



The Year Ahead: An Exporter's Perspective

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2008 Export Performance

- **Volume up 29% (More than 2.0 billion pounds)**
- **Value up 40% (more than \$3.3 billion)**
- **Value of exports: \$134.83/head (2003 was \$136.46/head)**



Export Challenges

- **Global liquidity**
- **Country risk**
- **Strong U.S. dollar**
- **Demand shifts**



Outlook for 2009

- **Exports will be up 6%, but**
- **The way we do business will change**



Export Leaders

- **Korea**
- **Japan**
- **Canada**
- **Mexico**



New Opportunities

- **Value cuts/different cuts**
- **Caterers and suppliers to convenience store chains**



2009 Single Largest Opportunity

Increase Access in Japan

--Incremental value: \$80-90/head





Questions

