

MARKET OPPORTUNITIES ANALYSIS FOR CANADIAN SOYBEANS

Section 2

JUNE 2003

Summary

The future for soybean production in Ontario would appear very bright following a perusal of this document. It should be stressed however, that the opportunities outlined herein, are opportunities. To achieve the opportunities as estimated in the charts provided is not inevitable. Opportunities that have not yet been realized in Canada have not been realized simply because of oversight on the part of local entrepreneurs, or a lack of capital investment, or entrepreneurial spirit. There are significant constraints, economic, technical and the presence of foreign owned intellectual property that need to be dealt with first.

We can learn from where we have been competitively successful, and that is in the area of food grade soybean exports to Asia. As outlined above, a key part of that success was the development and ongoing management of the entire value chain. We can use the linkages that have been built to deliver that opportunity and the lessons learned to build the value chains necessary to deliver on the opportunities outlined above. This is not a trivial exercise, it requires the establishment of trust and credibility across all components. It is the intention of Soy 20/20 to act as a crystallization point for building these value chains. Thus, we have attempted to be honest and thorough in building the above estimates. In this spirit we ask anyone reading this document who notices errors or omissions to bring it to our attention.

It is necessary to be humble in the face of data, but also to see opportunity in constraints.