

## CHANGES IN MARKET DRIVERS

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1 August 2019



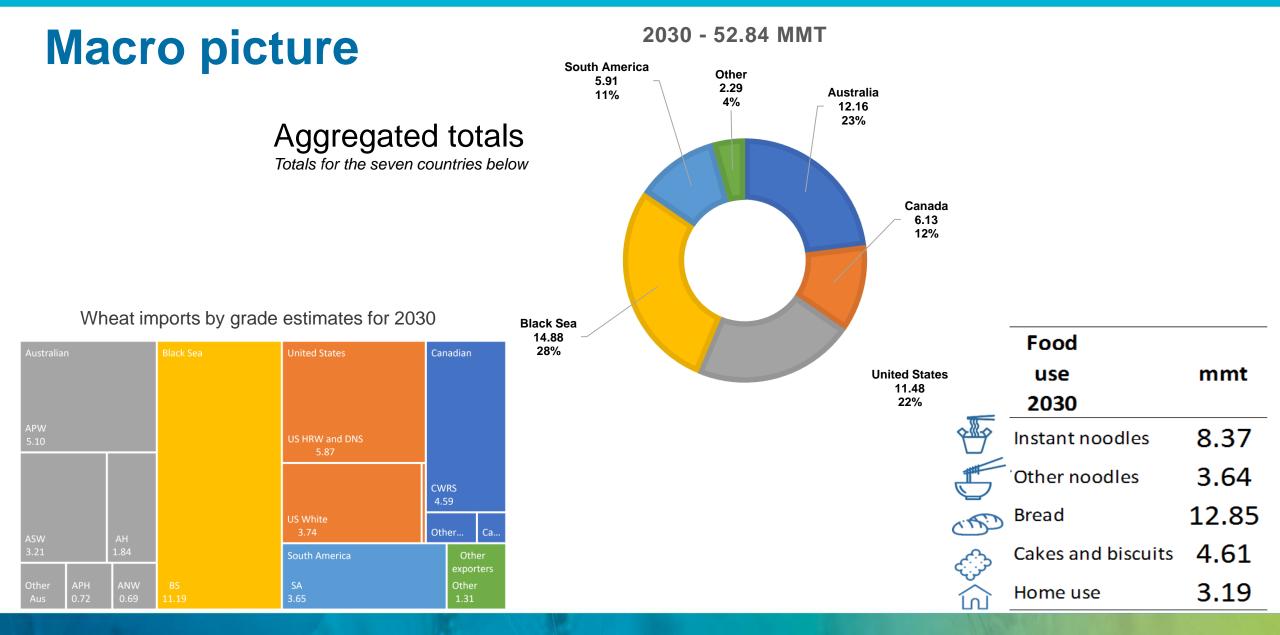


AEGIC is an initiative of the Western Australian State Government and Australia's Grains Research and Development Corporation



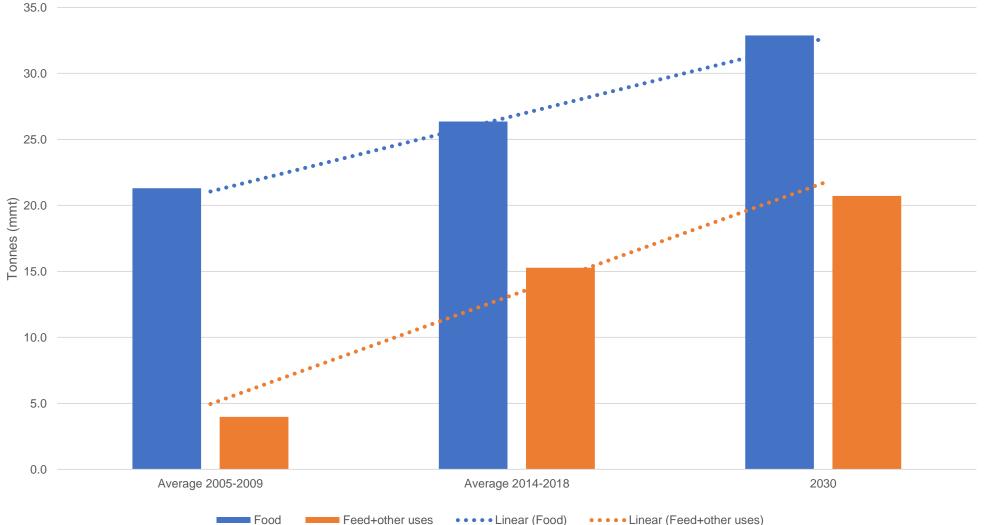








#### Food vs feed



Feed+other uses • • • • • Linear (Food)

•••• Linear (Feed+other uses)

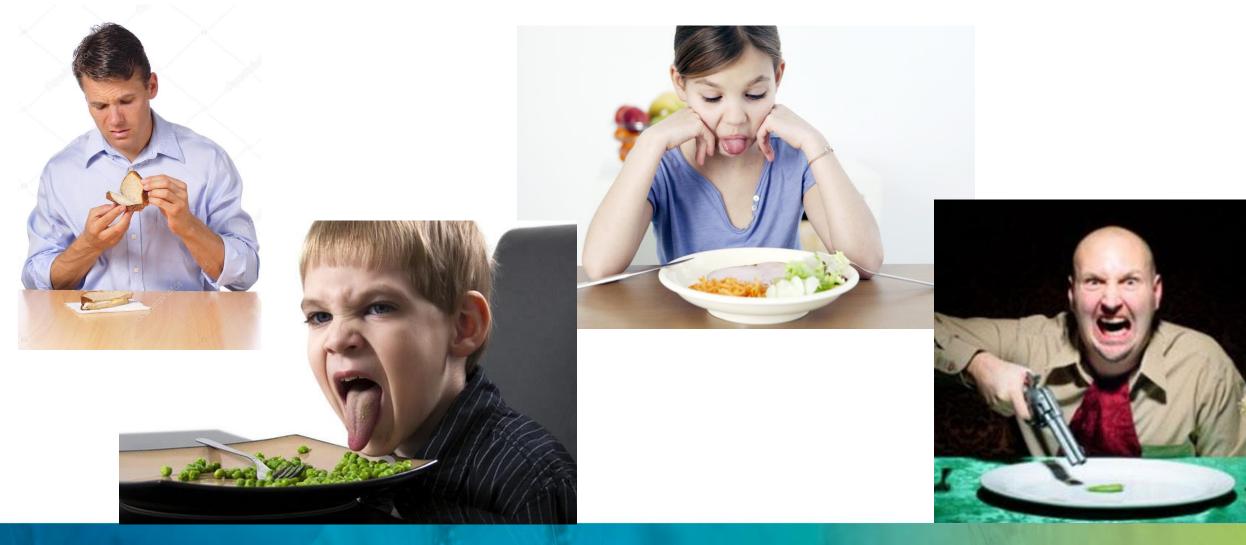


#### **Politics is changing market dynamics**





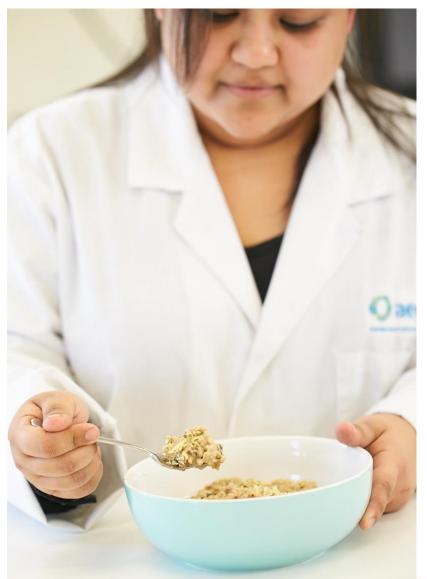
#### **Consumers are more discerning than ever**





#### **Health and nutrition**









### **Higher value uses**









# Thank you

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