

# Global Seed Sector 2020 Outlook: Major Field Crops 2009



## BACKGROUND

Unprecedented price peaks and declines in 2008/9 were a dramatic shift after many moderate decades in world agricultural commodities. As companies and governments look toward 2020, questions remain:

- How long will the current recession last?
- How will near future agricultural commodity demand be dampened?
- How will expected technology commercialization be slowed?

Expected developments in global and regional production economics, and seed technology commercialization require a comprehensive and segmented analysis of the field crop seed. The Context Network has issued the *Global Seed Sector 2020 Outlook: Major Field Crops*, an important resource of actionable market knowledge for industry visionaries.

## MAJOR FIELD CROPS: A GLOBAL MARKETPLACE OUTLOOK

This multi-client study by The Context Network is an in-depth investigation and analysis of the factors expected to drive market expansion in the global field crops seed sector through 2020.

Key data are presented analyzing influences on major field crops acreage and production, and seed pricing. The outcome of thorough analyses includes identification of key growth factors, as well as important marketplace threats.

**Global 2020 Field Crops Seed Market Value to approach 40b USD**

**World Field Crops Trends, Impact**  
GSSO 2020 Major Field Crops focuses on key production agriculture demand fundamentals, such as food security and biofuel production. These factors have the potential to keep grain/oilseed inventories comparatively tight to recent history, possibly holding commodity prices at higher levels, albeit with more volatility, through the forecast period. The fundamental relationship for seed prices is that they will change as shifts in farm revenues are realized.

Context monitors key market expansion drivers including:

- ✓ Both changes in acres planted with traits and traits planted per acres
- ✓ Seed price developments in relation to commodity price forecasts
- ✓ Commercial development impacts, such as privatization and hybridization, expected within major global country-crop markets

Analytics performed to describe major impacts are clearly summarized as either, (i) biotech trait, (ii) seed price, (iii) commercial transitions (such as increases to bought seed, most notably higher value hybrids), (iv) and seed volume (changes in crop area and planting rates). We offer transparency in articulating these forecast assumptions, so that these results can serve as areas of discussion to cross-check and challenge your internal assumptions

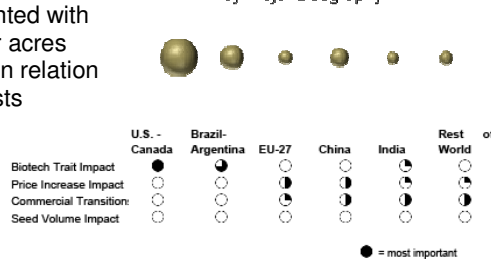
Globally, Context estimates that the value of proprietary field crop<sup>1</sup> seeds and traits will nearly double from a current market value of over \$20b to nearly \$40b in 2020, increasing at nearly a 5% compound annual growth rate (CAGR).

### Outlook, By Nation and Region

Regional and country-level roles and shifts are identified in the GSSO 2020 Major Field Crops report.

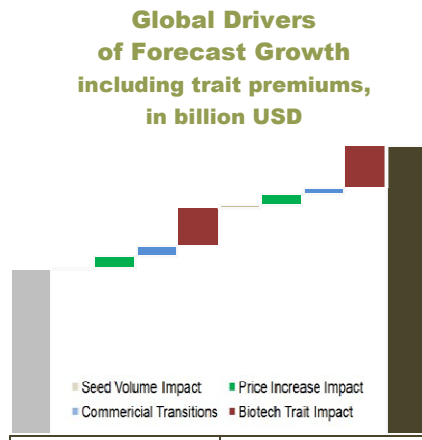
### Projected Growth thru 2020

Major Field Crops Seed Market Value by Major Geography



The GSSO Major Field Crops study investigates projected growth of major field crop seed market value by major geographies. Biotech trait impact will be significant, but will vary in their impact in major regions across the world. Anticipated commercial trait value expansion will be strongest for the major field crop seed market in the Americas.

The U.S. – Canada region is expected to remain the largest seed and trait market through the forecast period. Emerging markets, Brazil, Argentina and India are expected to realize the highest CAGR among the major market regions. Seed markets in the EU, China and the rest of the world are expected to realize more modest growth reflective of the expected more limited trait market expansion.

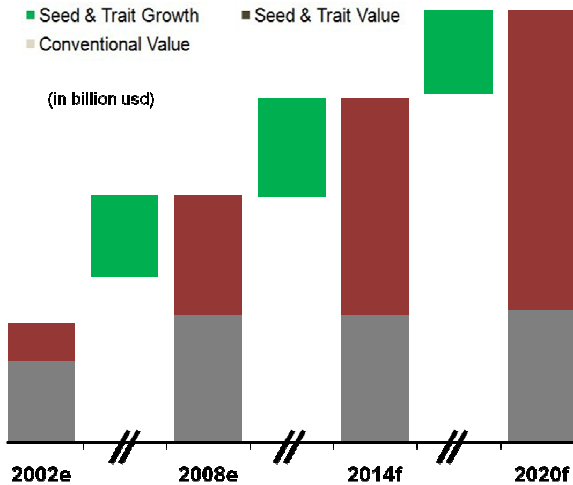


<sup>1</sup> Major field crop seed markets consist of maize, rice, wheat, barley, sorghum/millet, soybean, rapeseed/canola, sunflower, cotton and sugar beet.



## Current Global Field Crop Seed Market Shares by Region

**In global aggregation, nearly all major field crop seed market growth is within trait enhanced seed**



SOURCE: CONTEXT GSS 2020

### Study Component and Methodology

In *Global Seed Sector 2020 Outlook: Major Field Crops*, Context has carefully and comprehensively evaluated, valued and analyzed the field crops seed market.

Contents of the report include:

- Key Findings – global, regional and crop opportunity evaluations
- Seed and Trait Projections
- Macro Economic – commodity outlook
- Analysis: Projecting Seed Expenditures – farm gate revenue & seed market
- Projections
- Seed Sector Fundamentals for Crop Markets in Transition
- Definition of Key Terms and Study Scope

## ORDER INFORMATION

The study was commissioned by Context Network, Des Moines, IA. The pdf file can be sent via e-mail and/or CD-ROM format.

A personal presentation will be available for the cost of time and travel.

For further ordering information, please contact:  
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