

## **Feeding the World is a Big Challenge**

A question and answer article with Mayo Schmidt, CEO of Viterra, in the Australian Stock Journal – October 1, 2009.

### **What is your industry's greatest asset?**

From an industry standpoint it is the unique network of assets, which can collect huge quantities of raw food ingredients for a global population and deliver directly to areas of demand. Talented people are another great asset, and at Viterra we have individuals and teams that drive our company's success, creating positive outcomes through their efforts and working hard to top results.

### **What is the biggest threat facing your business or industry and how will you overcome it?**

The ability to feed a growing population and withstand potential adverse weather conditions is a challenge that we are currently addressing through our research and development of seed varieties that have drought tolerant and cold hardy traits. By 2050 our population is expected to swell to 10 billion, with large demand increases expected from Asia, sub-continental India and the Middle East. One of the many benefits of our combination with ABB Grain is our increased business diversity, with multi-origination capabilities that de-risks our business and acts as a shock absorber against weather-related risks.

### **How will your industry change in the next 10 or 20 years?**

Powerful global trends are creating strong long-term demand for food ingredients, making agriculture increasingly more important to the world economy. Many countries are already taking steps to ensure secure and stable food supplies well into the future. Our ability to commercialize our industry through efficiencies and seed technology will be critical to our success.

### **If you were 18 again, which industry would you set out to work in and why?**

I would still choose a career in agriculture, supplemented with experience at an investment firm focused on merger and acquisition activity.

### **What has been the biggest learning curve in your career?**

Learning how to implement and execute merger and acquisition strategies, which can be extremely complex depending on the project.

### **What is the most important business advice you have received?**

The most important piece of advice that I have received is from my father, Marion Schmidt: "Your values, integrity and honesty are the most important attributes you will have. They will be associated with all you do in your personal life and work life. They will be with you always."

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