agri-food and bio-energy consultancy for public and commercial sector clients to monitor, analyse, assess, evaluate and implement policies and business strategies in agriculture, food, drink, rural development, bio-energy, environment and trade.

**Edward Oliver**
Dr Edward Oliver is Managing Director of IEG’s European consulting business, Agra CEAS Consulting. He has over 20 years research and consulting experience in assessing the economic and business impact of changes in policy and market. His work includes investment opportunity assessment for global financial institutions and research, analysis and due diligence projects for clients in all areas of the arable, livestock, forestry and bio-energy supply chains.

Recent consulting projects:
- Bioenergy and feedstock analysis for merger and acquisition due diligence processes
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- Site selection and feasibility studies for agricultural investment opportunities
- Strategic assessment of agricultural commodity and bio-energy markets

**Fertilizers**
We provide strategic, commercial and market expertise across the fertilizers supply chain, providing clients with investment and opportunity assessment, due diligence support, price forecasting, cost and competitive analysis and market reviews.

**Agribusiness & Biofuels**
We provide the data, analysis, forecasts and industry-specific expertise to assist organizations in food and agribusiness to develop the right strategies and make better decisions, whether they are navigating changing markets or building a new facility.

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Richard Brostowicz
Richard has over 30 years of experience in the agricultural sector in Brazil and Latin America. As CEO - IEG|FNP, he is focused on agri related strategies, business intelligence, consulting and market research. Previous experience includes over 20 years at Monsanto and roles as investment director for a venture capital group and director of a market research agency.

Recent consulting projects:
► Due diligence proj for acquisitions and investments in agricultural distribution and waterway systems for commodities
► Market research on pricing strategies
► Business consulting on the value chains and opportunities for rural hygiene products
► Technical and financial viability analysis

Ken Eriksen
Ken has over 25 years experience in transportation. A prolific speaker on commodity, transportation and infrastructure developments and an expert witness in the area of transportation, logistics and supply-chain. His previous experience includes USDA's National Agricultural Statistics Service and Washington State University Department of Agricultural Economics.

Recent consulting projects:
► 2014 Rail Analysis for one of the largest soybean coalition in the U.S.
► Liquid Barge Movement MS River consulting project for one of one of the largest and most diversified marine transportation services companies in the U.S.

Juan Sacoto
Juan has over 20 years experience in management consulting. This includes extensive experience in business strategy, risk management, market research, feasibility, financial and competitive analyses, economic modelling, forecasting, economic development and impact, M&A and due diligence.

Recent consulting projects:
► Develop a global growth strategy for a Chinese seed and agricultural inputs company expanding its footprint
► Examine constraints, opportunities and outlook for non-gmo grains and oilseeds
► Acquisition due diligence of a dairy product company for a private equity firm to examine company’s business model and sustainability of its supply chain.
► Develop a standardized long term farmland prices outlook for multiple countries and investors

Joe Somers
Joe has over 35 years experience in agricultural commodities, supply/demand, research and trade policy analysis. Previously Joe has worked with USDA's Foreign Agricultural Service including postings in Brazil and Argentina. As head of Informa Economics IEG Washington DC office, he leads economic analyses and agricultural policy consulting.

Recent consulting projects:
► Cost-benefit analysis of USDA market development programs
► Assessment of U.S feed grain and meat export opportunities under a TPP agreement
► Multi-client study on “Farms of the Future”
► Assessment of U.S feed grain, dairy product and rice export opportunities under a T-TIP agreement
► Big Data multi-client study

Meet our lead specialists

Latin America consulting and market research
We provide expertise across the food, fiber and energy value chains in Brazil and Latin America. This includes identification of business opportunities, strategic consulting and market research to better understand farmer, industry, trader and distribution needs.

Transportation
We provide analytical, modelling, forecasting, network systems analysis, infrastructure assessment, and supply-chain expertise for a broad array of transportation clients.

Agriculture & Food Supply Chain
We provide consulting expertise across the food and agribusiness value-chain. This enables best practice due diligence in relevant sub-sectors, increasing the chance that investors can capture attractive returns and cope with emerging challenges.

Public sector
We provide expert advice, assistance, guidance or counselling in support of agencies’ management, organizational, and business improvement efforts. This may also include studies, analyses and reports documenting any proposed developmental, consultative or implementation efforts.
Informa's Agribusiness intelligence vertical helps the world's largest and most influential agribusiness organizations gain advantage by delivering actionable intelligence across the food and commodities value chain.

Our global team of industry experts provide supply, demand and price data, both historical and forecast, supplemented by expert analysis and insight, including market, company and regulatory news. The services provided help our customers to save time, mitigate risk and maximise profits by reacting first to opportunities. Across the entire value chain it helps them get ahead of their competition. We call it the advantage of knowing.

Agribusiness intelligence covers the entire value chain through:

- **Insight & data**
- **Analysis & Forecasting**
- **Consulting**
Our success stories

Deep insight in the real world
Deep insight in the real world

Market study
A detailed market study on urea was prepared for a new fertilizer export plant in the Middle East. The international market and prices for ammonia were also reviewed and projections provided by year to 2035. For urea, both the total market and the granular market were reviewed and projections provided by year to 2035 for capacity, supply/demand and trade.

Granular urea target markets were identified and a marketing programme prepared taking into account the competitiveness of competing suppliers. Existing import channels and contractual arrangements were detailed for urea sales in the target markets. The outlook for prices under different scenarios was projected.

Market research & strategic review
“Food 2040: The Future of Food and Agriculture in East Asia.” This study examined the drivers of change in East Asian food and agriculture and explored and illuminated their plausible outcomes within a 30-year time horizon. The study was structured around five core themes including consumer trends, competitive and regulatory landscape, food technology, agriculture and food distribution, and environment and resources. The study explored and identified key issues, driving forces, and potential implications and opportunities within each theme.

M&A due diligence
Pre-acquisition due diligence study of the oilseed crushing and biodiesel markets for the U.S., Europe, South America, China, India, Malaysia and Indonesia. The study examined the structure of the market, the policy environment, the economics of crushing and biodiesel, oilseeds available in each country, and the ten-year supply/demand outlook of oilseed crushing and biodiesel production in each region. The study served as the independent market consultant’s report for a group of investors of the facility.

Bankable market study
A bankable market study was undertaken on behalf of the Financial Arranger for a coal-based ammonia/urea project to be located in the United States. Coverage included the market outlook in the U.S. and globally, price and netback forecasts, a competitiveness review, an assessment of the off-take contract and a review of the lenders’ financial model.

Risk management
Development of a Margin-at-Risk model to measure financial risk associated with their beef business and construction of a Value-at-Risk model to monitor risk levels in their proprietary trading operation.
With unrivalled accuracy

Middle Eastern Shipping Company Grain Source Strategy
Analysis to develop best strategies to source grains and deliver fertilizer for a Middle Eastern shipping company. The analysis looked at the opportunity to ship fertilizer from the Middle East and source grains and oilseeds at the destination through review of export patterns and port availability.

Ports were identified and initial contact and introductions were made by Informa. As part of the study, key ports in South America were visited.

Transportation market assessment
For an operation that would be the largest of its kind generating biogas from livestock waste, conducted an assessment of potential markets for the biogas in power generation and transportation, as well as the value of environmental attributes (i.e., credits). The assessment of the transportation market also included an analysis of the value associated with renewable identification numbers (RINs).

Product Portfolio review
Analysis of a company’s own agrochemical product portfolio in selected countries in terms of volume value and price. Comparison with market data to ascertain market share and price variations / opportunities. Forecast the potential for each product and compare this with the clients own expectations. Identify potential future threats with respect to regulations, market trends, competitor activity and new technology.

Market Potential for GM traits in R&D
The market potential for GM traits currently in R&D was assessed with regard to current market conditions, adoption rates and technology utilised. Forecasts for future market development and the potential for this new technology were presented in terms of value and acreage.

Competitive analysis
Competitive evaluation of a region’s cattle and beef industry relative to the U.S., including the cow/calf, backgrounding, cattle feeding and packer/processor subsectors, with emphasis on SWOT analysis approach in determining strategies and recommendations.

Agri-business Intelligence respects confidentiality in all of our consulting projects
How can we help you compete?
Together with our clients, we’ve made real impacts in the agribusiness industry over the last few decades. Today, agribusiness is an increasingly volatile environment, so the need to keep pace and gain competitive advantage has never been higher. What’s your next move?

**Let’s have an initial conversation to see how we can help you compete and grow.**

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**Europe:** +44 (20) 7017 5956  
**South America:** +55 (11) 4504 1447  
**Asia:** +852 3757 9706

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www.agribusinessintelligence.com