We are now Refinitiv, formerly the Financial and Risk business of Thomson Reuters. We’ve set a bold course for the future – both ours and yours – and are introducing our new brand to the world.

As our brand migration will be gradual, you will see traces of our past through documentation, videos, and digital platforms.

Thank you for joining us on our brand journey.
Where do you find the ripest opportunities when markets are fallow?

For critical questions that need informed answers, trust Thomson Reuters. No one else delivers such valuable insight into the world’s agriculture markets – or has more reporters on the ground and out in the field.
The answer is to be at the centre of the world’s agriculture community.

We’re the authority that the global agriculture market turns to for the very latest news, weather forecasts, fundamentals and research and pricing data.

We give you the accurate intelligence and actionable insight that you need to make informed investment and purchasing decisions – and to be in the best position to offer the best advice.
For investors, it’s a question of having concise, reliable and highly relevant headline news and accurate price data so you can make the right decisions – at speed.

For purchasers, it’s a question of making the right purchase at the right price – with accurate current and historic price data along with supply chain and commodities forecast data. We’ll alert you to events and world news that could impact the supply of the commodity you require, allowing you to act quickly and manage risk accordingly to ensure your supply is never interrupted.

For advisors, it’s a question of being able to form solid opinions on which to offer the best advice. For this, you’ll need the full story, supported by highly-detailed and a broad depth of information relating to the world’s current, historic and forward-looking agriculture markets.
Our customer challenges

In the fast-changing agricultural markets, having the knowledge, intelligence, insight and analysis to act swiftly is one thing. Being able to trust this information is another.

Thomson Reuters is trusted locally and globally. Traders, brokers, analysts, supply chain and procurement managers the world over depend on us to give them the powerful, competitive edge they require.

The challenges you face:

- With unpredictable and extreme climate changes increasing the frequency of droughts, floods and frosts, weather is affecting global agriculture supply more often – and more dramatically.

- Our growing population, shifting patterns of consumption, including meat demand in developing markets and the convergence of energy and agriculture requirements are altering the balance of demand.

- Effects beyond supply and demand – macroeconomic forces such as currency fluctuations – continue to impact price volatility in agriculture markets.
The facts to illustrate these challenges

The world needs to produce at least fifty percent more food to feed everyone by 2050.
(Source: WFO)

Of the food that we grow, the United Nations estimates that 30% goes to waste somewhere in the production and delivery process – and simply never reaches our tables.

Our population is projected to reach 9 billion by 2050. Yet 80% of our arable land is already in use.

More than 50% of the world’s population resides in cities, and by 2050 this will increase to 80%. To sustainably feed these swelling urban populations, cities must become smarter and produce more food locally.

The U.S. and China alone represent 68% of all of the patent documents associated with crop breeding around the world. These two countries are larger than the closest competing country by at least a factor of five.

“The population is increasing faster than production; and as growing conditions become different ... the world is going to have to get as much as it can out of every acre.”

Larry Winger, Farmer, Benton County, Indiana.

Source: http://reports.thomsonreuters.com/9billionbowls/?utm_source=HubLaunchAnnouncements&utm_medium=thehub&utm_campaign=9billionbowls
A Unique Market Perspective

We bring together everything you need – all in a single intuitive desktop.

NEWS
Our team of specialist commodities journalists and columnists are on the spot to bring you the most relevant, accurate and trusted breaking news, as well as independent market commentary and detailed technical analysis. Always supported by price data, analytics and graphics, our reactions, articles and observations give you deep insight and market context.

WEATHER
Bypassing the city-centric weather patterns that most forecasters concentrate on, and drawing our data exclusively from crop growing regions at the centers of agriculture, our in-house meteorologists give you the measurements – where they matter.

AGRICULTURE RESEARCH
As the task of predicting future price movements grows more complex, our agriculture research brings you an invaluable source of forward-looking insights to our already extensive coverage – giving you a second opinion to government statistics.

FUNDAMENTAL DATA
Access and easily customize our consolidated and comprehensive set of current and historical supply and demand data, giving you a deeper insight into both the physical and futures markets.

PRICE DATA
No one else can give you a more comprehensive range of price data from the world’s major commodity exchanges and global cash and export prices.

MARKET VISUALIZATION
Our interactive map is the fastest, most direct way to see the key factors that affect the agriculture markets. Visualize infrastructure, analyze production – and track the key impact factors of weather and shipping. Our comprehensive range of models, calculators and charting tools enables you to quickly visualize data and customize the best way to analyze it.

COMMUNITY CONNECTIONS
Exchange ideas and connect and collaborate through our secure and compliant messaging tool. Discuss hot topics with our experts and with your contemporaries – through our Global Agriculture and Global Softs Forums. Hosted by Reuters journalists, they offer a rich source of news, exclusive market insight, analysis and discussion.
Know what’s happening

Wherever crops are grown, processed or consumed, our journalists are there to report the news, interpret its impact and produce exclusive market commentary and specialist reports.

With almost 200 specialist commodities journalists in 20 countries – and a vast network of global reporters – we are one of the longest standing news providers in the agriculture markets, giving you, the critical news, exactly as you want it.

Throughout our unrivalled history in the commodities markets, we have forged invaluable long-term relationships and a trusted reputation for unearthing exclusive insight and clarity. This is particularly true in regions where transparency can be an issue.

You can be sure that our reporting is accurate, impartial, timely and guided by the very strictest editorial principles.

OUTSTANDING IN OUR FIELD

As well as regular exclusive and breaking news stories that move the market, we deliver:

• **Daily News Briefs summarizing the key factors** to watch for in the day ahead – and what drove the markets overnight
• **Thought-leading independent commentary** from our columnists who are not afraid to challenge conventional wisdom and examine issues that have not been covered elsewhere
• **Coverage of global trade and tenders, political, corporate and macroeconomic news** – and policy decisions that impact commodities pricing and drive the market
• **Observations and opinions** supported by price data, analytics and graphics give you deeper insight and context
• **Highly-relevant articles** that unpick the complexity of significant trends from our specialist journalists on the ground who have access to senior decision makers and reliable sources
• **Coverage of key grain bulk tenders** along with market analyst polls all enable you to better understand the major factors driving the market
Our in-house meteorologists collaborate directly with our agricultural analysts to give you a combined and informed view of how the weather will impact crop-growing regions.

Pulling in data from multiple sources worldwide, multiple times a day, we process the very latest forecasts giving you updated maps and tables – ahead of the rest of the market.

**KNOWLEDGE HARVESTING**

Instant and intuitive – and based on the most recent reports from the leading government agencies in the U.S. and E.U. – our Agricultural Weather Dashboard lets you see how growing conditions have changed over the season, and how they are likely to change in the future.

With 30 years of historical weather, our Dashboard enables you to understand the key factors that directly govern the growth of crops, making sure you’re the first to see any significant variations from the norm – instantly.

Our extensive weather coverage includes:

- Daily weather headlines (global)
- Daily short-term forecasts (global)
- Monthly outlooks (U.S.)
- Insight on climate indicators (global coverage)
- Monthly ENSO outlooks
- Chart, tables and map visuals

Know what’s on the horizon

Letting the unpredictable happen due to natural events is not in our nature.
Predict the future

Our record of providing consistently accurate and trusted crop forecasting earlier than key government statistics, allows you to take profitable positions earlier – often ahead of your competition.

Giving you comprehensive highly-detailed, global coverage – by sub-national geography – we never make a forecast we can’t substantiate. We can show you how our estimates captured changes in the medium to long-term crop supply fundamentals for any given year and crop.

The work of our world-beating team of Agronomists, Meteorologists and Geo-spatial Scientists, these forecasts combine unique datasets, such as satellite imagery and models of crop rotation, plus extensive field data. Because of our scientific approach, our estimates are transparent and unbiased.

**DIGGING DEEPER**

Our insight gives you a competitive edge by providing:

- **Modelling** – generating high-quality first estimates of plantings, yield and production outcomes based on known relationships between climate, weather, crop rotations and field work

- **Satellite technology** – monitoring crop development and production potential over whole countries and regions

- **Field investigations** – incorporating as many independent lines of evidence as possible into our estimates. Based on the quality of model outputs, satellite imagery and other relevant intelligence, we dispatch our own trusted and experienced analysts wherever we need first-hand observations to confirm or correct the current figures

  - **Deeper and expanded analysis and reports** – explaining the how, what, when, where, and why of evolving production estimates

  - **Crop tours** – cutting through generalities and bias. Information is collected from hundreds of fields over a wide area by directly measuring the variables that are actually used to calculate yield. The result is an unbiased, extensive dataset that when collated over several years, offers unparalleled insight

  - **Phone surveys** – in development and available soon. Our new mobile app ‘Data Share’ will enable farmers to upload crop data quickly and easily in exchange for relevant and timely market information

For complete transparency, we can provide the “Background & Methodology” used by our Agriculture Research team. This gives you a brief overview of the team’s working practice – its background, structure, and history, including geographies covered, types of analysis produced, data sources and definitions.

Finally, you can now be alerted through e-mail or other options within your Eikon desktop when new estimates and forecasts are published – with the option to contact analysts directly.
Know what has happened

Recognized as the source of consolidated global supply and demand, area, yield, import, export and trade fundamental data, we can help to reduce the costs and time associated with sourcing and managing fundamental data.

View up to 20 years of data on all reports and navigate effortlessly through pre-built tables and chart views designed to show highly-relevant and accurate information – exactly as you like it.

ROOTED IN FACT

Our intuitive approach to handling data allows you to drill down quickly and immediately view:

- **Agriculture Flows** that use a combination of vessel tracking, fixtures, editorial, customs and port inspection data to identify agriculture cargo movements and track the major flows from the U.S. to global discharge points
- **Brazil and Argentina** shipping line-ups, historical and raw data of 250 ports inspections from 30 countries, Bill of Ladings covering U.S. imports and exports and buyer and seller level information
- **Key data sets**, including WASDE, NASS crop progress & condition, USDA Export Sales, NOPA, China National Grains Imports/Exports
- **Meaningful graphs and tables** with the ability to download the detailed data directly to Excel
Know what could happen

No one gives you a more comprehensive range of global cash, OTC, export prices and FX rates – and real-time data from the world’s major commodity exchanges. Our specialist reporters maintain relationships with traders at all major grain export locations giving you the edge in coverage, accuracy and speed.

THE SEEDS OF SUCCESS

Our comprehensive price data coverage includes:

- **Global cash (FOB) coverage** for export ports in all major grain producing countries
- **Historical basis and outright price data** spanning more than 10 years for many locations
- **The ability to create custom spreads** for any products, locations, supply chain stops and time
- **Freight rates** enabling you to perform global ‘cheapest to deliver’ analysis
- **Comprehensive data** from all the major global commodities exchanges, including key FX rates
- **Extensive spot/cross FX rates**, including major forward currency rates
- **Detailed real-time exchange prices** – and delayed and historical pricing – from all the major commodities exchanges around the world

We also give you the tools, charts and models required to quickly interpret complex price data with ease.
See it all at a glance

See it first on our Interactive Map. From trade flows to supply and demand data, shipping routes to severe weather and hurricane tracking, we have built market-leading tools enabling you to see the critical factors that affect the agriculture supply chain and price.

GROUND-BREAKING FEATURES

Our interactive map gives you clear visibility of:

- U.S. grain elevators
- Vegetable oil storage
- Soya bean oil processors
- Ethanol plants
- Supply & demand layers from USDA and NOPA
- Cash price contours for corn, wheat and soya bean
- Pricing contours linked to shipping/U.S. cash markets
- Trade flows and vessel levels
- Shipping routes that allow you to estimate the cost to transport commodities. From where they are – to where you need them to be

Our models, calculators, charting and interactive capabilities give you:

- Option volatility analysis, strategy building, real-time greeks and delta-hedging tools and capabilities
- Purpose-built calculators and models for commodities and derivatives trading, enabling you to input key values and see the results immediately
- Seasonal analysis of futures, futures spreads and futures product spreads
- More than just price history, spreads and forward curves – volume and open interest are also available
- Dynamic charting, so you can visualize new opportunities and work seamlessly with in-house and third-party data
- A wide range of purpose-built calculators; including Crush Margin and Biodiesel Calculators, Commodity Futures Spreads and 3D Volatility Charts
Be in touch with the people who know

Eikon Messenger is a ‘virtual trading floor’. A free, open, secure, and compliant collaboration tool that gives you a great deal more than just the ability to connect and chat to your key contacts – it gives you exclusive access to our global agriculture community.

Follow the hot topics of the day. Share charts and data. Interact and pick the brains of Reuters Editorial specialists. Communicate, connect and collaborate with the world’s experts in real-time - wherever you are.

A GROWING COMMUNITY

Connect and interact – on the go:

- **Instant communication** with a world of commodities professionals and experts from your desktop – and an award-winning experience across all major mobile devices

- **Exclusive access** to the world’s largest validated directory of financial services professionals of more than 285,000 users – in 25,000 firms, worldwide. This includes 13,000 users at 1,900 firms in the commodity and energy markets

- **The perfect venue to discuss key trends and market issues** in context with our Global Agriculture Forum and Global Softs Forum. These invitation-only news forums and discussion rooms are moderated by Reuters News specialist editors and combine top stories and commentary with real-time discussions and interviews with expert guests
Thomson Reuters Eikon

Purpose-built to tame the complexity of global commodities, Thomson Reuters Eikon does more than just provide unrivalled agriculture solutions.

It enables you to uncover deep insights and new ideas, access new, deep liquidity pools, execute trades confidently, manage compliance, mitigate risk proactively and increase profits:

• We connect you to the broader financial community
• We deliver comprehensive and unique news, data, analytics and insight
• We provide tools and applications that filter and display information to suit your workflow
• We support pre-trade and post-trade workflow – linking people and markets more efficiently – and connecting users, information and markets
• We have designed an infrastructure and services to meet the most complex requirement, connecting you with the information you need – and the markets you want to reach

Whether you are investing, purchasing or advising in the commodities markets, we provide you with an ever-increasing set of tools to give you fast access to the most comprehensive information set – in the most useful form.

Learn more at financial.tr.com/agriculture

Contribute today

Join the 4,800 sell-side desks worldwide who contribute prices on over 7 million instruments traded over the counter (i.e., not on public exchanges) – a real-time data set that distinguishes Thomson Reuters Foreign Exchange, Fixed Income, and Commodities desktop and feed propositions from many competitive offerings.

Learn more at financial.tr.com/contribute or email contribute@thomsonreuters.com

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