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The pig industry amidst the economic meltdown

The 12 months between the 2008 and 2009 Leman Swine Conferences have been unlike any other. Alone, either the fall financial meltdown, with its subsequent economic crisis, or the 2009 H1N1 pandemic flu outbreak would be enough to send major shock waves through the industry. Together they present a perfect storm for an industry already wrestling with a range of challenges. For our keynote Kernkamp address, we have sought the views of Raoul Baxter, a 30-year veteran of the meat industry with extensive international experience and an unusually

broad perspective of the industry and its commercial environment. Given the volatility of the current circumstances, Raoul preferred not to go to print weeks prior to the conference with a detailed paper that was likely to be dated before his actual presentation, but listed some of the many issues that he expects will be important to the industry as it recovers and moves forward. His address will be directed at these and/or other priority topics that we are confronting at the time of the conference.

Kernkamp Lecture: Around the world in 60 minutes

Raoul Baxter

“Control oil and you control nations, but control “food” and you control all the people of the world.”

Henry Kissenger

Key questions and perspectives

1. *Who is the competition?*

- The global competitors of yesterday will not be the competitors of the future – a look at BRIC (Brazil, Russian, India, China) and other emerging competitors

2. *What is our government doing to hurt or help agriculture?*

- A look at changing government policies that will impact agriculture, with questions related to unrealistic expectations and the myth of green energy.

3. *What will be the impact of alternative energy technologies?*

- What are the directions of energy research and development in the USA and other countries and how will this affect agriculture.

4. *What will be the role of technology, science and facts?*

- Where is the insanity of anti science, and anti modern medicine coming from?
- Is the organic, antibiotic free movement nonsense?
- What will be the role of modern veterinary tools and techniques?

5. *How do we feed an additional 2,000,000,000 people in this world by 2030?*

- What is the relative value of meat and poultry proteins in human diets, as a complete nutritional packet versus just calories?
- Does society recognize the importance of advancements in all phases of agriculture, and particularly swine and poultry production, over the last 20 years?

6. *Who will be the major players in livestock and food processing?*

7. *The importance of listening*

- Understand the thinking of critics and opponents
- Don't fall into the trap of just talking or reading things written by people who agree with you.

8. *Open fire!*

