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Agricultural Outlook Forum  
U.S. Department of Agriculture

Presented: February 23-24, 2012

Emerging Food Demand in Asia:  
Drivers Features Outcomes

Thomas C. Dorr

# FOOD

2040

Infinite Opportunities

Emerging Food  
Demand in Asia:

Drivers  
Features  
Outcomes

Thomas C. Dorr  
President and CEO  
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**U.S. GRAINS**  
COUNCIL



BBC FOUR



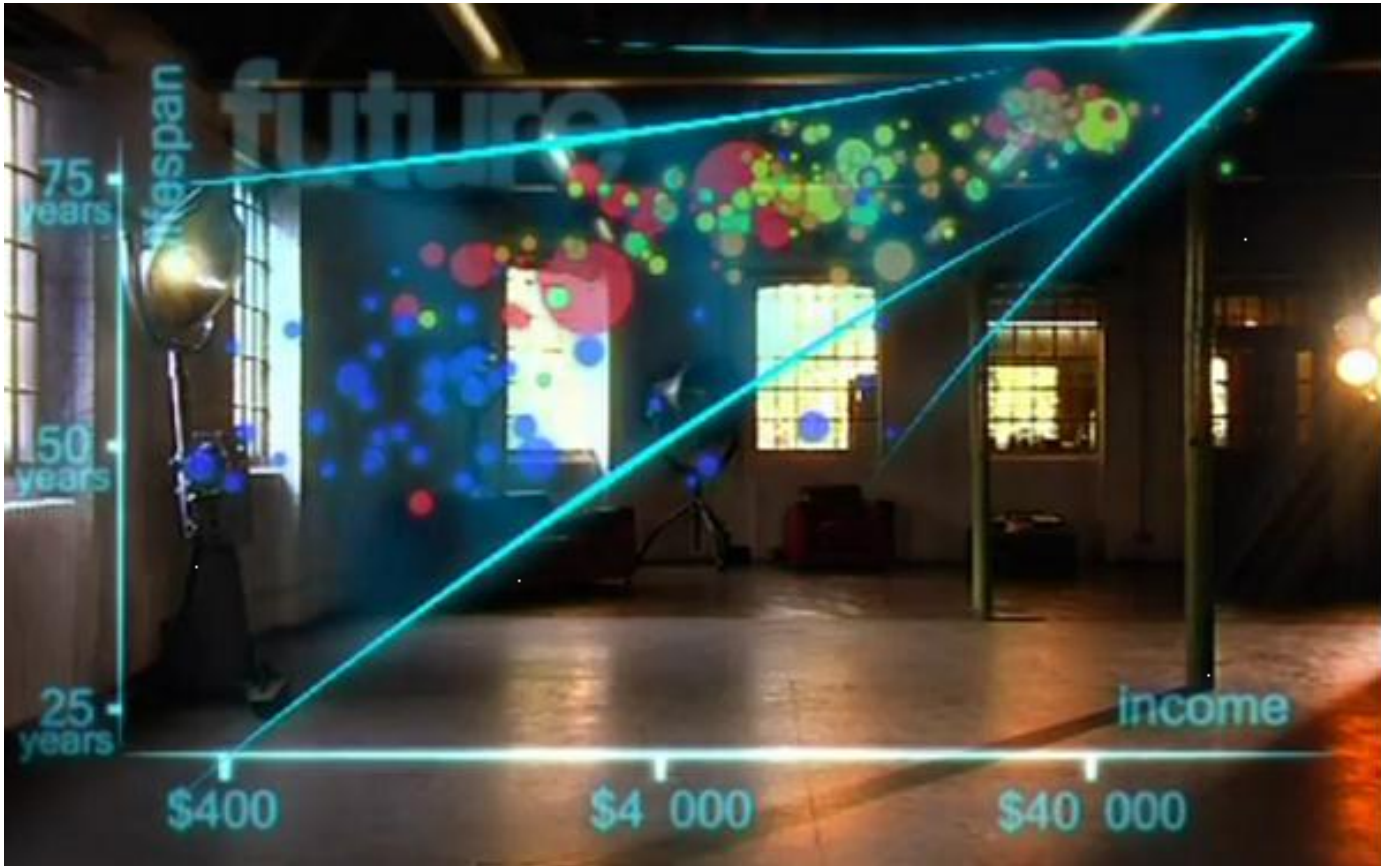


- 1. “Most people today live in the middle.”**
- 2. 95% of them live outside the United States.**
- 3. They are moving fast, so we need to adapt to stay in the game.**



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**FACT:** Global wealth creation is producing a global middle class.



## HYPOTHESIS:

- Affluent Asian consumers will drive global demand.
- Asian norms will increasingly drive the global food system.



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# Five Research Areas

1. Food Technology/biotechnology
2. Consumer trends: Upper/Middle class Asia
3. Competition/policy/regulatory landscape
4. Agriculture/food distribution & packaging
5. Environment & resources



# Six Key Insights:

- East Asia/China a bioscience leader.
- Chinese consumers the global driver.
- “Harvesting trust:” branding as a guarantee of quality.
- Asian diet: synthesis of tradition & science.
- Food as a service: “Asia without kitchens.”
- Product differentiation; niche markets.



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# Vision of Future State Requirements



## Today

Few large commercial global registrants of biotech transgenic events



## Future

600+ firms seeking to register transgenic and novel technology events



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# Vision of Future State Requirements



## Today

Compartmentalized nutrition and wellness model



## Future

Integrated medical, food and genomics models that are infinite and evolve exponentially



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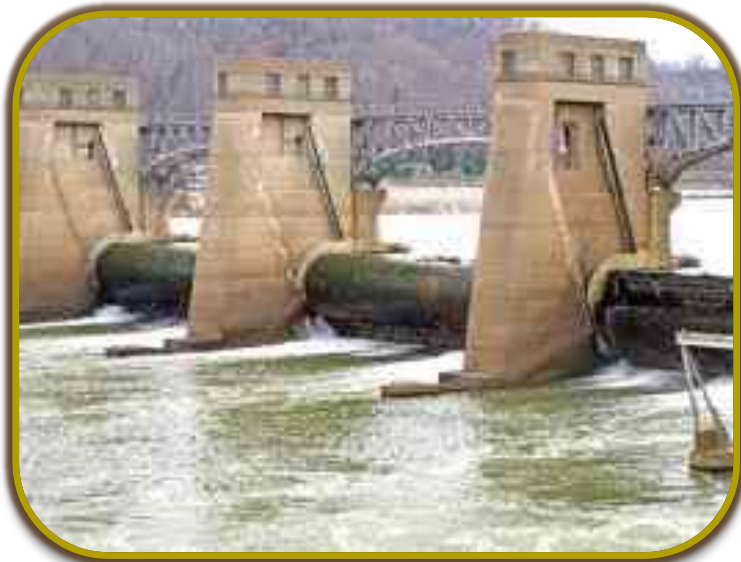
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# Vision of Future State Requirements



## Today

Antiquated transportation systems



## Future

A highly sophisticated modern transportation and infrastructure system



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# Vision of Future State Requirements



## Today

Middle class development focused on caloric increase



## Future

Middle class with means to demand assured quality, variety, and consumer choice



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Thank You

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Infinite Opportunities



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