

Media Release

10 November 2016

International Grain Trader and Agricultural Markets Expert to speak at Outlook 2016

USA based Emily French will talk about trends for the future, emerging economies and shifting market demands for the grain and food producing industries at the AAAC(WA) Outlook Conference in Perth on 25 November.

“We’re currently experiencing world record crop production and record feed demand, but why won’t the markets break lower, is this the calm before the storm?” suggests Ms French. World feed demand, the ‘silent giant’ is harder to measure and gauge and how susceptible we are to underestimating this driver is one topic that Ms French will cover in her presentation at Outlook 2016.

A fourth generation wheat farmer from Idaho, Emily French has exceptional skill and experience in the agriculture/finance sector, with a strong understanding of the fundamental and technical factors that drive commodity price direction.

Her extensive global connections enable her to access a constant inflow of market information, and the presentation to the AAAC community will be vital for those looking ahead and planning for a secure future.

“There are approximately 950 million people classified as starving and over 2 billion people are obese or overweight,” says Ms French. “These opposing forces can’t be ignored and will have significant impact on food producers and growers around the world.”

Ms French began her impressive career as a physical cash trader for Cargill before moving to Washington, DC as Manager of International Operations for the US Grains Council. She then transitioned into the private sector as a Vice President of the Market Intelligence Division for DC-based agricultural market and policy consulting firm World Perspectives, Inc.

Emily has recently taken a role with ConsiliAgra, an active advice and strategy group covering the world agricultural commodity markets, and specialising in grain and oilseed derivatives.

Emerging economies and a significant shift in market demands will be the theme for the **Australian Association of Agricultural Consultants (AAAC) Outlook Conference** in Perth on November 25.

Outlook 2016 will also include industry outlook presentations on hot topics such as wool and

red meat, as well as a glimpse into the exciting research and development prospects for wool, red meat and grains in the future.

A full program and registrations for the Outlook 2016 Conference can be found on the AAAC website www.aaacwa.com.au.

END

Photos attached: Emily French

Bio and full details for Emily French at <http://www.consiliagra.com/emily-french/?section=bio>

For further information:

Sara Hector

AAAC (WA)

+61 429 043 493

sarahector@bigpond.com

