

HSBC AGRICULTURE

UK Agriculture – foot on the gas or on the brake?

12 November 2014

Allan Wilkinson
Head of Agriculture

allanwilkinson@hsbc.com

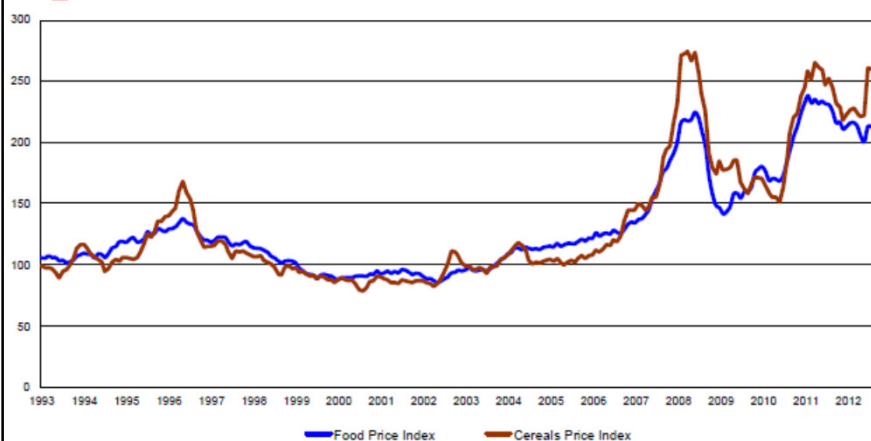
Mobile 07836 536150

HSBC Business

PUBLIC

HSBC 
Commercial Banking

GLOBAL FOOD PRICE INDICES

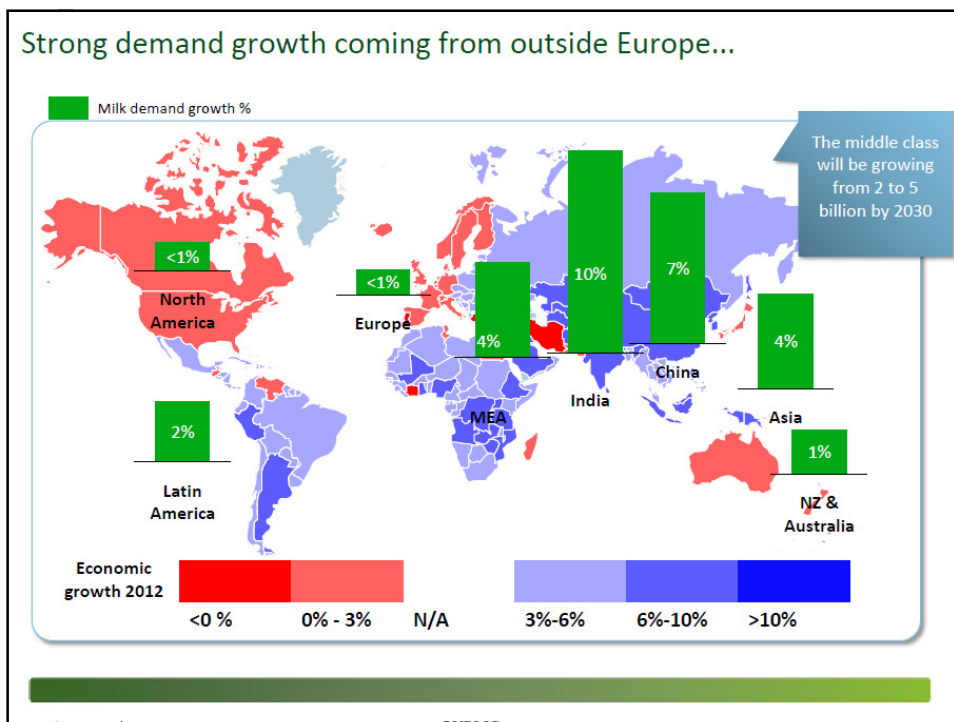
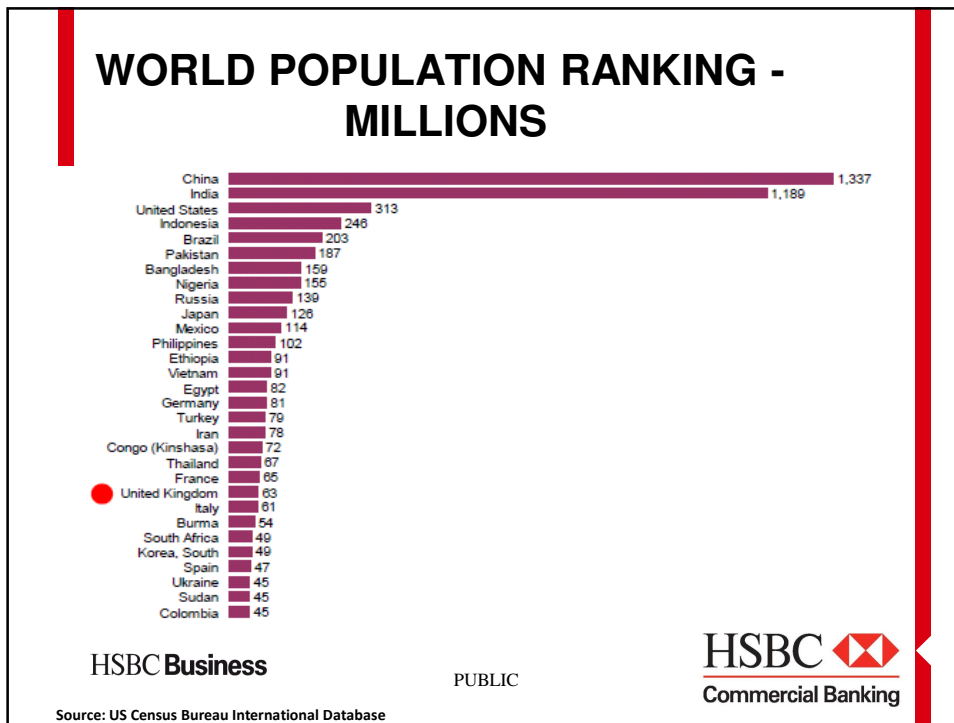


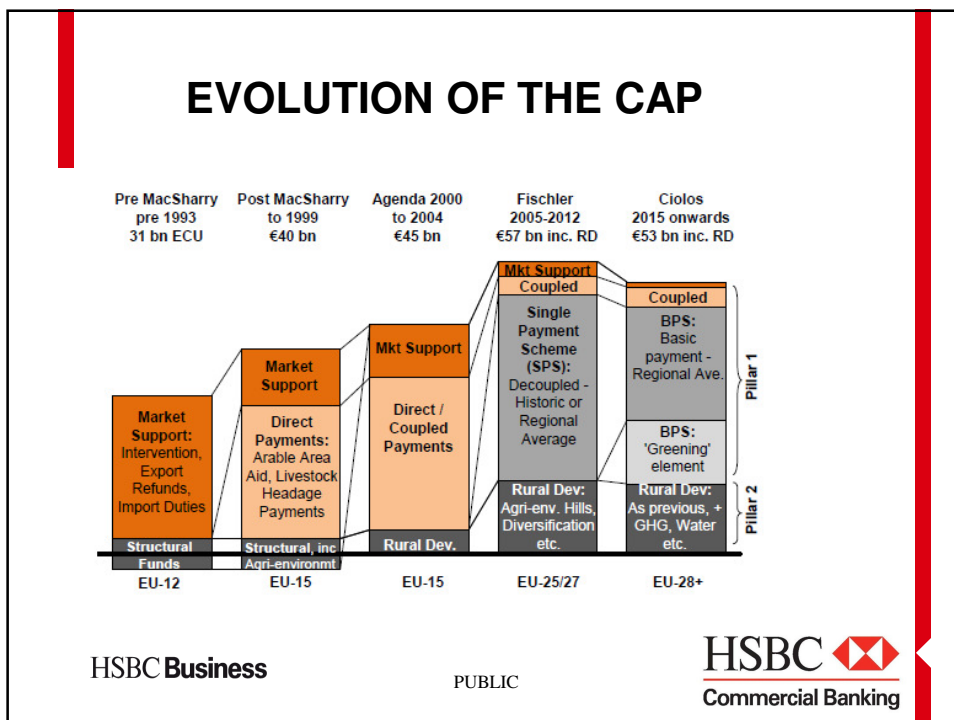
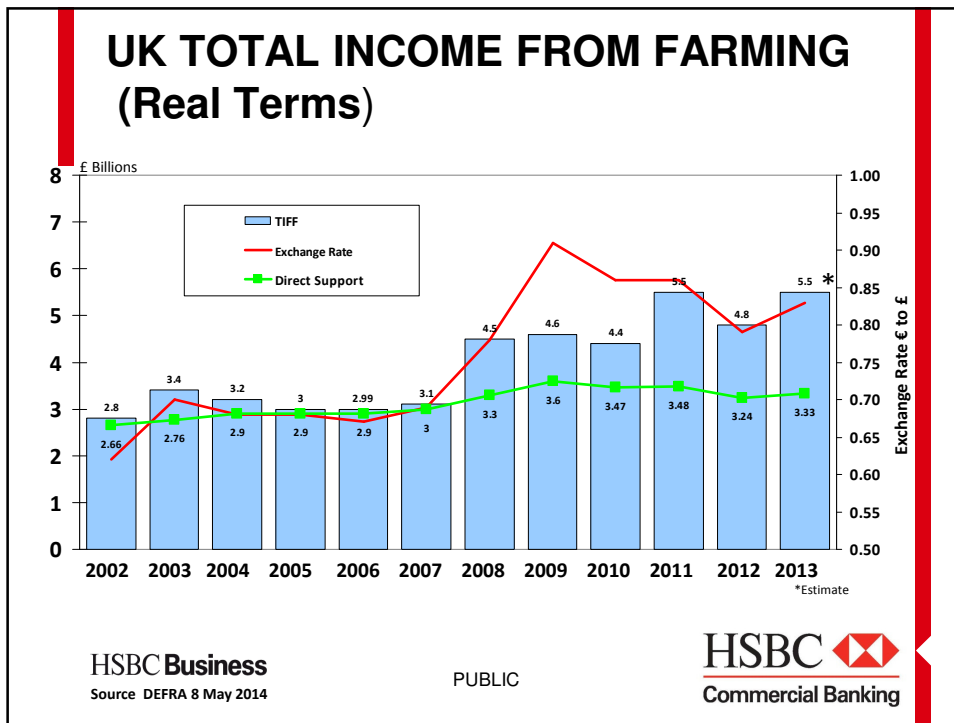
HSBC Business

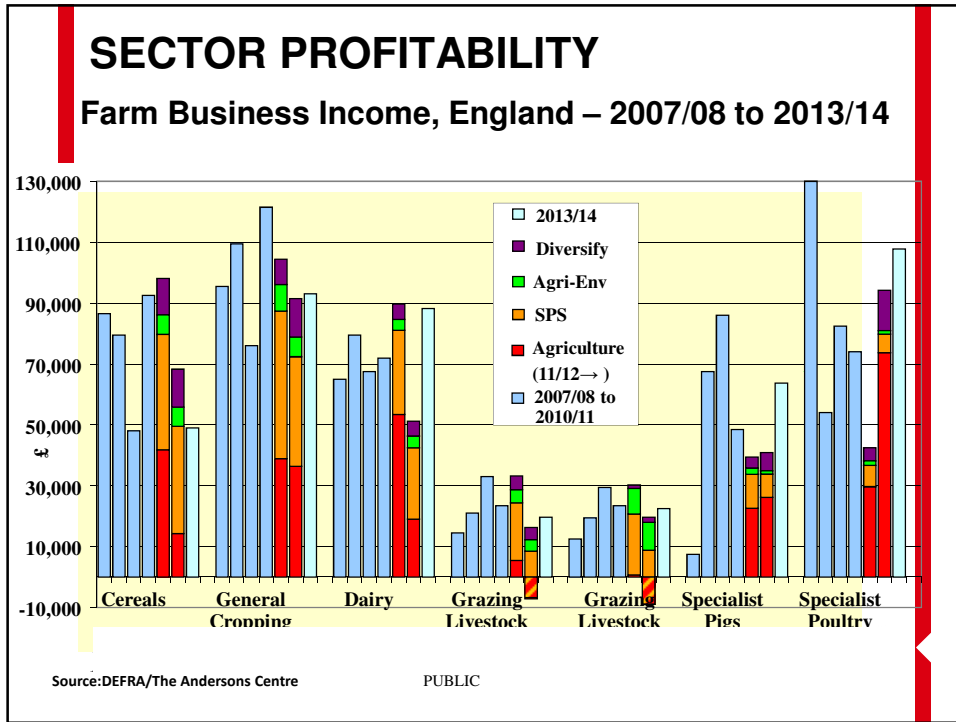
PUBLIC

HSBC 
Commercial Banking

Source: Food Price Index, UN FAO







Forward Planning 2014
HSBC Agriculture

40th edition of Forward Planning

- HSBC market view 2014
- Arable budgets
- Dairy budgets
- Red meat budgets
- Agricultural support
- HSBC Agriculture contacts

HSBC Business

PUBLIC

HSBC's TOP TIPS For 2015

Few farms operate at their true economic optimum

The difference between the best and worst was large – now it's enormous

Does expansion increase/decrease profitability + cash?

Benchmarking and Budgeting are VITAL

The biggest variable in a business is YOU

The customer and consumer are king

Charles Darwin was right about dinosaurs – be adaptable

Know who your competitor is, what they do and why?

Collaborate with your neighbour

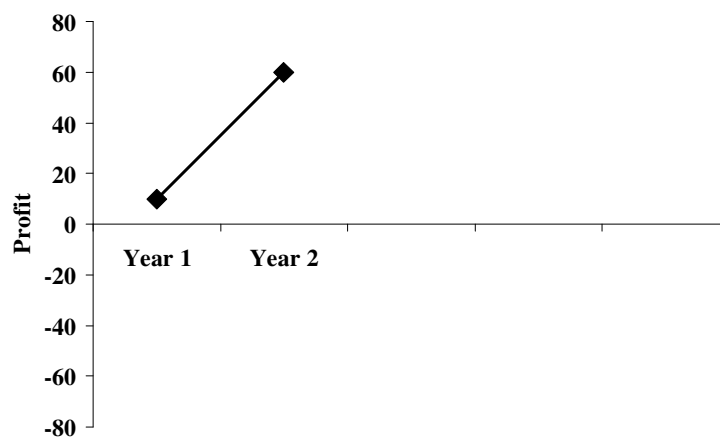
VOLATILITY IS HERE TO STAY

HSBC Business

PUBLIC

HSBC 
Commercial Banking

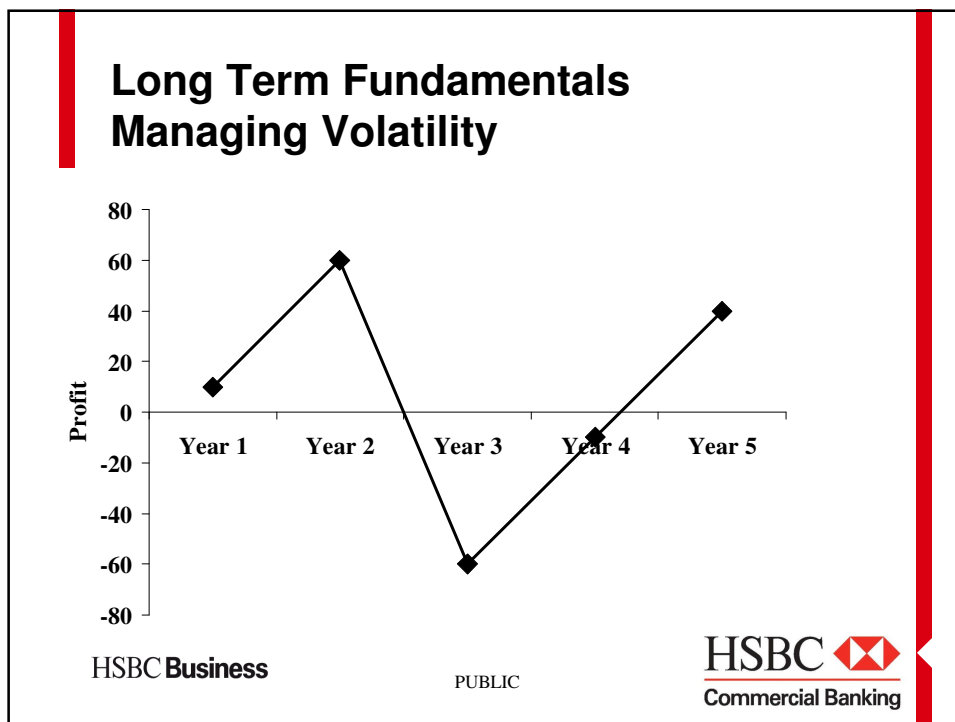
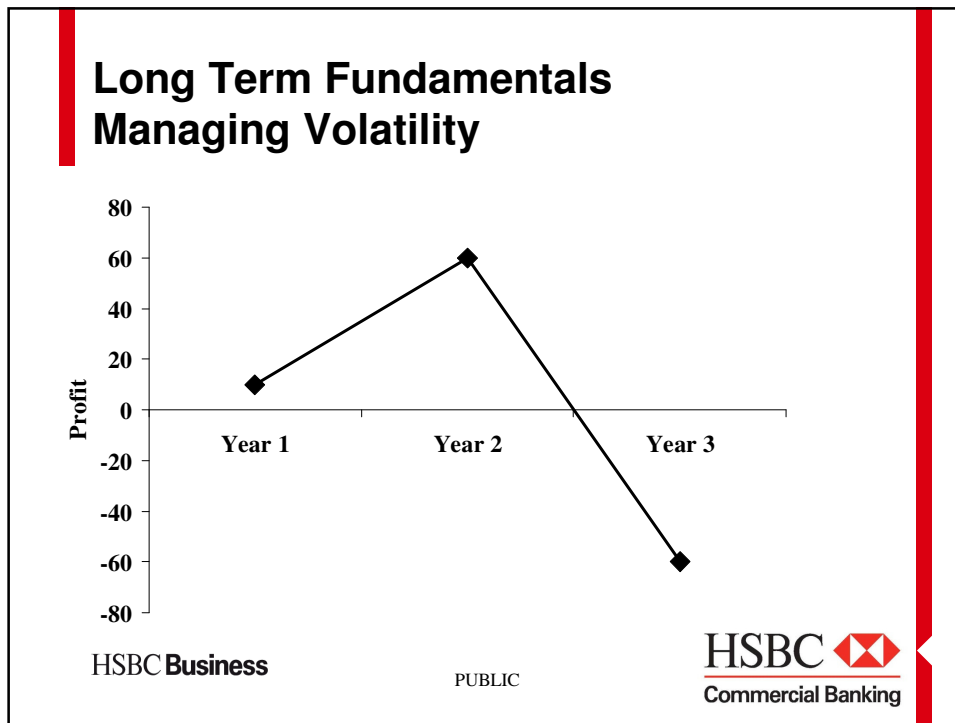
Long Term Fundamentals Managing Volatility



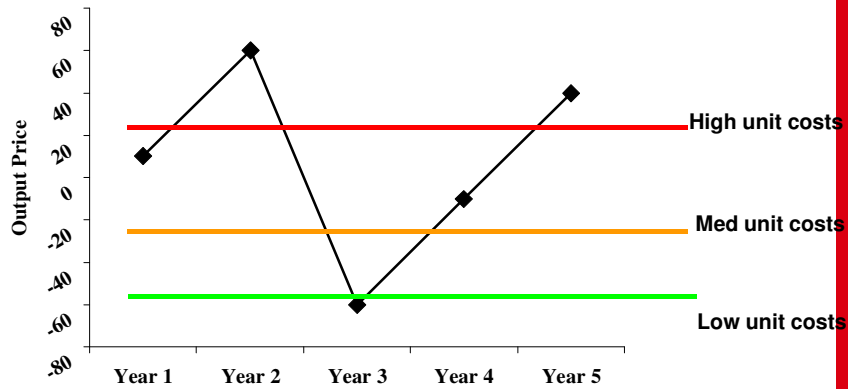
HSBC Business

PUBLIC

HSBC 
Commercial Banking



Long Term Fundamentals Managing Volatility



HSBC Business

PUBLIC

HSBC 
Commercial Banking

**2015 – the year that the work will be
on the farm and the PROFIT is most
likely to be in the office!**

THANK YOU

HSBC Business

PUBLIC

HSBC 
Commercial Banking

HSBC AGRICULTURE

**UK Agriculture – foot on the gas
or on the brake?**

12 November 2014

**Allan Wilkinson
Head of Agriculture**

allanwilkinson@hsbc.com

HSBC Business

PUBLIC

Mobile 07836 536150

HSBC 
Commercial Banking