

Agriculture (Agri 2020) - Market Analysis

Ohtsubo Ken'ichi

Professor, Niigata University, Japan, E-mail: ohtsubok@agr.niigata-u.ac.jp

Market Analysis

INTRODUCTION

Without modern agricultural techniques, current population levels could not be sustained and projected near-term population growth would create stresses that would destabilize the current global social and political order. Relatively recent innovations in seeds, chemicals and fertilizers have enabled agricultural producers to meet the ever-growing demands of a hungry world population. Even with the rapid increases in agricultural productivity, however, challenges for the agriculture industry to supply the growing global economy with sufficient supplies of agricultural staples are greater now than ever before. A new green revolution similar to the one that took place during the latter part of the 20th century is taking place all over the world to meet the expected demand by the growing world population and its increased standard of living.

SCOPE AND IMPORTANCE

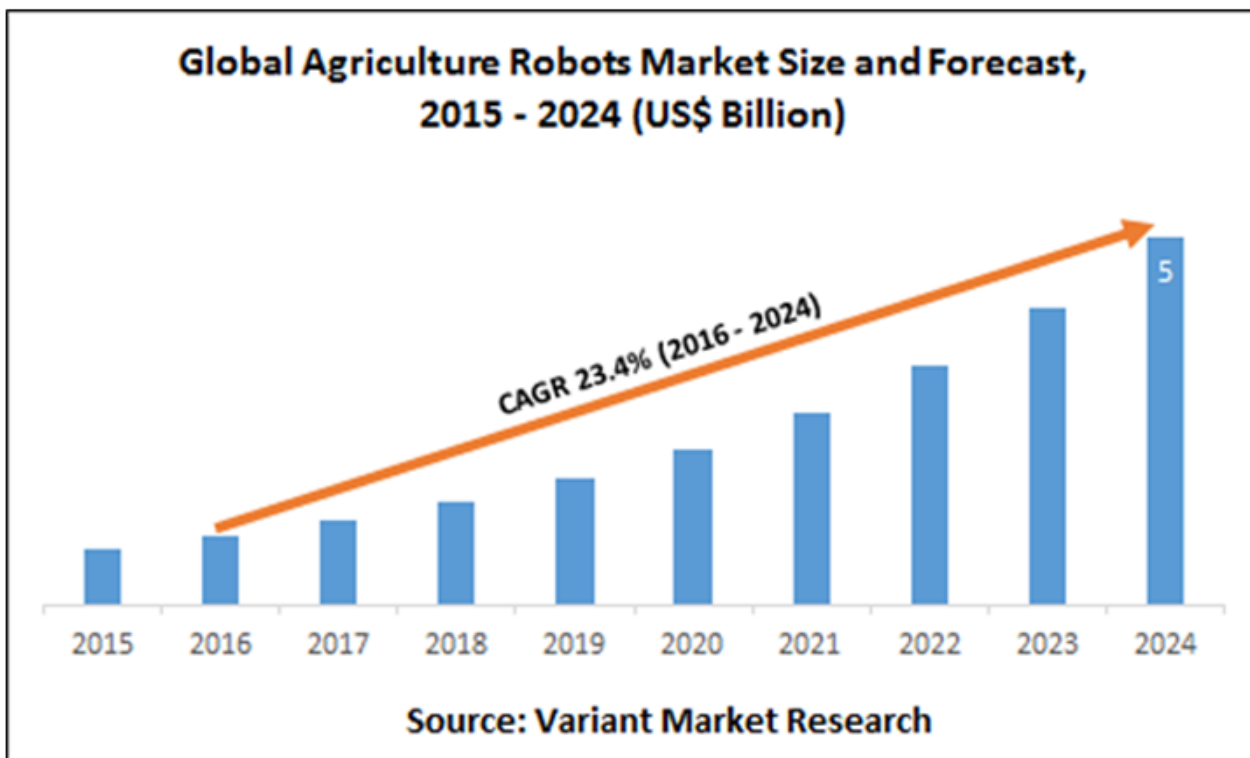
Economic growth and industrialization of a nation is inextricably linked to the continuous availability, access, diversity and modernization of its agriculture sector. Agriculture in fact plays a vital function in whole goals and endeavors to attain fiscal development. A lot of the present day's developed economies, initially struggled to make their agricultural sector stronger. The states at a priority basis supply monetary help to their farmers, researchers and scientists with plan to boost their agricultural inventions still further. Agricultural science is among the one of the best career options of a study and because of the lack of information and proper guidance, peoples usually under-estimate this field. Each and the every requirements and needs of creature including food, clothing and shelter are straightforwardly rewarded by agriculture. A continuous research work is involving in this field to provide the maximum necessities to ever-increasing population of the world. Essentially, the entire agricultural land expansion might be taken place in developing countries of the world. Consequently, the importance of agriculture to society impinges on our quality of life, food, nutrition, clothing and locality where peoples are living.

According to OECD (Organization for Economic Co-operation and Development), the world agriculture production will increase at an annual rate of 1.5%. The yield of oil seeds and grains is predicted to stay low as the operational and manufacturing costs increase. Cattle production, on the other hand, will remain unchanged or steady, increasing at a minimal rate of 0.5% yearly.

However, agriculture sector faces major challenges from the growing population which is projected to reach figure of one billion by the end of year 2020. High demand for food and its products can only be met by using or implementing advanced and modern farming techniques to increase the agricultural crop production. this will help to reduce the number of deaths occurring due to malnutrition and hunger.

Market experts are of the view that increase in calorie intake of the people all across the globe has boosted the demand for high quality of food & agriculture production and its related food as well as agricultural products in various parts of the world. These needs are fulfilled due to new scientific discoveries and inventions made in the field of fertilizer and chemical industry as well as breakthrough in use of modern techniques of seed engineering, hybridization techniques, genetic engineering and DNA mapping of different cereals and food products. Also a lot of scientific research, trials and experimentation is currently going on in agriculture to take increase food production of cereals and crops to fulfill or match or satisfy the food requirements of the increasing population of the world.

Farmers and peasants all across the globe are adopting or using new and unique or modernized techniques of farming to acquire or get optimum yield of crops and cereals using minimum effort with less time consumption. Utility of modern farming techniques are rapidly growing in Israel, China, Brazil, India and in several other regions of Africa and Asia.



MAJOR AGRICULTURAL INDUSTRIES IN WORLDWIDE:

Number of agricultural industries and services is growing in a faster rate in all around the world covering Asia, Europe, Africa, North and South America which are major regions of world. Top 20 industries with their country name have been enlisted below:

- Kerry Group, Ireland
- Vilmorin, France
- Adler Seeds, US
- China Agri-Industries Holdings, China
- ContiGroup Companies, Belgium
- Case Corporation, US
- Golden State Foods, US
- Heritage Foods, India
- Noble Group, South America
- The Mosaic Company, US
- Monsanto, US
- Wayne Farms, US
- Dawn Meats, Ireland
- Groupe Limagrin, France
- Bayer Crop Science, Germany
- New Holland Agriculture, Italy
- John Deere Tractor, US
- CLAAS, Germany
- Skellerup, New Zealand
- Technofarm International, Libya

AGRICULTURE RESEARCH CENTRES WORLDWIDE:

- Consultative Group for International Agricultural Research, France
- Africa Rice Center, Benin
- Bioversity International, Italy
- Center for International Forestry Research (CIFOR), Indonesia
- International Center for Tropical Agriculture (CIAT), Colombia
- International Center for Agricultural Research in the Dry Areas (ICARDA), Lebanon
- International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), India

- International Food Policy Research Institute (IFPRI), United States
- International Institute of Tropical Agriculture (IITA), Nigeria
- International Livestock Research Institute (ILRI), Kenya
- International Maize and Wheat Improvement Center (CIMMYT), Mexico
- International Potato Center (CIP), Peru
- International Rice Research Institute (IRRI), Philippines
- International Water Management Institute (IWMI), Sri Lanka
- World Agroforestry Centre (International Centre for Research in Agroforestry), Kenya
- WorldFish Center (International Center for Living Aquatic Resources Management), Malaysia

GLOBAL AGRICULTURE UNIVERSITIES:

- University of California, U.S.
- China Agricultural University, China
- Universidade de Sro Paulo, Brazil
- Ghent University, Belgium
- Aarhus University, Denmark
- University Hohenheim, Germany
- University of Guelph, Canada
- University of Copenhagen, Denmark
- University of Western Australia, Australia
- University of Helsinki, Finland
- Swedish University of Agricultural Sciences, Sweden
- University of Valencia, Spain
- University College Dublin, Ireland
- University of Reading, United Kingdom
- Universidade do Porto, Portugal
- National Taiwan University, Taiwan
- Massey University, New Zealand
- National Taiwan University, Taiwan
- University College Dublin, Ireland
- Cornell University, United States etc.