



ARGENTINA

Orlando, January 11 , 2010



What is Argentina ?

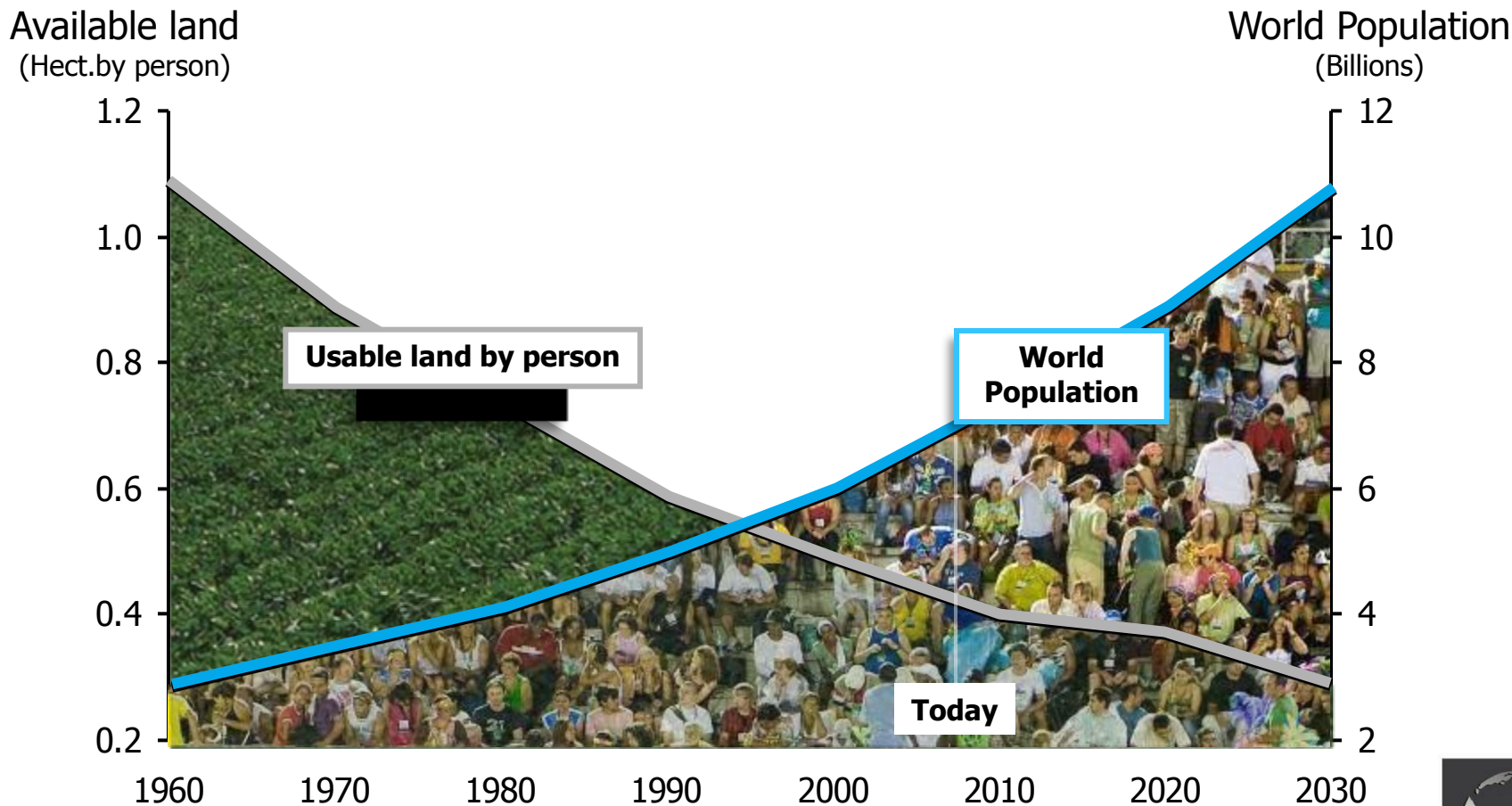
- Is the country of Future ...

and always will be?

What is Argentina ?

- From the Ag Business side, the future is Today iii
- We are ready to be one of the countries which will take advantage of growing dramatically as a country, based on our competitive advantages in the Ag Business, facing the outstanding opportunity of the next decade and the followings ones.

World Population Growth and limited planted area expansion possibility



Source: World Bank FAO/ United Nations

Drivers for long term increasing demand



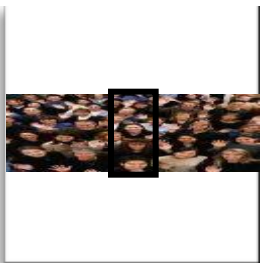
Biofuels Production



Food quality improvement



Limited available land



World population growth

This will push higher commodities prices and better farm income

Opportunity 2010 /2020

- Increased demand of food both, in quantity and quality.(mainly animal proteins)
- This requires growing volumes of vegetal proteins
- The only part of the world able to expand significantly the planted area with soybean is South America(Brazil, Argentina,etc.)



Opportunity 2010 /2020

- Increased demand in less polluted sources of energy, is pushing the production and consumption of Bio Ethanol (Corn and sugar cane) and Bio Diesel (soybean and other oil seeds).
 - In Argentina from January 2010, gasoline and diesel must have no less than 5 % biofuels (280 million liters of Ethanol)
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Argentina Economy

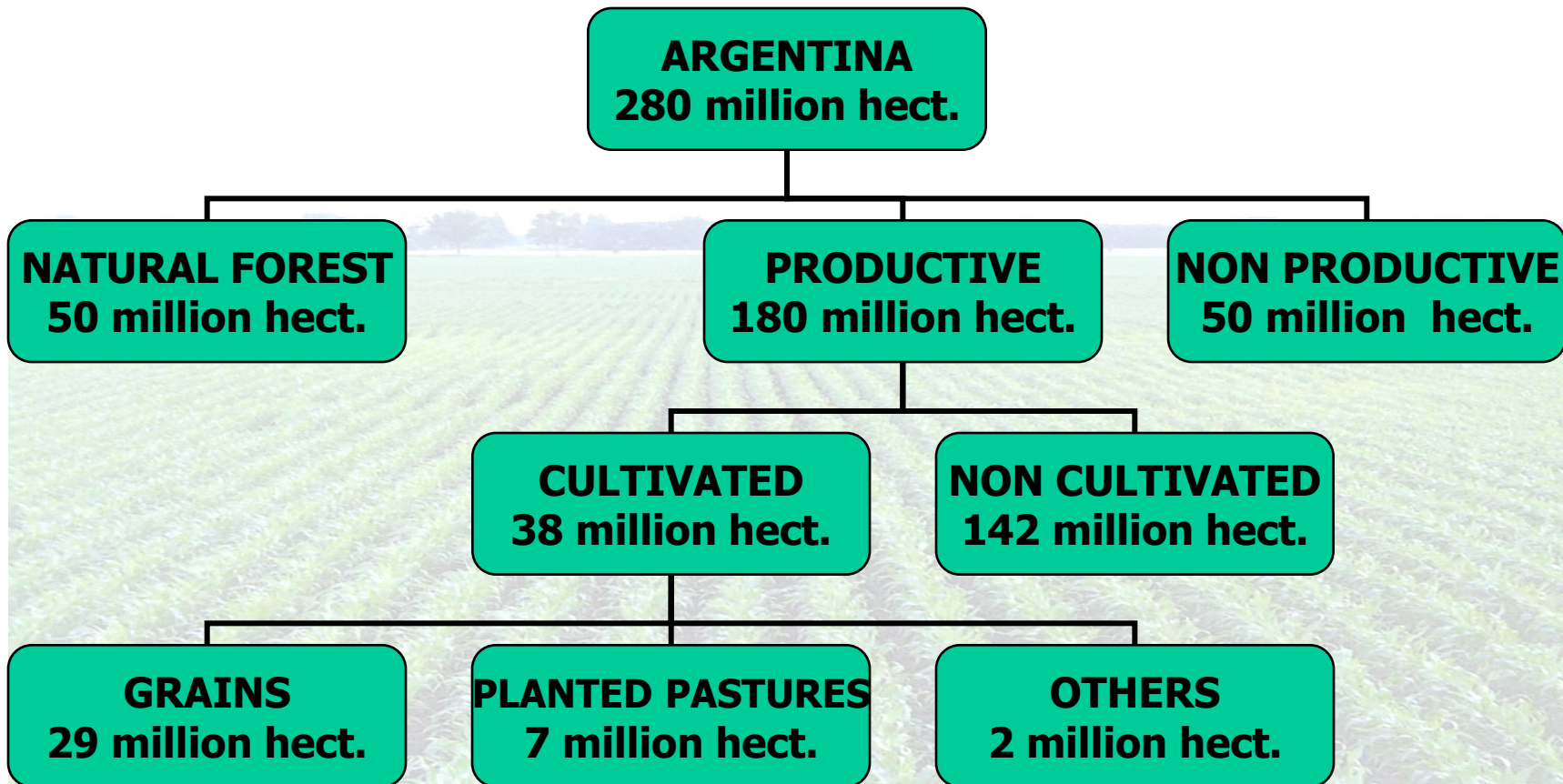
- GDP: Government foresees an increase of +5,5% in 2010. (Private analyst +4,0%)
 - Official Inflation estimation for 2010 will be about 8%. (Private analysts foresee about 15%)
 - The floating exchange rate remains relatively stable (devaluation lower than inflation)
-

Argentine Farm Sector

- 15 % of country GDP (35 % including related activities)
- 37 % of employment (Direct + Indirect)
- 55 % of total country exports.

Country Profile

- 8th largest country (280 million hectares)
- Food producer and Exporter
- Very favorable natural conditions
- World leader in agricultural production
- Food producer (6th) and exporter (5th)
- All types of production capability
- Potential planted area and yields, expansion



One of the largest cultivated plains in the world

Excellent weather conditions

- No extreme temperatures
- Appropriate rainfall regime
- 2 crops per year in most areas

Soil

- Good structure and high content of organic material
- Less usage of fertilizers and lime requirement
- Water availability for complementary irrigation

Topography (Plains or Pampas)

- Low risk of erosion
 - Allows big capacity equipment (more efficient)
 - Less surface drainage and better water infiltration
-

Argentina: Food producer and exporter country

Grains produced by person (tones)

Argentina **2,30**

Media Global 0,25



78% of grain production is exported

Product	World Position
Soybean	3
Soybean pellets	1
Soybean oil	1
Wheat	4
Corn	2
Sunflower	1
Lemons	1
Dairy Products	16
Wines	10

Country Profile: Deep Change in customer profile

During the last 15 years customers in Argentina, because of low prices at the end of 90's and the fiscal pressure after 2001/2002 crisis, became ...

- Highly professional
 - More developed and open minded
 - Demands outstanding product support, and modern and productive machinery.
 - Cost effective farmers
 - Fast technology adoption
 - Larger production scale
 - Extremely focused in cost reduction and increased yields, looking for being sustainable
-

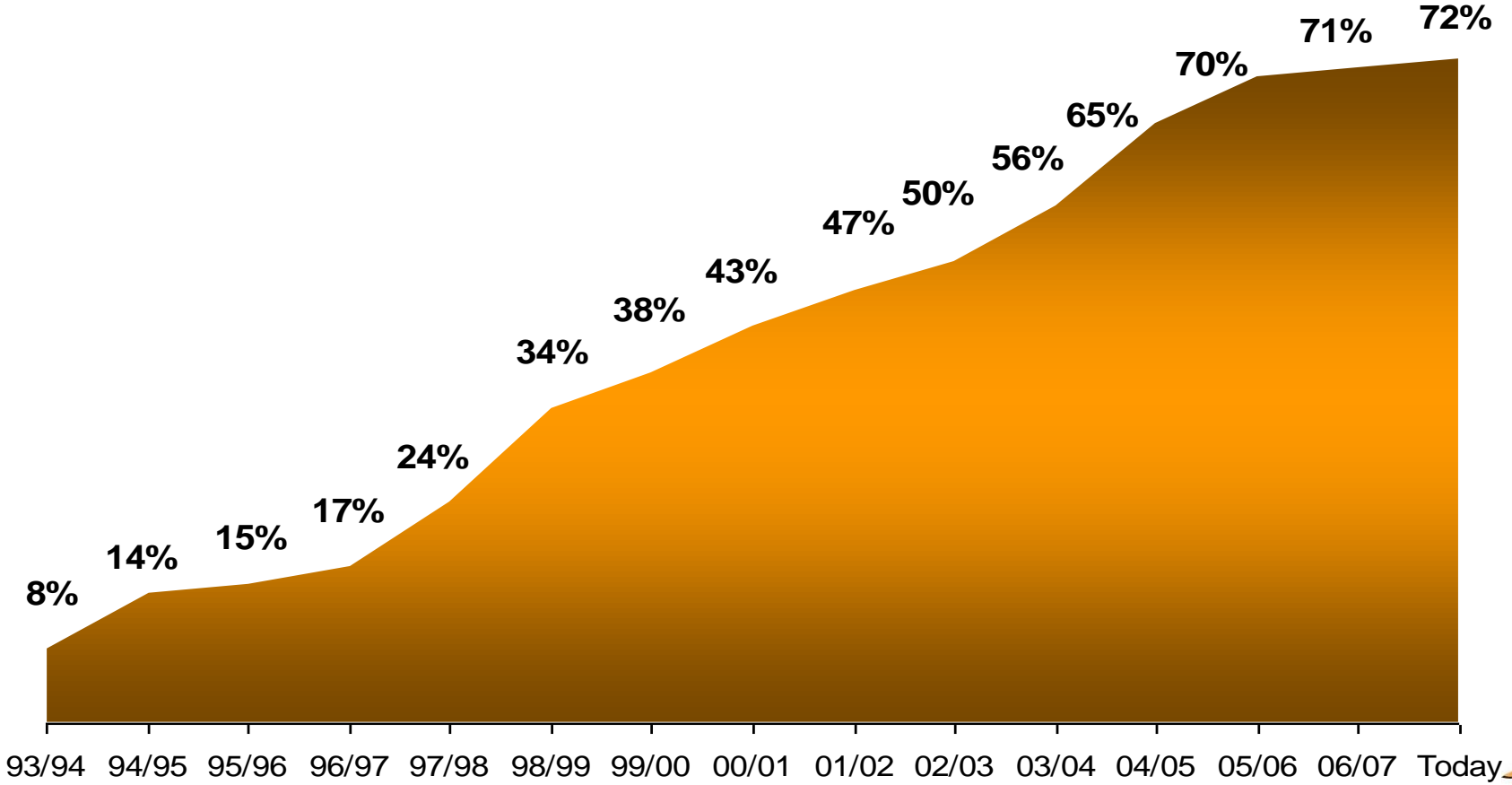


The Fastest new technologies adoption

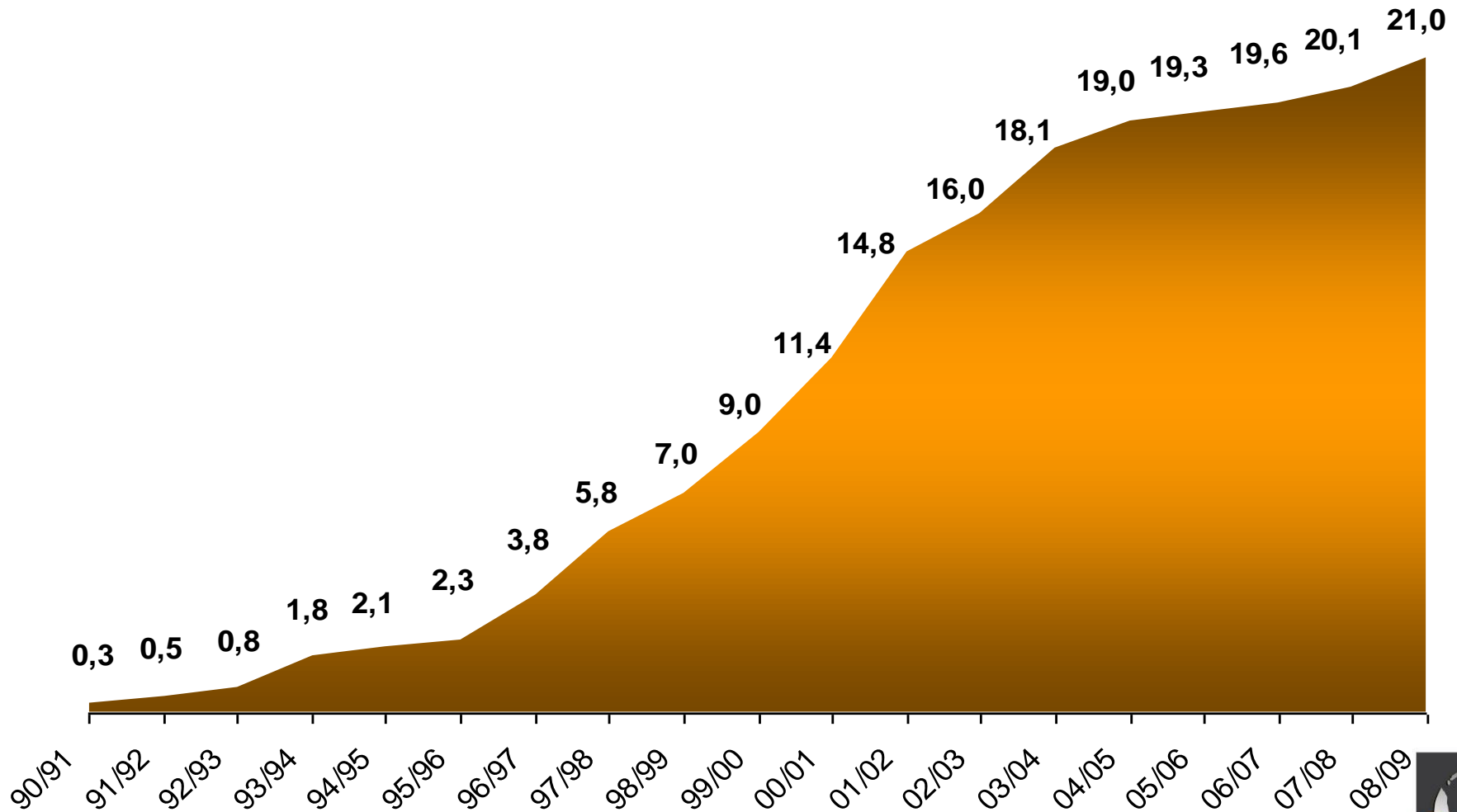
- **No till**
- **Agchemicals usage**
- **Fertilizers consumption**
- **Biotechnology**
- **Precision Farming**
- **Last generation Ag Machines**



No Till:Planted area evolution(as % of total)

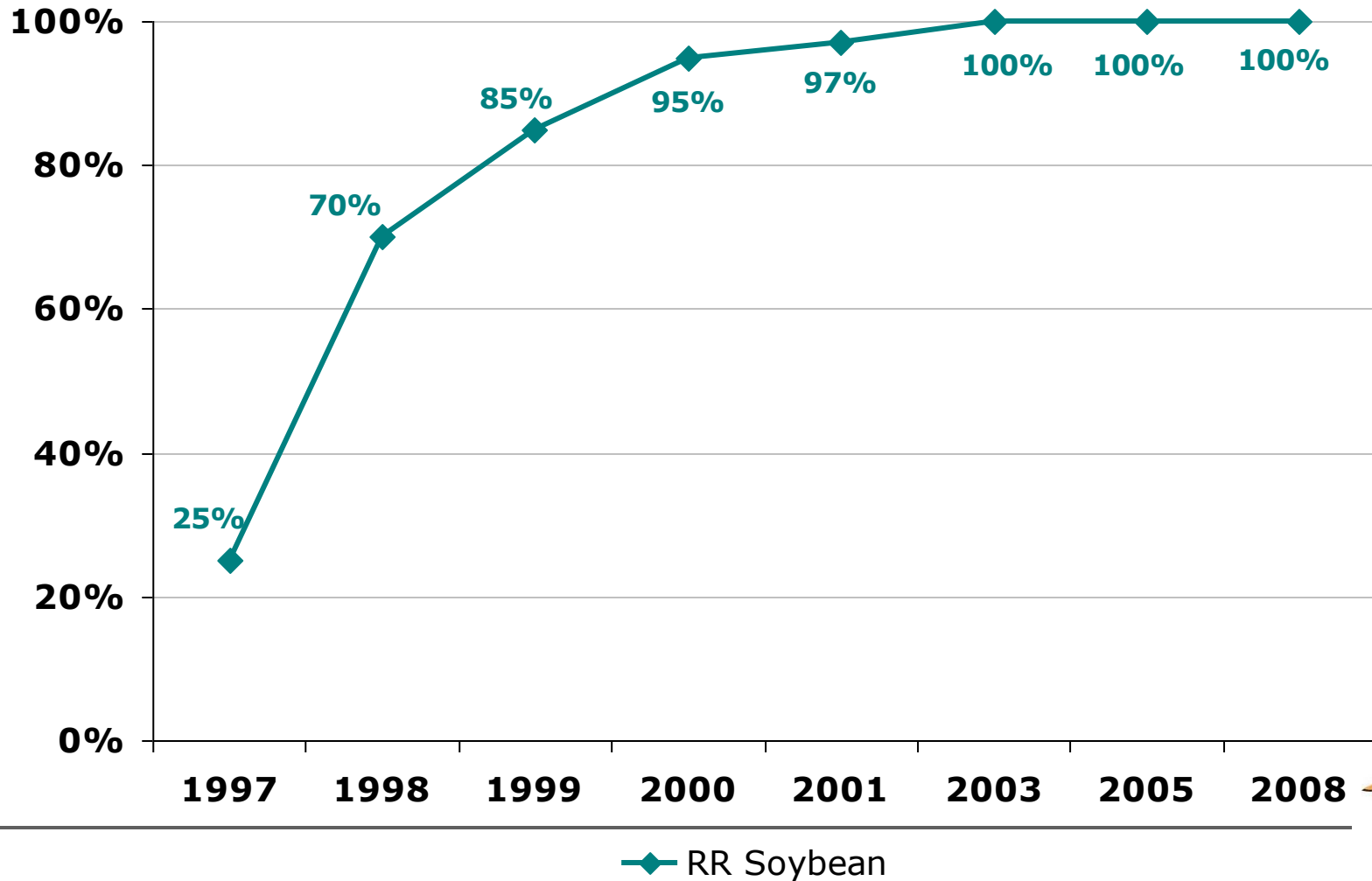


No Till Planted area Evolution (million hectares)

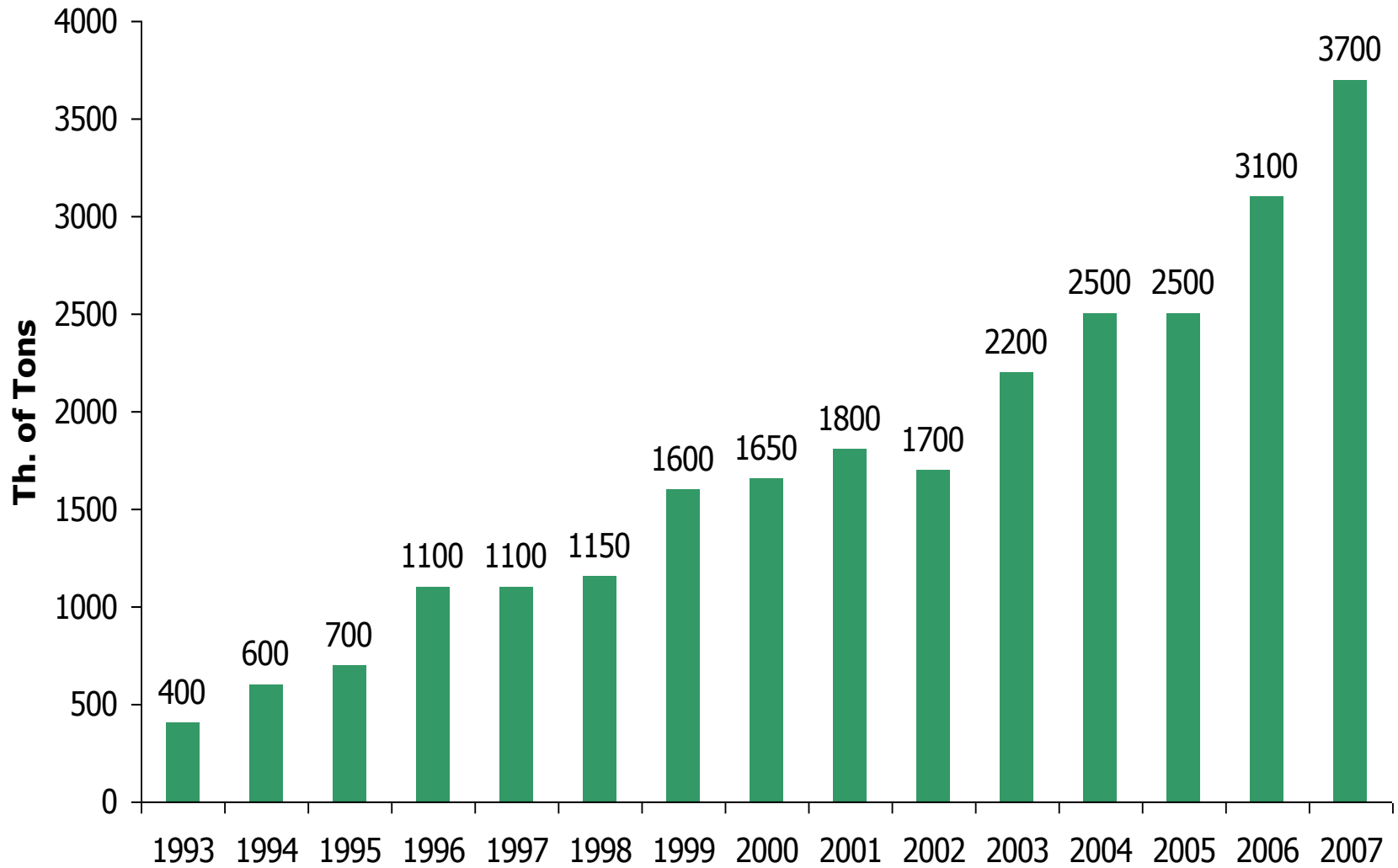


GMO: Fast Adoption

% of GMO /planted seed



Fertilizers Consumption



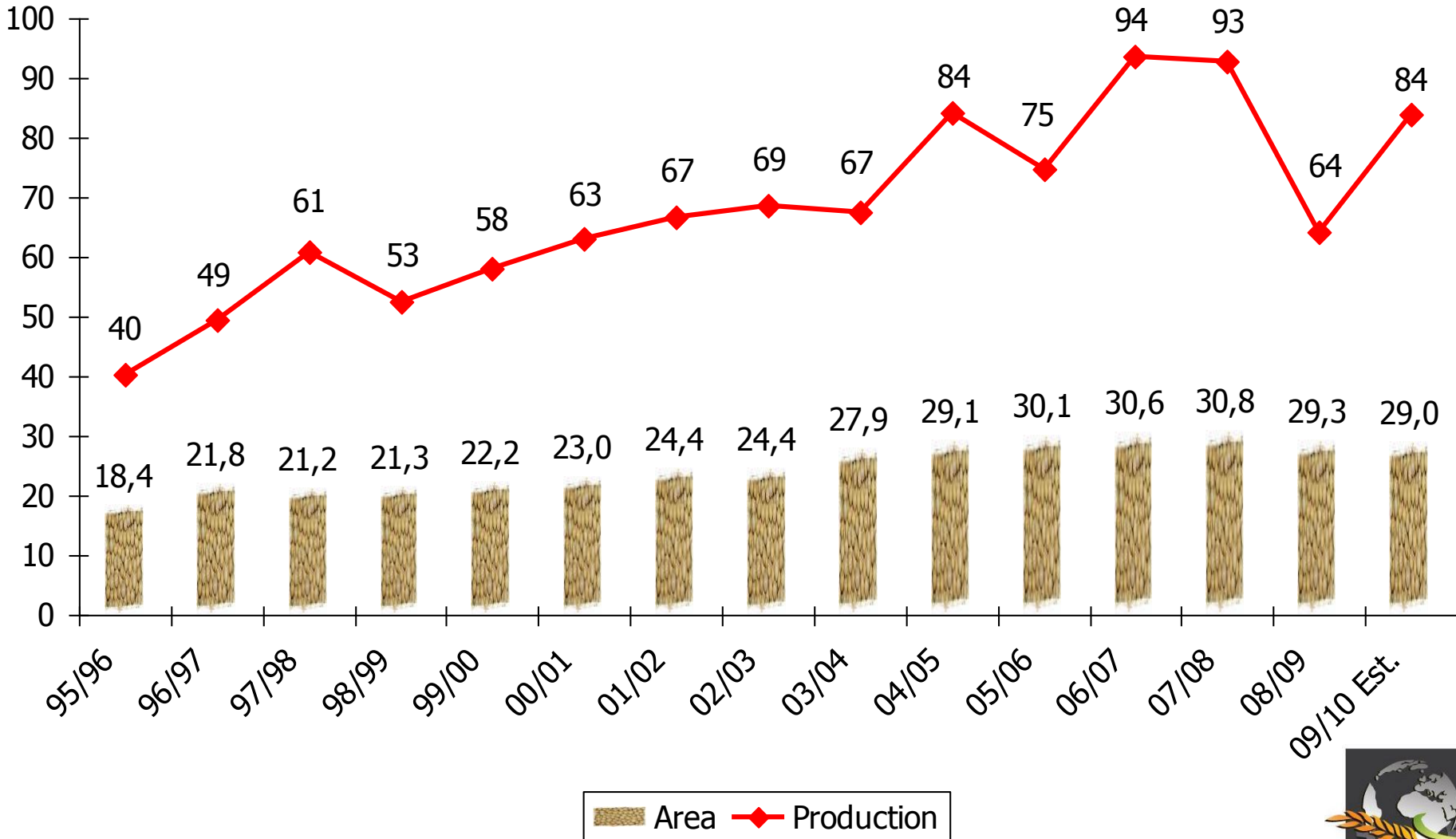
Argentina Farm Model: Looking for being sustainable

- + 65 % of farming is done in rented land
 - + Production scale
 - Sustainable farm size: 1200 hectares
 - Intensive use of Services Companies
 - Over 80 % of Harvest is done through contractors
 - Over 60 % of Spraying is made also by contractors
 - Over 30 % of seeding works, too.
 - Growing usage of Silo Bag storage.
 - Average distance to ports and crushing plants: 300 kms. (Trucks)
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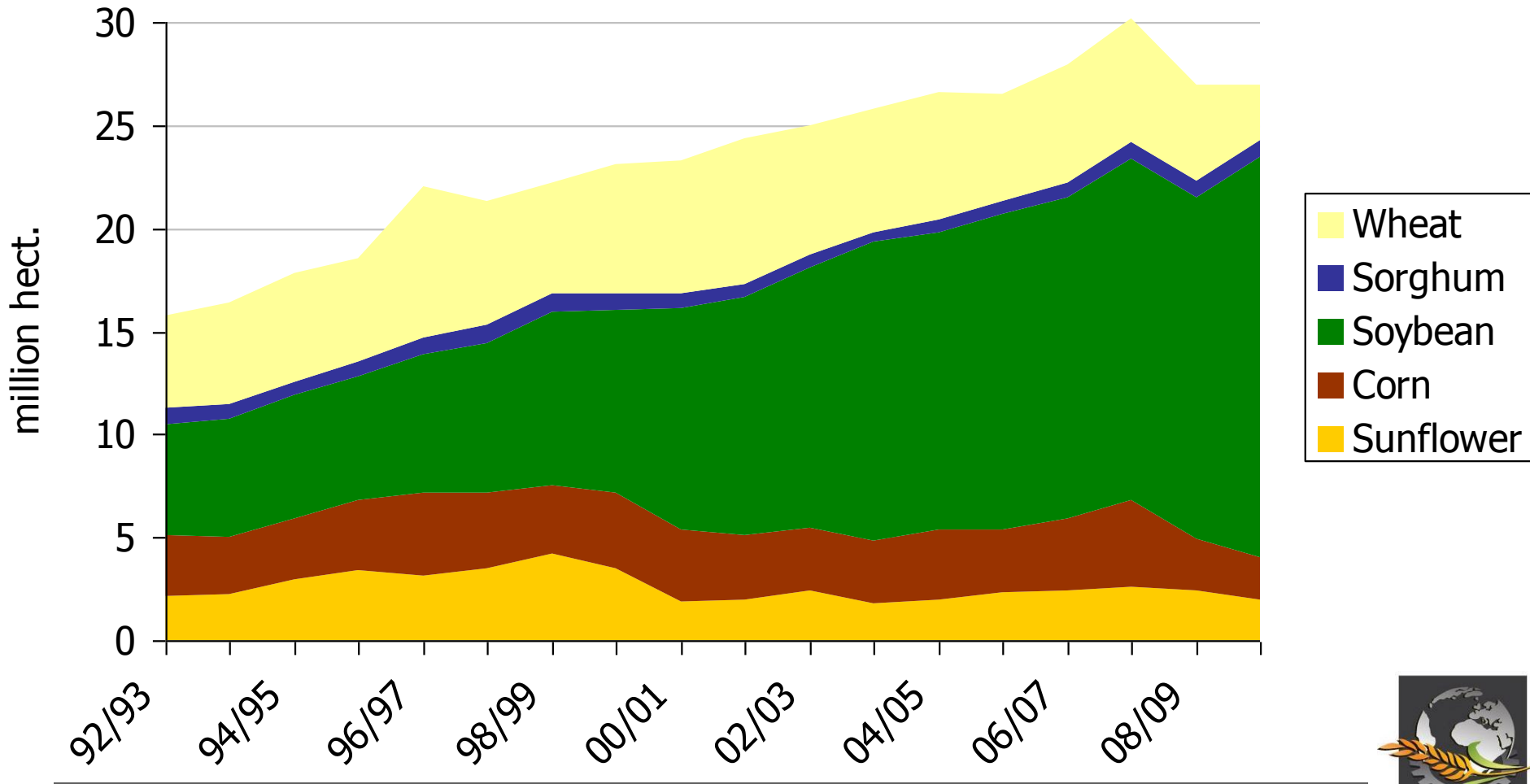
Silo Bag Grain Storage



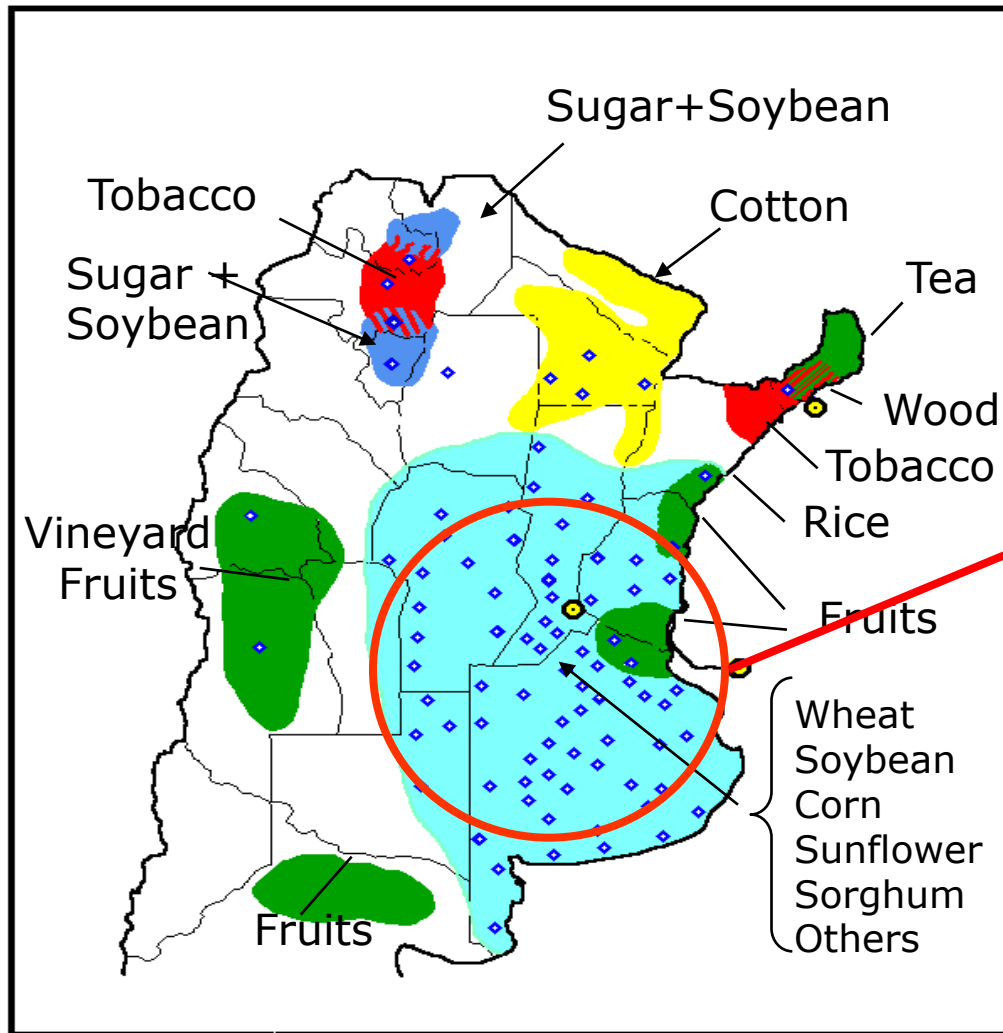
Grains Production (mill. tons)/ Planted Area (mill. hect)



Grains: Planted Area



All Types of Production - Main Production Areas



The Humid Plain

- Buenos Aires Province
- Partially Provinces:
 - Córdoba
 - Entre Ríos
 - La Pampa
 - Santa Fe

Total area

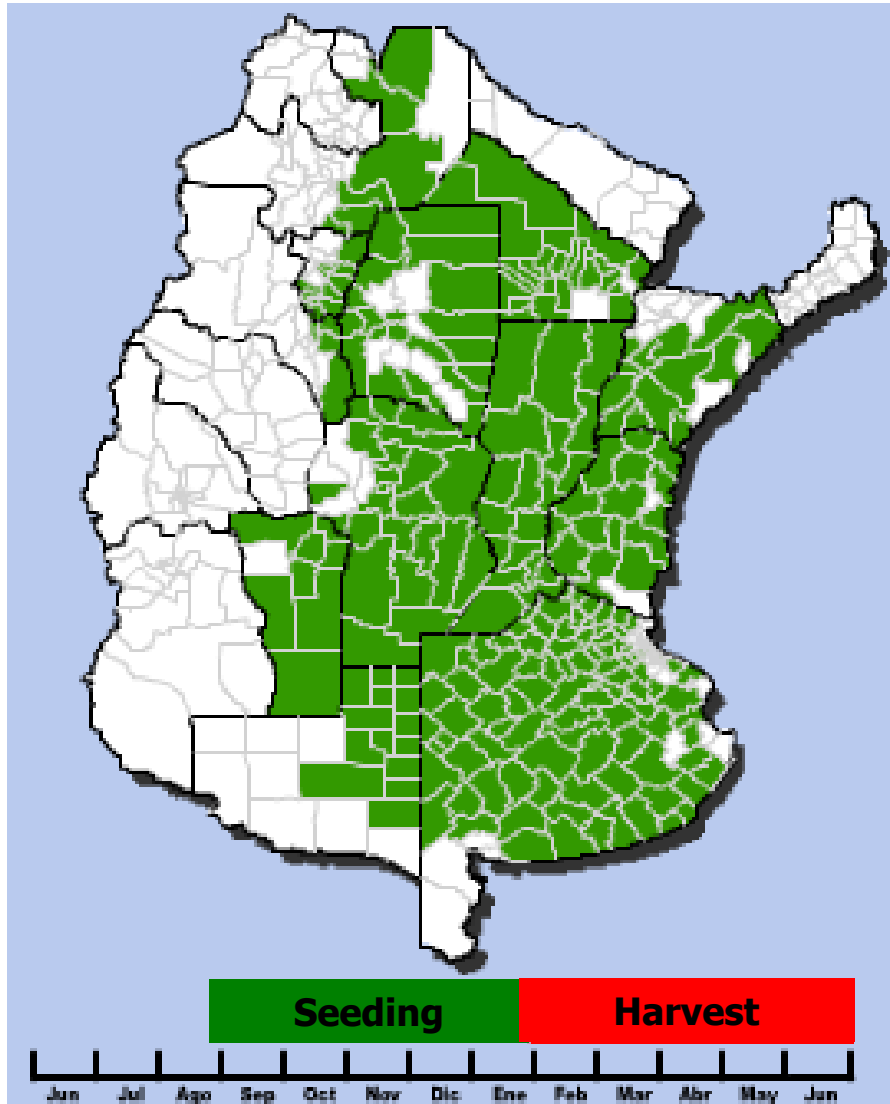
50 million hectares
(currently 26 million planted with grains crops.
The rest is for cattle breeding/
Potential to grow)
There are grains also in NW and NE (about 2 mill.hectares /Growing areas)

SOYBEAN

Campaign 2009/2010

Planted area: 19,5 million hectares.

Production: 52 million tons

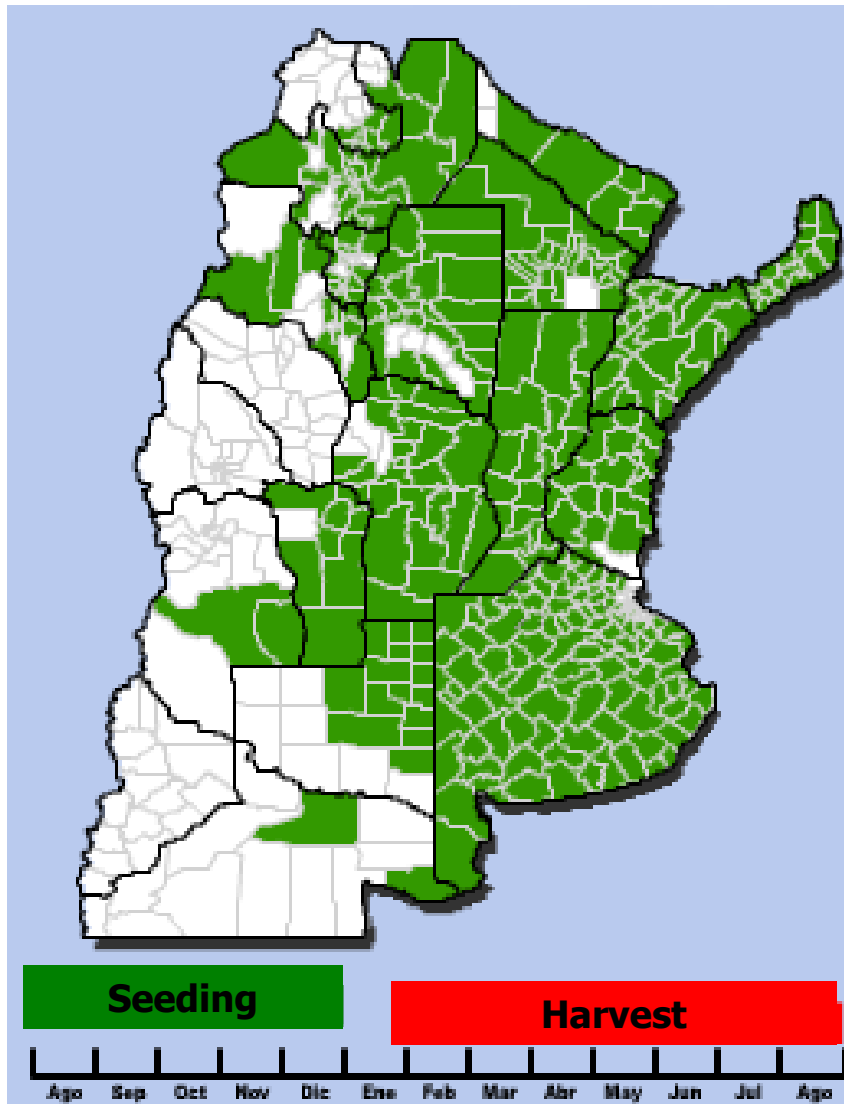


CORN

Campaign 2009/2010

Planted area: 2 million hectares

Production: 16 million tons

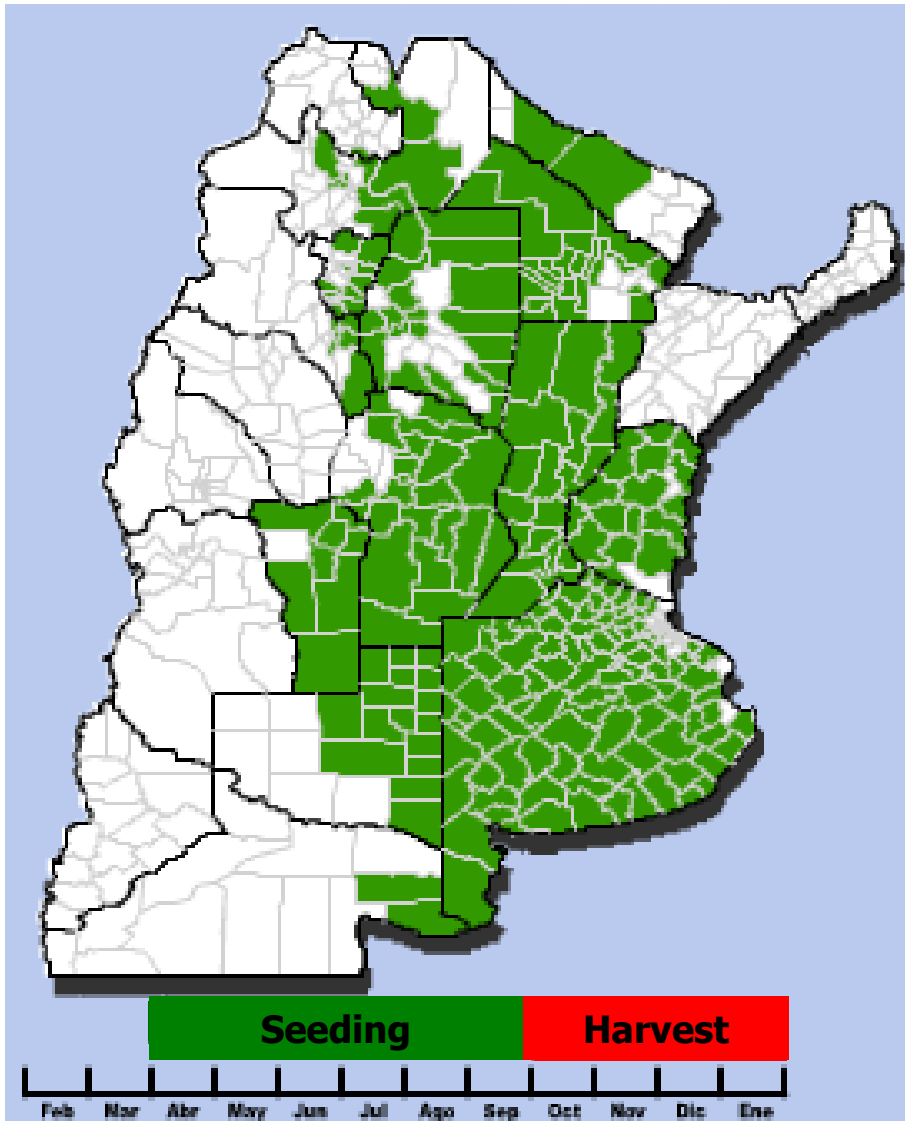


WHEAT

Campaign 2009/2010

Planted area: 2,7 million hectares

Production: 7 million tons

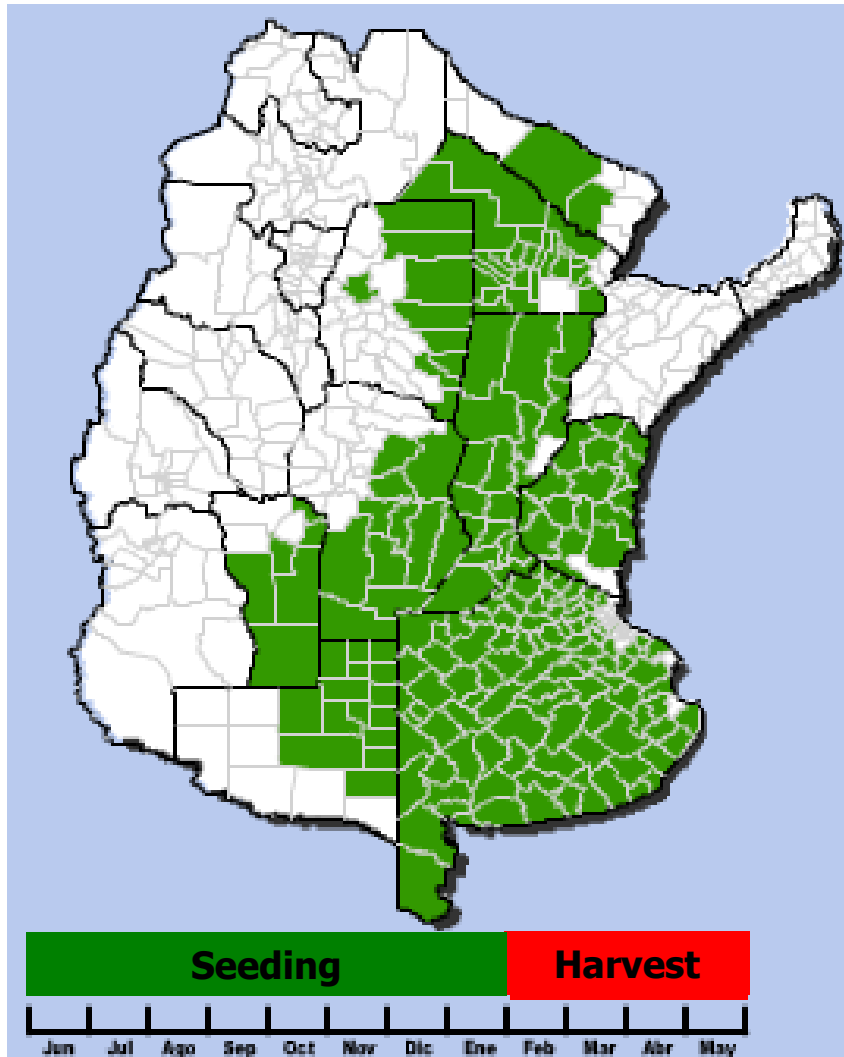


SUNFLOWER

Campaign 2009/2010

Planted area: 2 million hectares

Production: 3,5 million tons



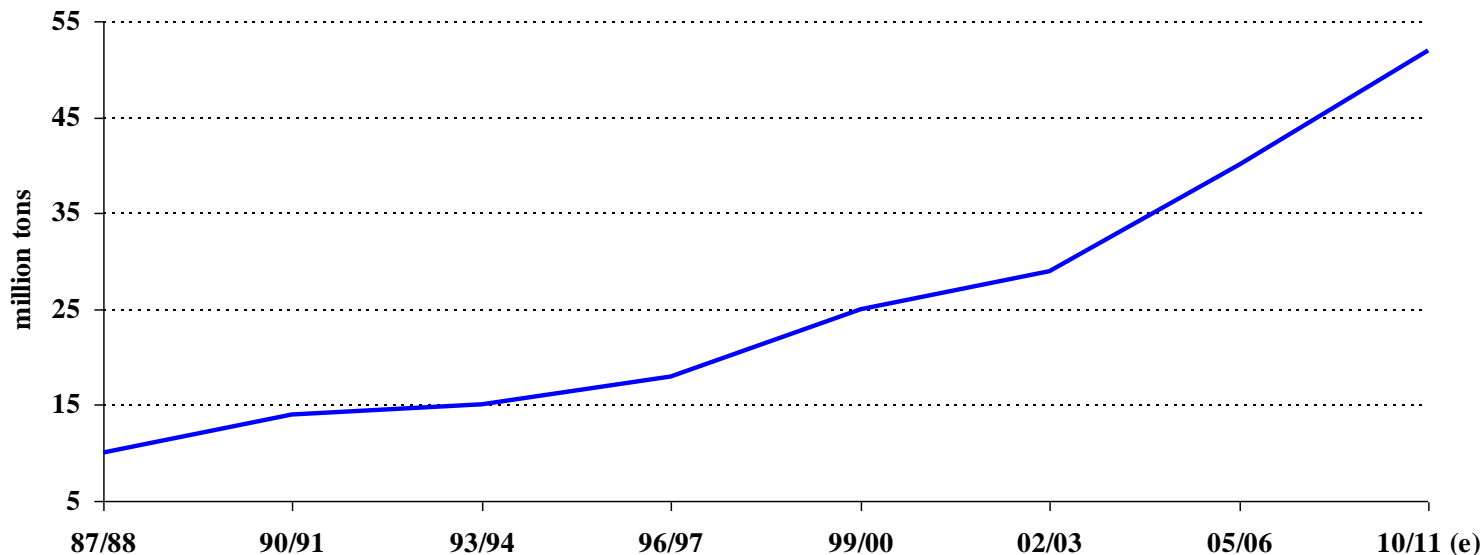
Argentina: Leader in Soybean Crushing Capacity

Today

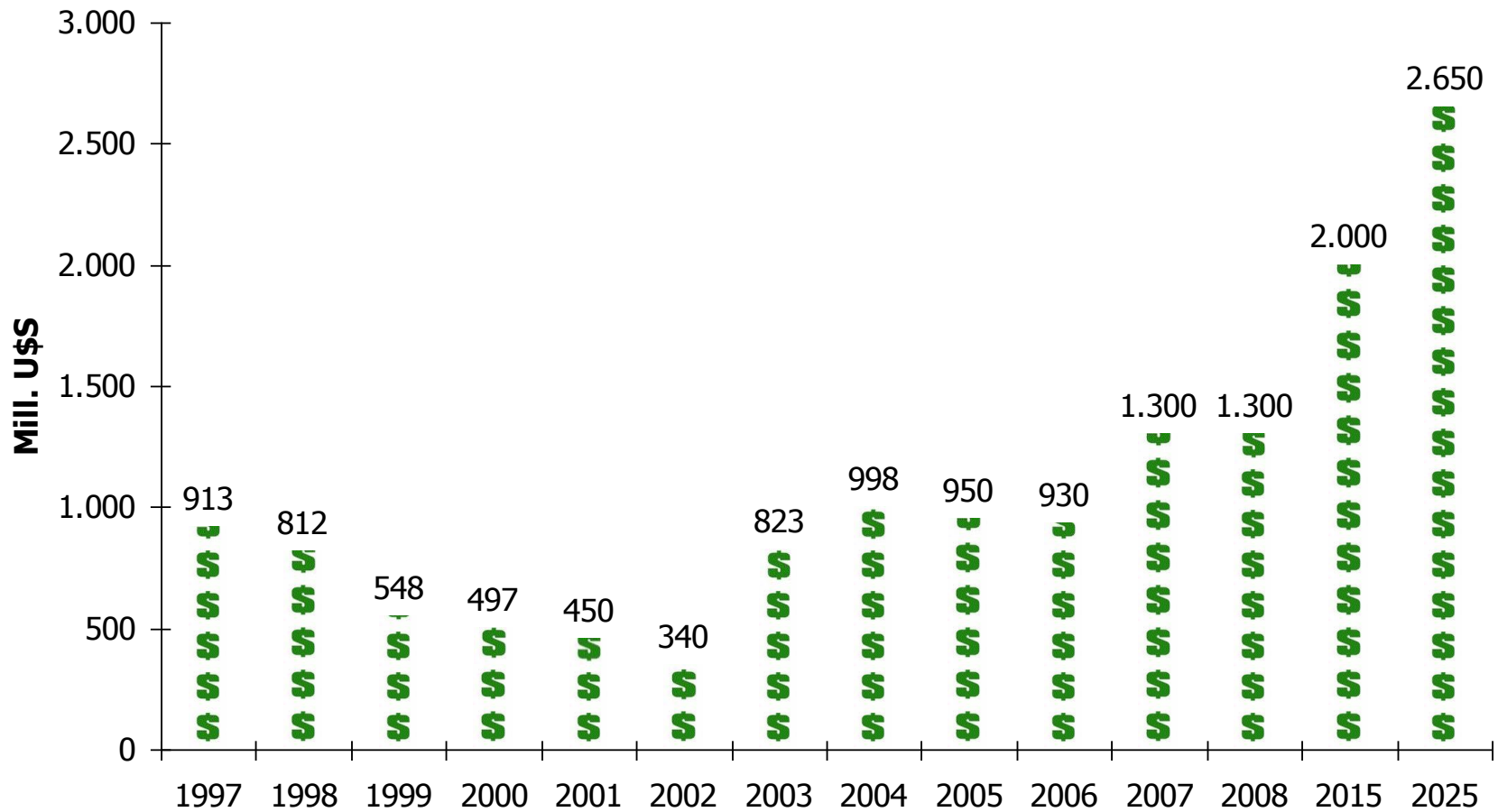
- The worldwide biggest soybean crushing and exports area in Rosario city (300 kilometers northern Buenos Aires)
- Daily crushing capacity of 132.000 tones.

Expected for 2010

- Investments in several new crushing plants with IDB financing.
- Current capacity will be increased by 20% (157.000 tons/day)

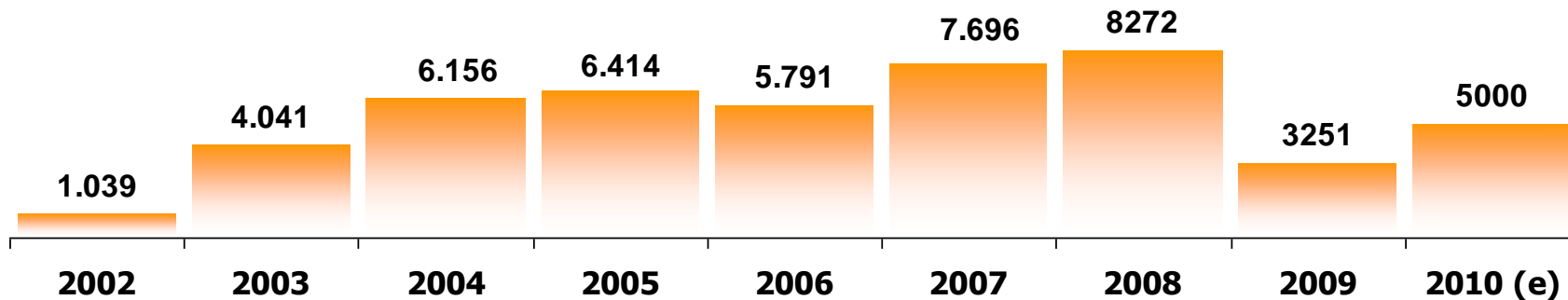


Ag Machinery: Sales Evolution and Projection

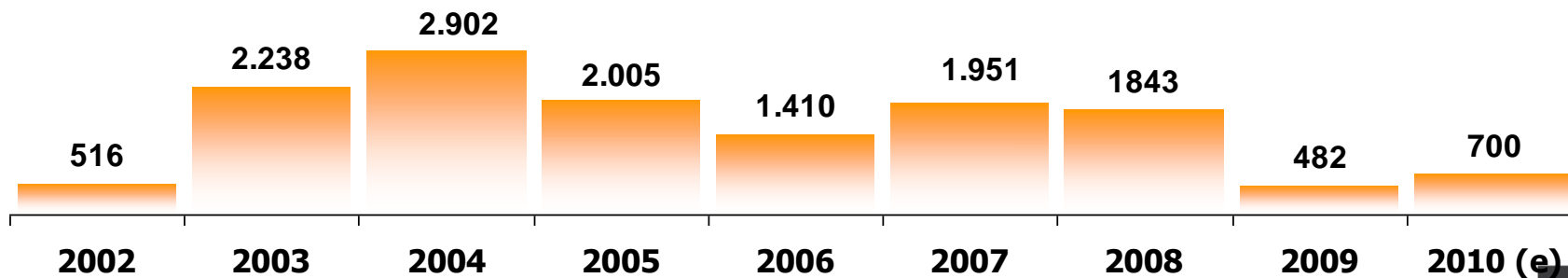


Industry

Tractors



Combines



Main Trends in Ag Machines

Tractors

- All brands with similar specs
- Developed cabs, Closed center Hyd. Systems, Power Shift transmissions etc.
- Differentiation will not come from product any longer
- Brand Image and dealer network will be the decision makers

Combines

- Classes VI and over
- Rotor Treshing System
- Drapper Heads
- Precision farming

Seeding

- No Till
 - Variable rate
 - Growing width
 - Endwise transport
 - Pneumatic Dosification
-

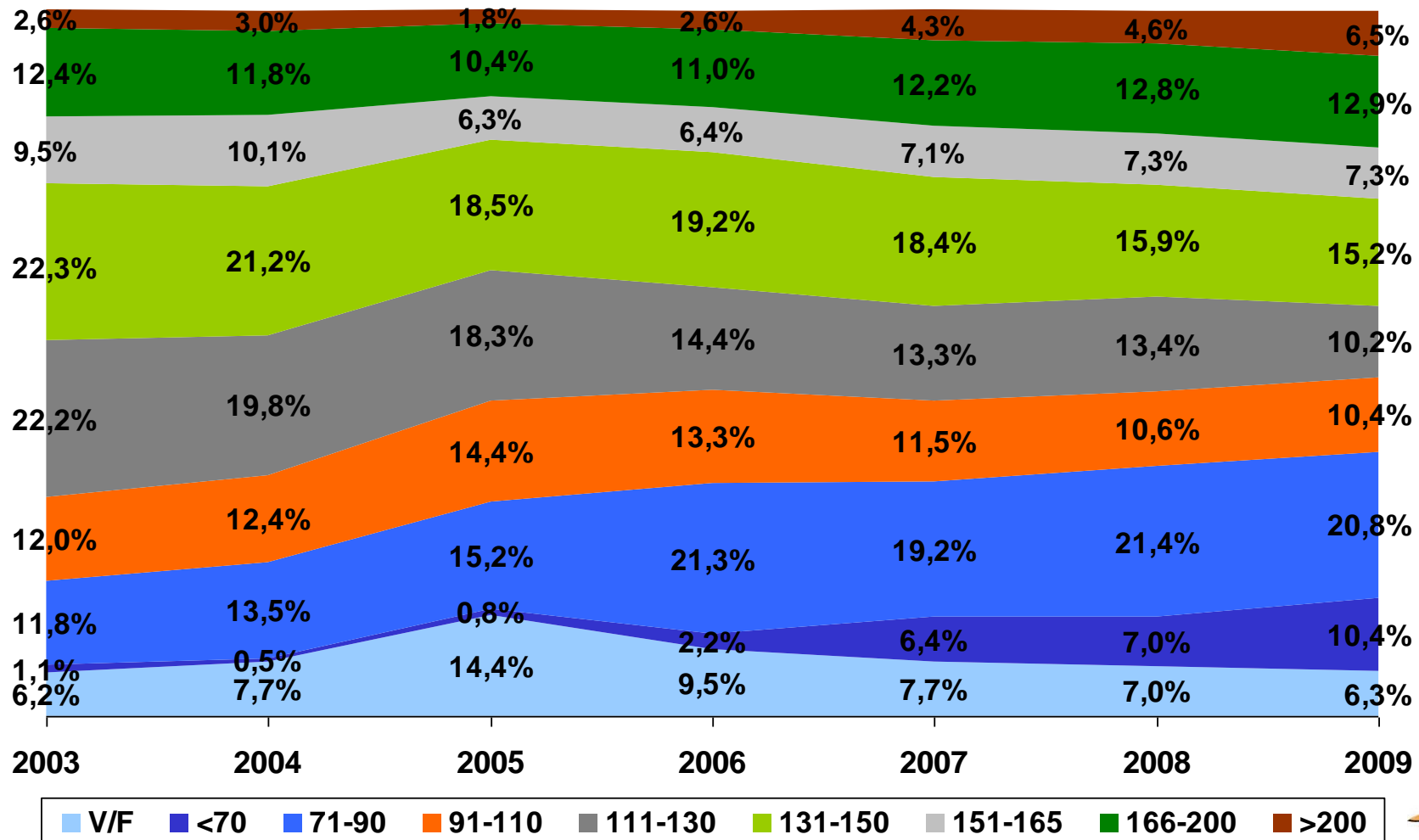


Ergonomic Designs: Productivity and efficiency

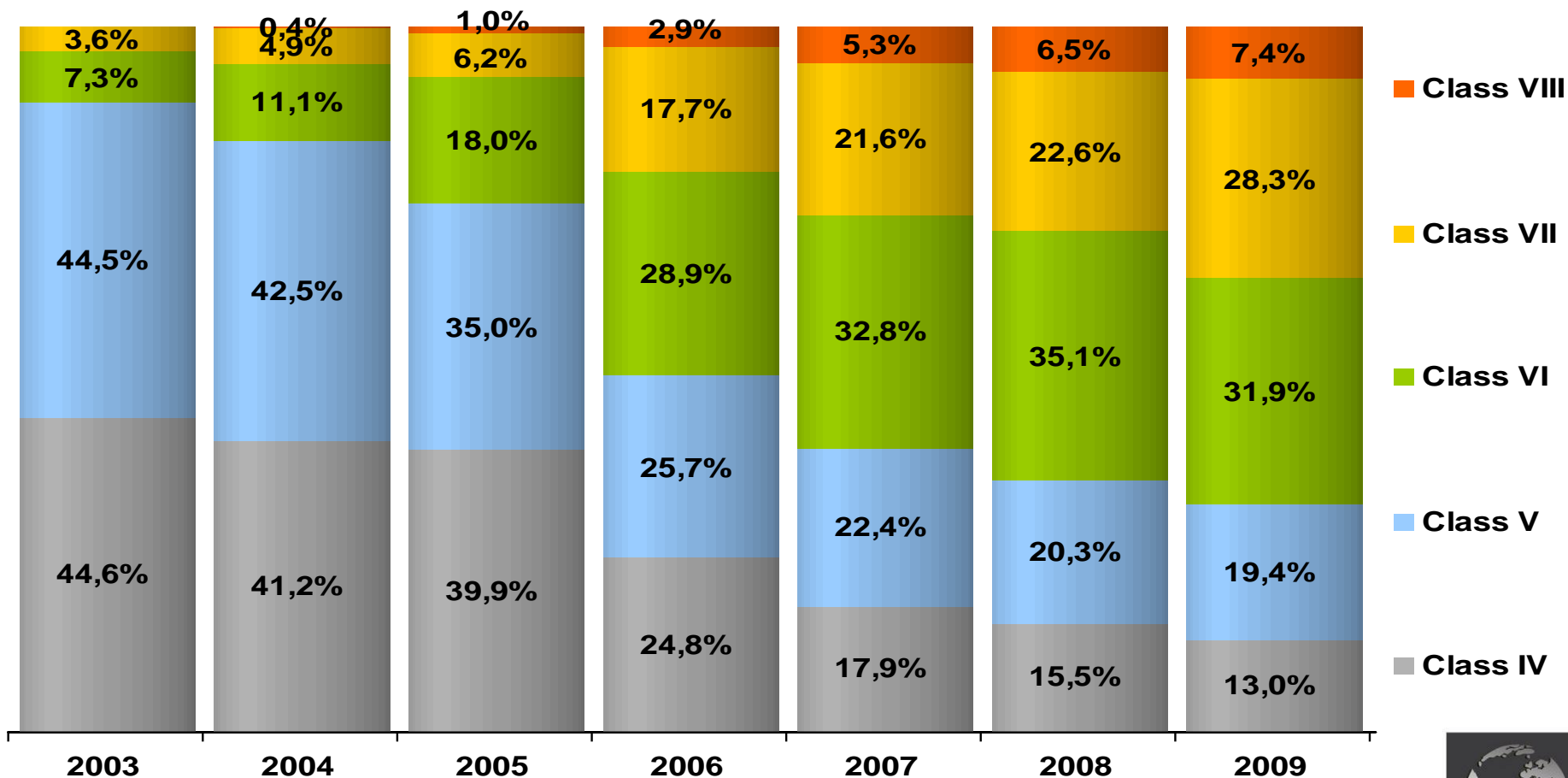


Trends : Evolution by power range

Tractors



Trends in Combines: Classes VI/ VII/ VIII growth

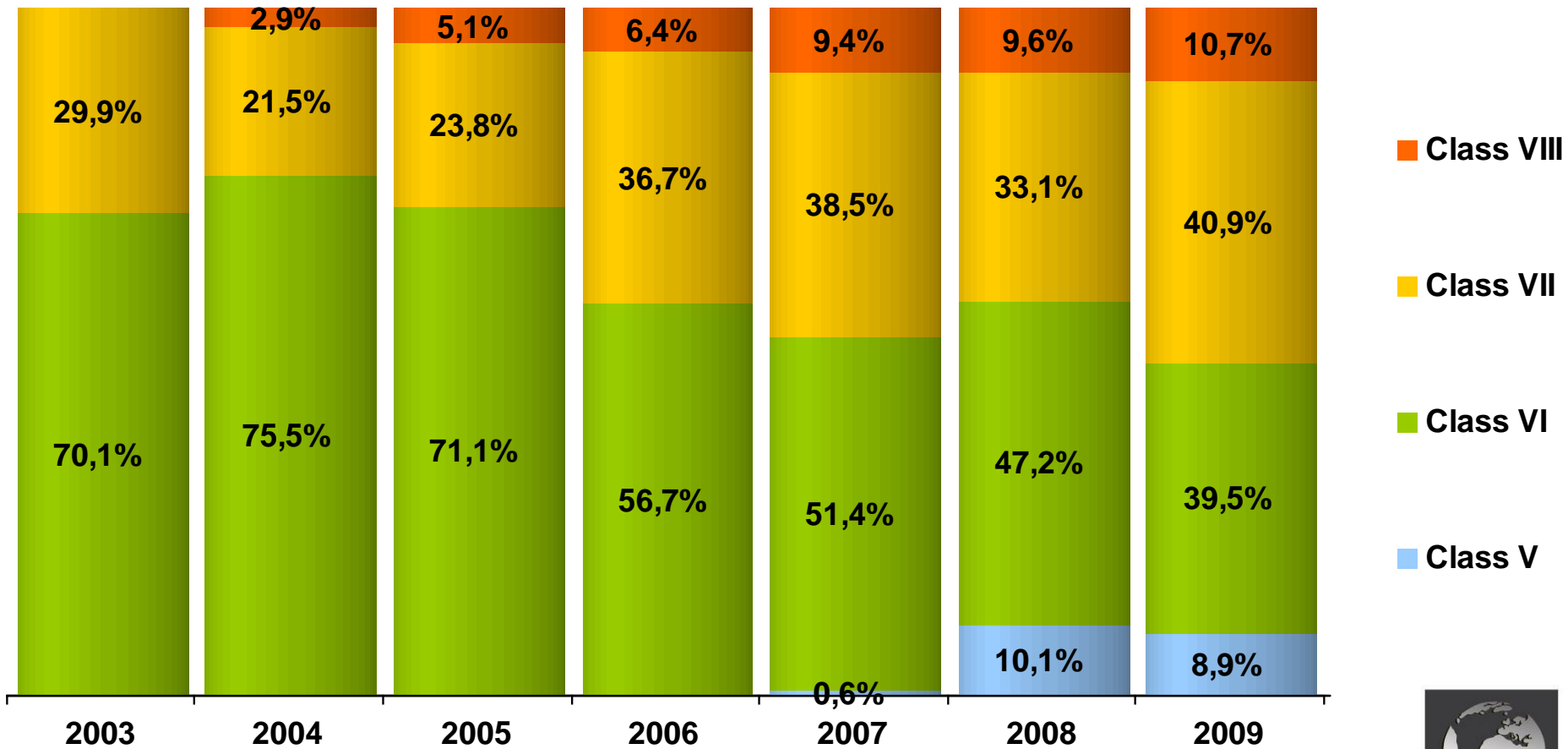




Threshing Rotors

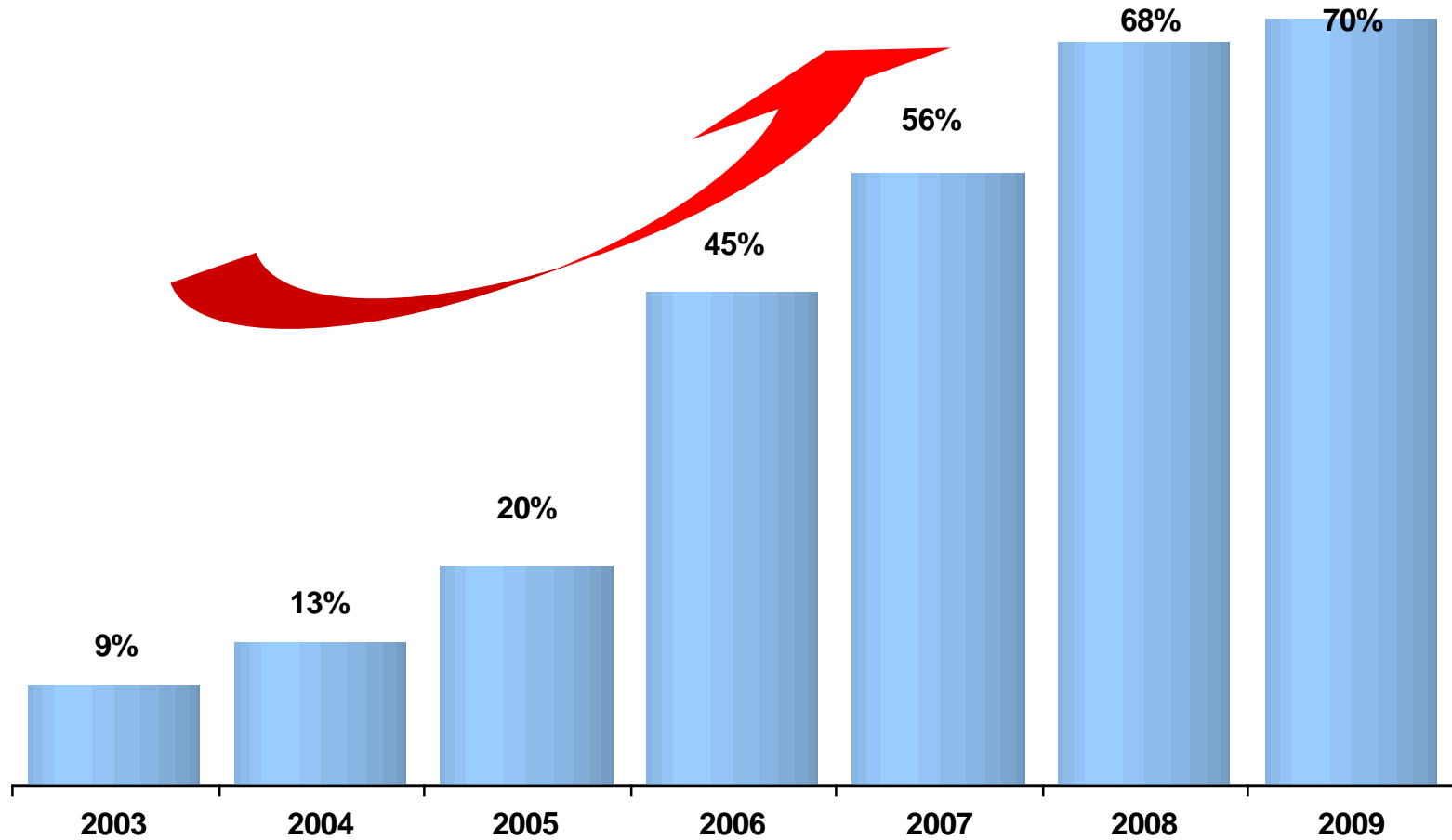


Rotary Combines Evolution by Classes



Trends : Rotor threshing System growth

Combines



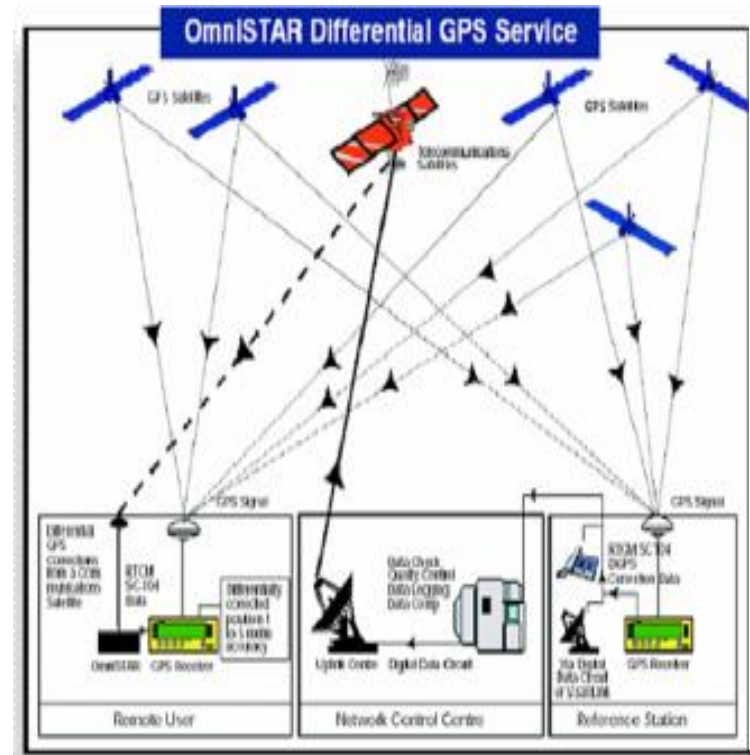
New Technologies: Drapper Headers





...It s the technology, stupid....

GPS: The heart of New Agriculture



Georeferenced (GPS) information obtention





• Yield Maps

gta GTA300: Asignac. - [] X

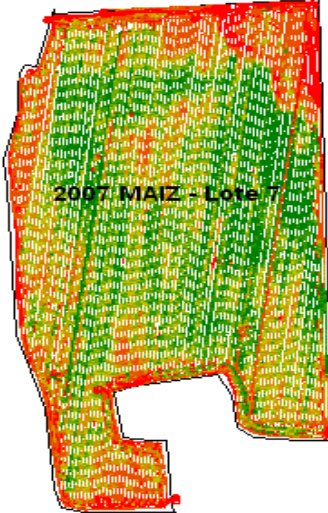
Archivo Ver Recursos Informes Herramient Ayuda Tuesday, July 10, 2007

Trab. Mapa

Filtrar trab.por granja

Granj

- Todas áreas
- <Granja descon.>
- Chasicó
- EXPO
- Gladeadores
- Loma Larga
- SAN RAMON
- argentina1
- el gallinao
- potrillo



2007 MAIZ - Loma

Vistas

- Presión aceite
- Region
- Rend. Húm.
- Rend. Masa
- Rend. Seco
 - Contorno 40 m IDW 70% suave
 - Contorno 80 m IDW 50% suave
- Datos base

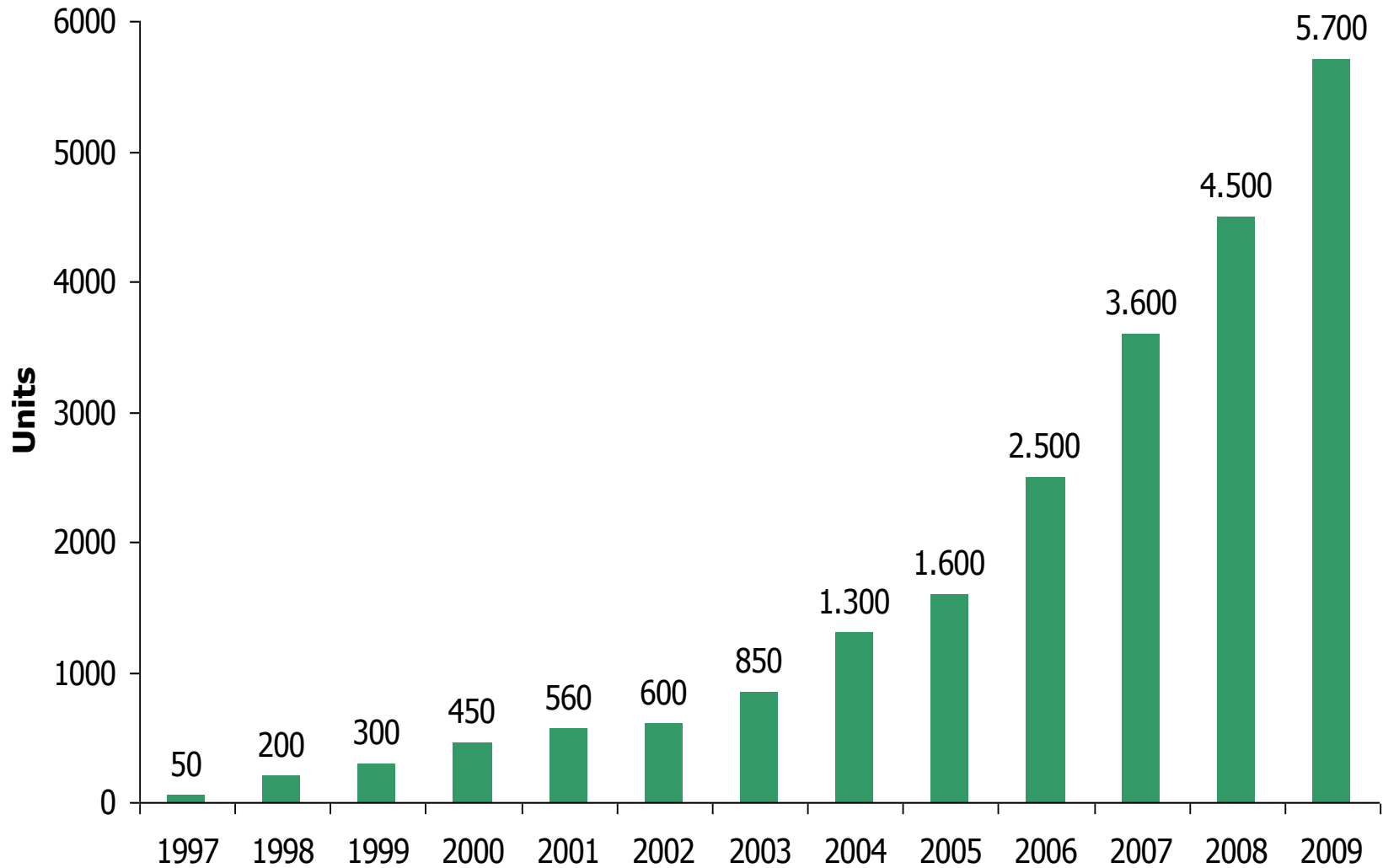
Leyenda

Encima 7757.9 kg/ha
7214.9 - 7757.9 kg/ha
6775.5 - 7214.8 kg/ha
6309.3 - 6775.4 kg/ha
5600.0 - 6309.2 kg/ha
2858.0 - 5599.9 kg/ha
Debajo 2858.0 kg/ha

Haga clic en elementos o arrastre para seleccionar. 34.7175608° S 64.0337334° O X Y A

Start GTA300: Asignac. leer - Paint 11:32

Yield Monitors (with GPS) in Combines Evolution

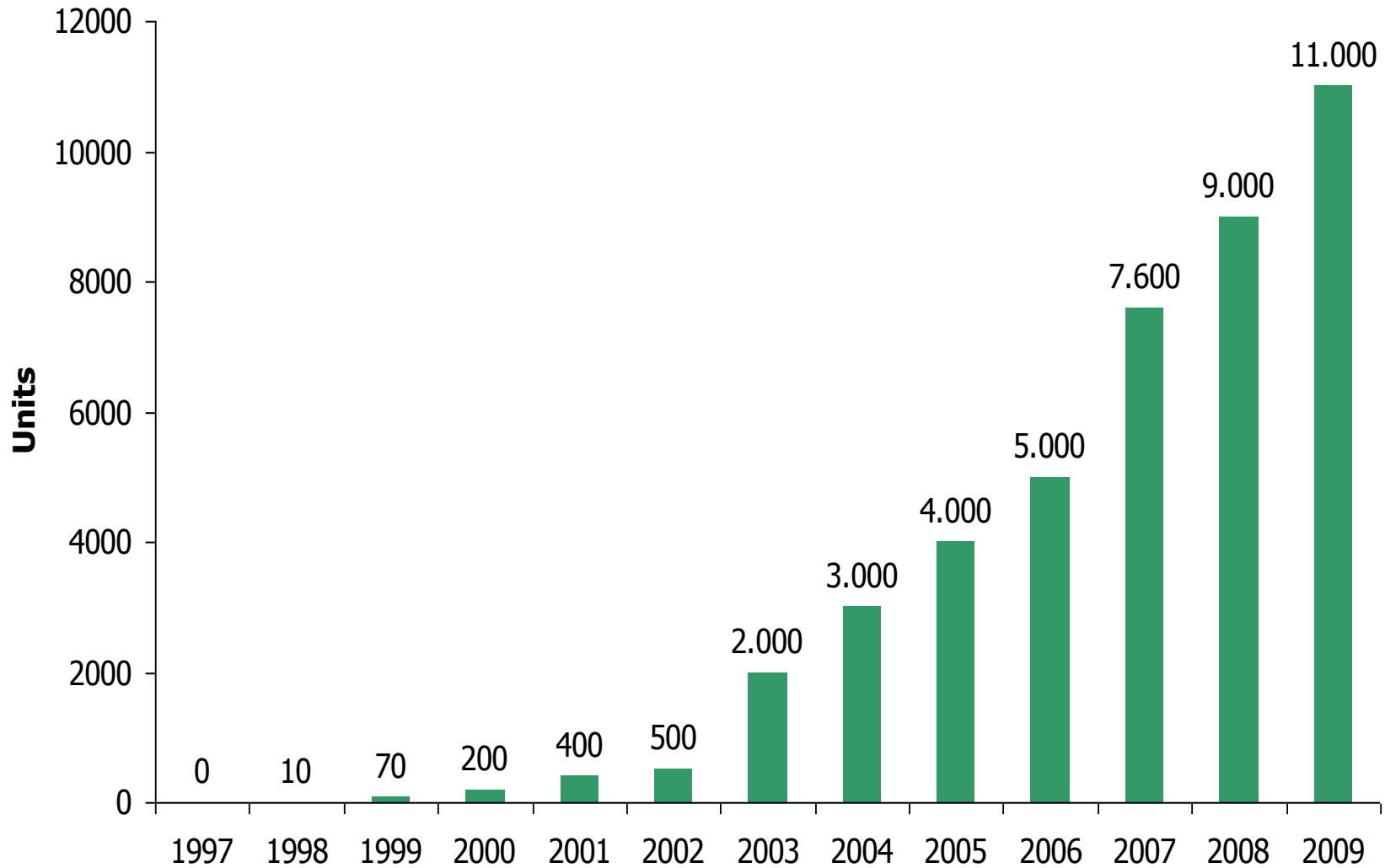


Productivity and precision in spraying



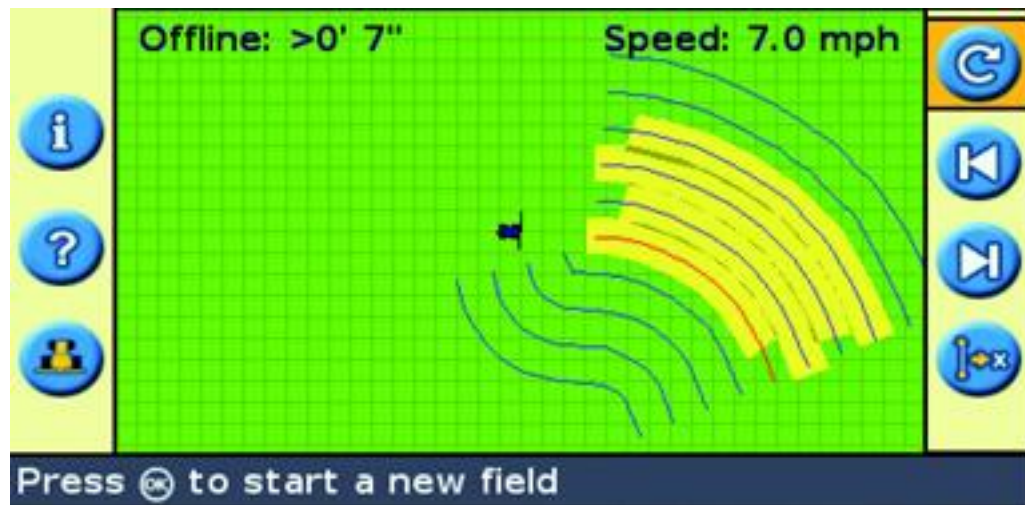
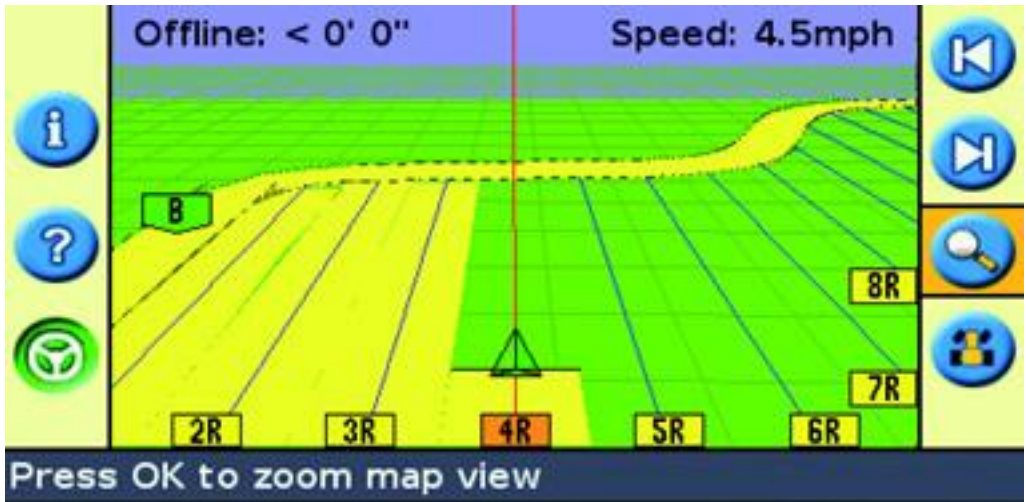


GPS Manual Guidance in SP Sprayers



Auto Steer Technology





Auto Pilot



Automatic Guidance / Auto Steer

