



Market Survey on Agricultural Machinery in USA

(Continued from previous issue)

Issues affecting Imports from India

From the graph indicating imports from India in last 5 years, it is clear that the awareness about Indian agricultural equipment is increasing every year. Especially the year 2005 saw a significant increase in the imports from India. Further data analysis shows that India is favoured over Brazil and Taiwan and is competing with Korea in the US markets. However we are way behind our major competitor China because of lack of aggressive marketing and sales campaigns.

In this context, undervaluation of Chinese currency is a prominent issue that is affecting our competitiveness against China in US markets.

The Indian companies need to move into the higher technology areas dominated by Japan, Canada, France, and UK in order to gain quantum jump in its exports to US in this product category.

Promotional Measures

To develop better technological products that can compete with suppliers from developed countries such as Japan, Canada, France and UK in order to sustain and increase exports to USA. At the same time market products aggressively in competition with China and Korea, by participating in a number of fairs listed below as well as by launching a publicity campaign highlighting Indian capabilities in the area of agricultural equipment.

Trade Barriers

US has gradually shed most of its trade barriers. The remaining enclaves of protectionism are the politically hard cases. The US Government has made one concession after another to protectionist and pro-subsidy lobbies, on the pretext of Terrorism and Trade deficit. After this string of sellouts, US credibility with its trading partners is currently hovering near zero. As a result, America's ability to assume its normal role in leading trade negotiations is now in serious doubt.

Trade Shows & Events

- **Farm Equipment Show**
Toronto, CANADA - www.torontofarmshow.com
- **Ag Expo**
Michigan, USA - www.agexpo.msu.edu
- **Agri-Trade**
Red Deer, CANADA - www.agri-trade.com
- **California Farm Equipment Show**
California, USA - www.farmshow.org
- **Canadian Western Agribition**
Regina, CANADA - www.agribition.com
- **Colusa Farm Show**
California, USA - www.thefarmshow.com
- **Farm Science Review**
Ohio, USA - www.ag.ohio-state.edu
- **Iowa Power Farming Show**
Iowa, USA - www.iowapowershow.com
- **Midwest AG EXPO**
Wisconsin, USA - www.meda-online.com
- **National Farm Machinery Show**
Kentucky, USA - www.kyfairexpo.org
- **Nebraska Farm & Equipment Show**
Nebraska, USA - www.norfolkne.com
- **New York Farm Show**
New York, USA - www.farmprogress.com
- **Farm & Power Show**
Minnesota, USA - www.tradexpos.com
- **Plowing Match**
Guelph, CANADA - www.plowingmatch.org
- **Power Show Ohio**
Ohio, USA - omeda.org/powershow
- **Southern Farm Show**
North Carolina, USA - www.southernshows.com
- **Western Farm Show**
Wyoming, USA - www.westernfarmshow.com
- **Wichita Farm & Ranch Show**
Kansas, USA - www.tradexpos.com
- **World Ag Expo**
California, USA - www.farmshow.org



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Fax : 212-861-3788
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San Francisco, CA 94118
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Fax : (415) 668 2073
Website : www.cgisf.org

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455 North City Front Plaza Drive
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Website : www.chicago.indianconsulate.com

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1990 Post Oak Blvd.
Houston, TX 77056
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Fax : 713-626-2450
Website : www.cgihouston.org

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Fax : +91-11-2419-0017
Website : www.newdelhi.usembassy.gov

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5/1, Ho Chi Minh Sarani
Kolkata - 700071
Tel. : 033-2282-3611
Website : www.calcutta.usconsulate.gov

Consulate General of US
No. 220, Anna Salai, Chennai - 600006
Tel. : 044-2811-2000
Website : www.chennai.usconsulate.gov

Consulate General of US
Lincoln House, 78, Bhulabhai Desai Road
Mumbai - 400026
Tel. : 022-2363-3611
Website : www.mumbai.usconsulate.gov

US Department of Agriculture
Foreign Agricultural Service
1400 Independence Ave., S.W.
Washington, DC 20250.
Website : www.fas.usda.gov

Sustainable Agriculture Research and Education (SARE)
1400 Independence Ave. SW
Washington, D.C. 20250
Website : www.sare.org

Farm Equipment Manufacturers Association
1000 Executive Parkway Suite 100
St. Louis, Missouri
USA 63141-6369
Tel. : 314-878-2304
Fax : 314-878-1742
Website : www.farmequip.org

US Department of Agriculture
Economic Research Service
1800 M Street NW
Washington, DC 20036
Website : www.ers.usda.gov

Association of Equipment Manufacturers
6737 W. Washington Street
Milwaukee, WI 53214-5647
Tel. : 414-272-0943
Fax : 414-272-1170
Website : www.aem.org

US Farmer
Free Online News Magazine
Website : www.usfarmer.com

Farm Journal
US Farming News Magazine
Website : www.agweb.com

Farmers Community
Local Harvest
220 21st Ave, Santa Cruz, CA 95062
Website : www.localharvest.org

Ag Deal
US Farming News Magazines
Website : www.agdeal.com

Directory of Agricultural Machinery and
Farm Equipment Manufacturers
Website : www.agmachine.com

National Farmers Union
400 North Capitol St
NW, Suite 790
Washington, DC 20001
Website : www.nfu.org

(Source : EEPC Chicago Office)