

NUTRITION IGNITION

High in
vitamin E

13 essential
nutrients

Cholesterol
free

Power up
6 g of protein

Maximize the
monounsaturated fat

Figure in
3.5 g of fibre

© 2009 Almond Board of California. All rights reserved.

**AND YOU THOUGHT
YOU WERE JUST ADDING
ALMONDS.**

A lot goes in with a little almond. From zero cholesterol to 13 essential nutrients, it's the nut that, ounce for ounce, adds more value to just about anything, including "great tasting" crunch. And consumers know it. In fact, every year the demand for products with almonds goes up. So just add them in and watch them come.

california
almonds[™]
AlmondsAdd.com

The speculators rearm

In the past year, we have experienced, in a very drastic way, what it means when speculators take over the grain market and send the prices sky high. In industrial countries, the portfolios have suffered, but in developing countries, the people have suffered as they could no longer afford to buy their wheat. Last autumn, when the new crop yields were higher than previously expected, the prices fell dramatically within a short period of time. The losses caused trouble not only for the speculators but also for some traditional grain trading companies. This is just the first part of the story.



++ Hildegard Keil, editor-in-chief
Your comments or suggestions
are always appreciated:

fax: +49 40 39 90 12 29
e-mail: keil@foodmultimedia.de

The second part had a delayed start from bull and bear markets. Some countries, alarmed by the prospect of lack of supply and the possible ensuing political unrest in the country, as well as some speculators attracted by the chance of quick profits, started to buy agricultural land in foreign countries in order to secure larger amounts of grain. Such action is frighteningly successful in very poor countries with highly corrupt governments. The government of Sudan, for example, leases fertile land to foreign investors on a grand scale and without any consideration to its own hungry population. Egypt alone will lease as much land as needed to secure a supply of about 2m tons of wheat each year. Similar reports have come from the Gulf States who also found their way into the Sudan for ensuring a significant supply of wheat for their future. The Sudan also welcomes speculators. Former Wall Street banker, Philippe Heilberg recently announced that he was able to lease 400,000 hectares of fertile ground from war lords.

But this development is not limited to the Sudan. A Japanese company now owns 100,000 hectares in Brazil; Libya has 247,000 hectares in the Ukraine. This game is also being played in Europe. Large investment companies from Germany intend to buy cropland in Romania, the Baltic States and Bulgaria because it only costs a fraction of what it would in Germany. Incidentally, the land is not always acquired to grow wheat. The Saudi Arabian Bin Laden Group wants to cultivate rice on half a million hectares of farmland in Indonesia for feeding their own population.

It might be the case that some of the state initiated actions have been set up predominately to supply their own domestic population, but this is definitely not the case for the speculators. They are seizing the opportunity to manipulate the market. In the last year, the situation was new and a lack of knowledge and information amongst many consumers could be taken into account. This year, more needs to be done to halt this spread as if more years go by in this way, then the shortage on the markets will no longer be just a predication but will be reality.

These would indeed be bad times if the feeding of people becomes dependent on the will of reckless and greedy people.

Sincerely yours,

Success is a Matter of System

The ERP Solution for
Your Entire Enterprise



Take advantage of
the opportunity to get
to know our
business IT solution
for the bakery industry.

Visit us at

BAKEPOL

Hall D, Booth 45
from 24-28 April 2009
in Kielce, Poland

CSB-System AG
An Fürthenrode 9-15
52511 Geilenkirchen
Germany
info@csb-system.com
www.csb-system.com

CSB-System
INTERNATIONAL