

# U.S. Corn Industry Unveils Aggressive Vision For Growth

AMANA, Iowa — Corn industry leaders want to double the value of U.S. corn by 2002.

Developed as part of a strategic planning effort initiated by the National Corn Growers Association (NCGA), the corn industry vision statement unveiled at the Farm Progress Show outlines where the corn industry wants to be in the next five years. The vision is a direction, a rallying point to achieve results.

"Corn is worth about \$27 billion a year to U.S. farmers," said Wallie Hardie, president-elect of the NCGA. "We believe we can realize \$40 billion in cash receipts at the farm level by 2002."

According to the vision statement, "The U.S. corn industry will be a growth industry realizing a \$40 billion market value at the producer level by 2002 as it responds and adds value to the food, feed and industrial needs of the world in the 21st Century. It will be a profitable and dynamic industry, attracting the best and brightest people, capable of expanding and capitalizing on global opportunities in both traditional and non-traditional markets."

Hardie, a Faimount, N.D. corn grower who serves as co-chairman of the strategic planning effort known as "Global Positioning Corn: New Thinking For A New Age," agrees

the vision is aggressive. "The vision is formidable, but achievable," he said.

To reach the \$40 billion level during the next five years, all segments of the corn industry will need to pool their resources and cooperate, said Everett Nordine, 1997 chairman of the National Corn Development Foundation and co-chairman of the "Global Positioning Corn: New Thinking For A New Age" process.

The cooperative process started with the formation of a Corn Industry Vision Task Force, which included corn growers, livestock and poultry producers, specialty corn producers, state corn grower association staff, grain merchandisers, seed industry representatives, corn processors and representatives, from other segments of the corn industry.

Task force members began developing the corn industry vision in January 1996. To come up with the \$40 billion target, they considered industry structure, international markets, trade, demand, governmental policy, environmental trends, production dynamics and other competitive factors influencing the industry's future.

Using this information, the task force drafted the new corn industry vision. The vision was scrutinized by the corn industry, and growers around the

country were polled during the summer. Changes and recommendations were incorporated into the final vision statement approved by the NCGA and NCDF boards in August.

"The next step is to develop the goals and strategies that will help us make the vision a reality," Hardie said.

NCGA and NCDF leaders already are looking for ways to contribute to the achievement of the corn industry vision.

"The \$40 billion level can be reached in several ways," Nordine said. "We can increase demand. We can also add value to our product in current markets by using new technology and developing new uses for corn."

The NCGA is working on nine vision-related goals. "Each of the goals contributes to increasing demand or developing new uses," Hardie said. "The goals will help us pull together as an industry, respond to growing demand and focus on our customers. At the same time, we'll be getting to know our competitors better. The information we gain will help us protein our competitive advantage."

Other goals among the nine address government policy, research, education and information.

"Government policy impacts our ability to profitably grow and market corn," Hardie said.



"One of the things that we can do at the NCGA is to work for government policy that helps U.S. corn growers access and compete in growing world markets."

The U.S. corn industry already is the largest player in the world corn market. U.S. growers hold about 70 percent of the global export market share. "The idea behind the vision is to increase our advan-

tage," Hardie explained, "not to sit tight and maintain, or lose, the market share we've got."

For a copy of the corn industry vision and the NCGA's goals, contact the National Corn Growers Association at 1000 Executive Parkway, #105, St. Louis, MO, 63141, attn: "Global Positioning Corn: New Thinking For A New Age."



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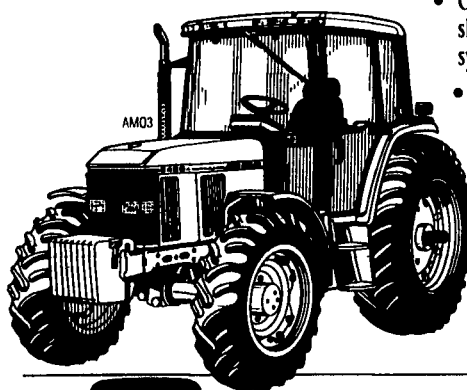


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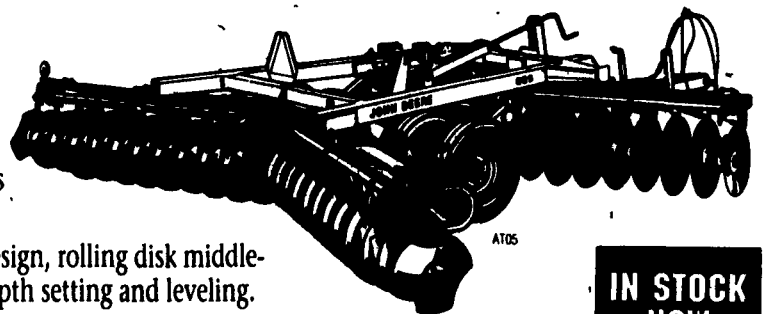
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