

# Overview of Considering, Selecting and Marketing Alternative Agronomic Crops



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# Alternative agronomic crops

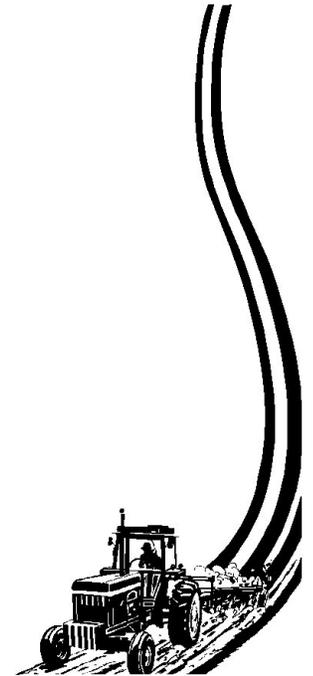
. . . aka . . .

- ▶ specialty grains
- ▶ identity-preserved grains
- ▶ high-value crops
- ▶ super commodities
- ▶ value-added crops



# Factors leading to crop diversification:

- ▶ commodity price instability
- ▶ changing farm policy
- ▶ increased pesticide resistance
- ▶ shrinking profit margins
- ▶ demand-driven market opportunities



# Alternative crops offer opportunities:



- ▶ diversify income
- ▶ spread risks
- ▶ reduce farm system weaknesses
- ▶ broaden operation base

# Developing alternative crops involves risk:

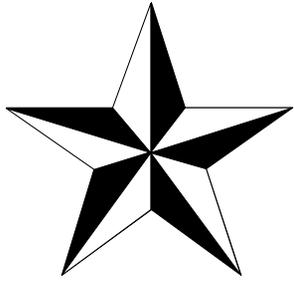
- ▶ market
- ▶ equipment
- ▶ production
- ▶ management



# Balancing marketing and production:

- ▶ assess available resources
- ▶ select potentially-feasible crops
- ▶ explore the market potential





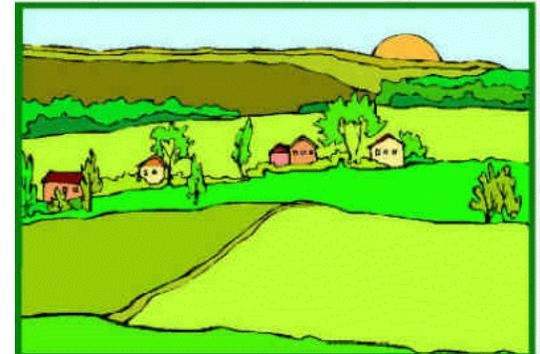
Applicable

information is often

limited!

# Resources:

- ▶ land, soil, water
- ▶ buildings & equipment
- ▶ labor (family & hired)
- ▶ location
- ▶ financial status
- ▶ management skills
- ▶ marketing savvy
- ▶ entrepreneurial spirit



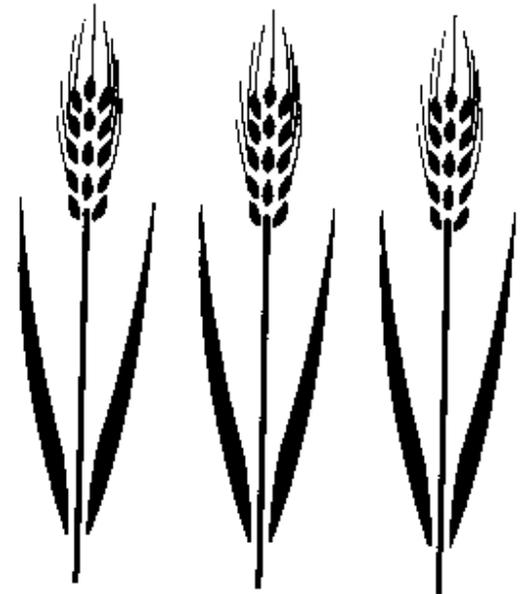
# Crop selection:

- ▶ cereals
- ▶ grain legumes
- ▶ oil seeds
- ▶ industrial crops
- ▶ fiber crops



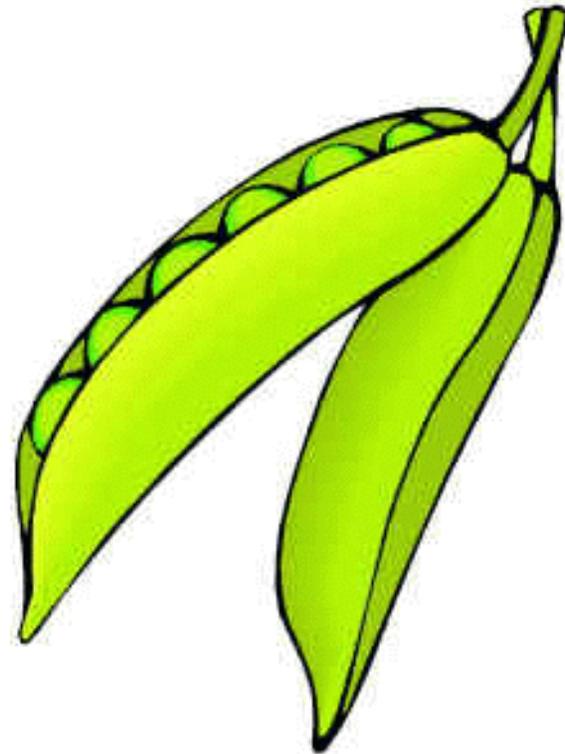
# Cereals:

- ▶ blue corn
- ▶ buckwheat
- ▶ grain millet
- ▶ triticales (triht-ih-kay-lee)
- ▶ spelt
- ▶ quinoa (keen-wah)
- ▶ barley
- ▶ teff



# Grain legumes:

- ▶ dry beans
- ▶ dry peas
- ▶ lentils
- ▶ mungbeans
- ▶ cowpeas
- ▶ lupin



# Oil seeds:

- ▶ canola
- ▶ linseed/flaxseed
- ▶ sesame
- ▶ perilla
- ▶ sunflower
- ▶ safflower



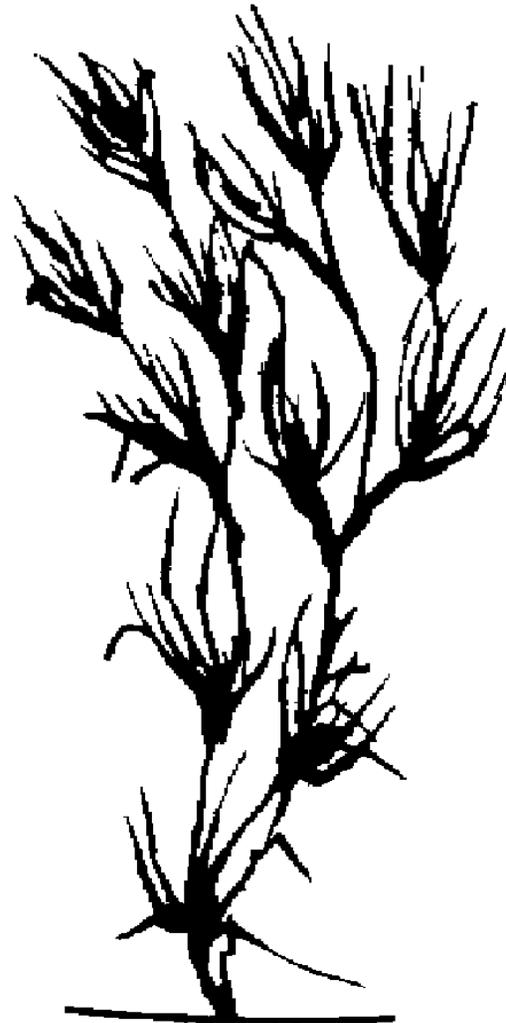
# Industrial / Fuel crops:

- ▶ castor
- ▶ fanweed
- ▶ broom corn
- ▶ vernonia
- ▶ sweet potato
- ▶ sweet sorghum
- ▶ sugar beets

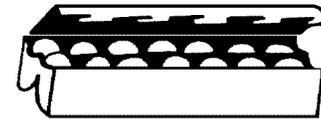


# Fiber:

- ▶ kenaf
- ▶ milkweed
- ▶ flax
- ▶ bamboo



# Chicken or the Egg?



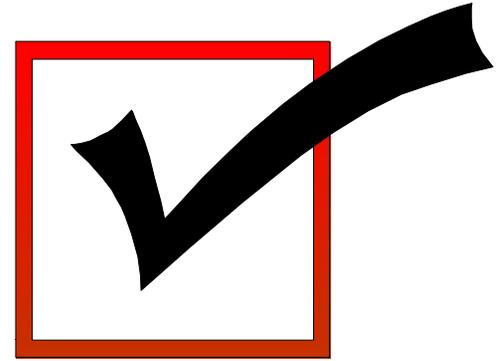
## Production or Marketing?



## Cost or Revenue?

# Market potential:

- ▶ use
- ▶ supply & demand
- ▶ market stability
- ▶ market depth (saturation)
- ▶ market channels
- ▶ strategies



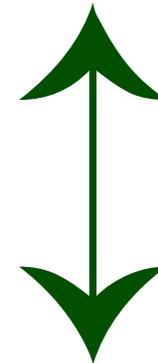
# Market research:

- ▶ contracts
- ▶ elevators
- ▶ export
- ▶ feed
- ▶ seed
- ▶ processing inputs
- ▶ specialty/niche products



# Vertical integration is common:

- ▶ production
- ▶ processing
- ▶ packaging
- ▶ marketing (direct)



# Market information:

- ▶ talk to others
- ▶ surf and read
- ▶ study market reports
- ▶ extrapolate from available data
- ▶ network
- ▶ become techno-smart
- ▶ be flexible



*applicable information is often limited*

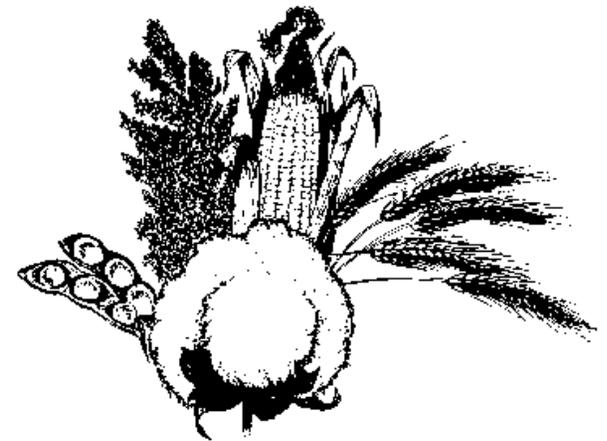
# Market analysis:

- ▶ distance
- ▶ transportation mode
- ▶ contracting
- ▶ bulk vs. bag
- ▶ storage
- ▶ quality attributes
- ▶ quality control
- ▶ handling/labor



# New issues with new crops:

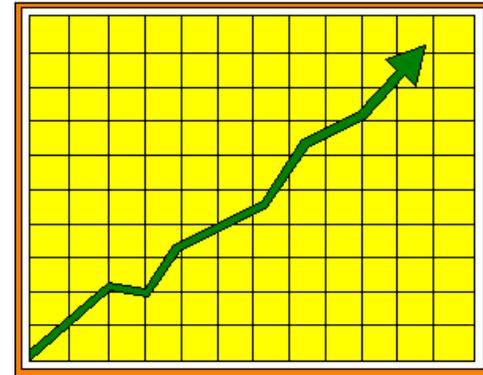
- ▶ precise moisture content
- ▶ clean & sort
- ▶ segregation (color, size, uniformity)
- ▶ defect free
- ▶ washed
- ▶ bagged
- ▶ non-splits
- ▶ free of foreign matter



# Drivers of *change* that affect supply and demand for crops:

## Industry

- ▶ income growth
- ▶ population growth



## Specialties

- ▶ locally-grown
- ▶ USDA food pyramid
- ▶ organic
- ▶ food service demand
- ▶ profitability

**Value-Enhanced Corn (VEC):** {corn with particular quality characteristics that add value for the end user}

- ▶ white corn
- ▶ high-oil corn
- ▶ waxy corn
- ▶ food-grade yellow corn
- ▶ nutritionally-dense corn
- ▶ organic corn
- ▶ blue corn
- ▶ high-starch corn
- ▶ high-lysine corn



# SUMMARY:

- ▶ Why Consider?
- ▶ Available Resources?
- ▶ Options?
- ▶ Production?
- ▶ Marketing?
- ▶ Networking?
- ▶ Risk-bearing Ability?

