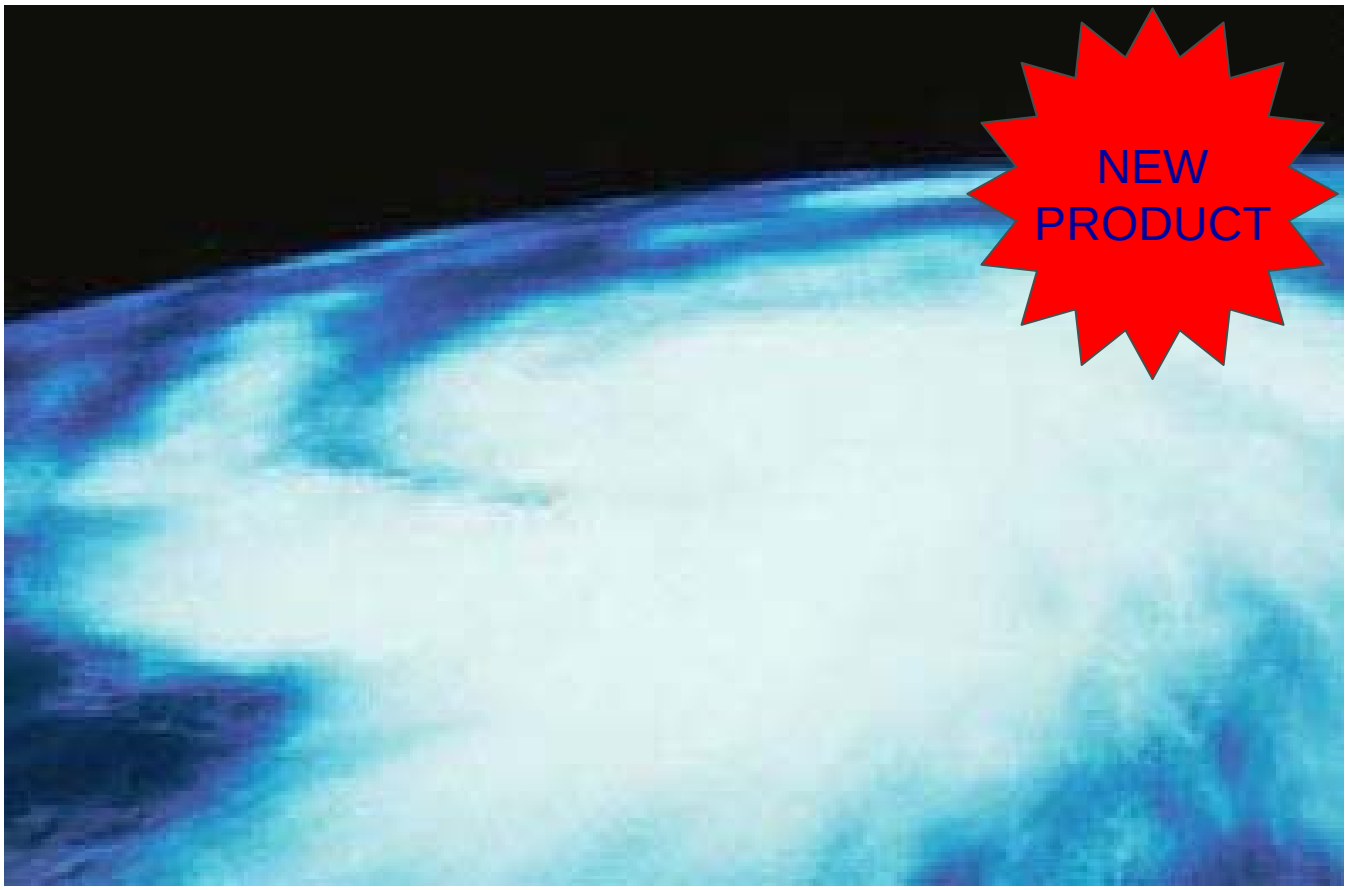


STrategic & Operational Real-world Model: STORM Datasets

STORM Datasets are a new, data-rich research product that deliver animal health and animal agriculture 10-year market forecasts for 32 country and 8 regional markets.

STORM Datasets are extracted from STORM, a proprietary modelling tool, that facilitates animal health and animal agriculture demand forecasting, market simulation and scenario analysis.

- STORM links consumer demand for animal protein to animal agriculture production / trade and demand for animal health products

- STORM identifies where, what and how many animals will be raised to satisfy animal protein consumption demand in response to changing consumer preferences, political, regulatory and environmental factors

- STORM was developed and is updated by a team of Analysts specialising in agricultural economics, economics and modelling

STORM Datasets Content & Coverage

each country / region market STORM Dataset delivers a rich set of data (ca. 4,000 data points) including 10-year forecasts:

Content

- **Macro-economic Environment**
  - GDP, real-GDP growth, importance of agriculture to GDP & agricultural workforce
  - inflation & currency
  - human population
- **Animal Protein Demand**
  - animal protein per capita consumption
  - other usage of animal protein
  - self-sufficiency by commodity
- **Livestock & Poultry Situation**
  - production, trade and prices
    - Beef, dairy, sheep & goat meat, pig meat, poultry meat, eggs, fish
  - animal feed consumption & prices
  - commodity Balance Sheets
  - animal population
    - inventory
    - breeding animals
    - medicalized population
    - total slaughter
- **Animal Health Market**
  - by Species
    - Cattle
    - Sheep
    - Pigs
    - Poultry
    - Fish
  - by Product Group
    - Medicinal Feed Additives
    - Biologicals
    - Anti-infectives
    - Parasiticides
    - Other Pharmaceuticals

Coverage

- **North America**
  - USA
  - Canada
- **Latin America**
  - Argentina
  - Brazil
  - Colombia
  - Mexico
  - Uruguay
  - Venezuela

  Rest of Latin America
- **West Europe**
  - Austria
  - Belgium
  - Denmark
  - France
  - Germany
  - Ireland
  - Italy
  - Netherlands
  - Portugal
  - Spain
  - Sweden
  - Switzerland
  - UK

  Rest of West Europe
- **East Europe**
  - Hungary

    Other EU-N12
  - Poland

    Rest of East Europe & FSU
  - Russia

    Central Asia
- **Far East**
  - Australia
  - China
  - Japan
  - New Zealand
  - South Korea

  Rest of Far East
- **Rest of World**
  - India
  - South Africa

    Africa & Middle-East
  - Turkey

    Rest of Rest of World

Methodology

STORM is a sophisticated global partial-equilibrium model that facilitates animal health and animal agriculture demand forecasting, market simulation and scenario analysis. STORM was developed and is updated by a team of Agricultural Economists and Economists.

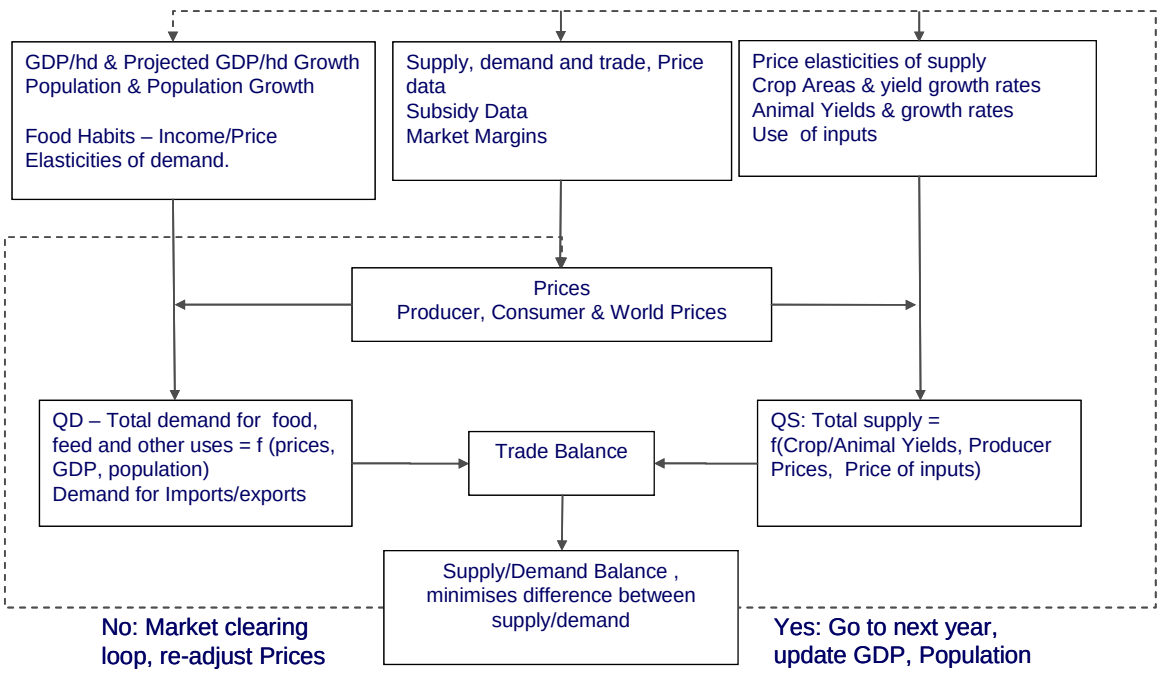
The globalisation of the animal protein industry, driven by rapid trade liberalisation, now demands a global approach to market simulation and demand forecasting by the animal health industry.

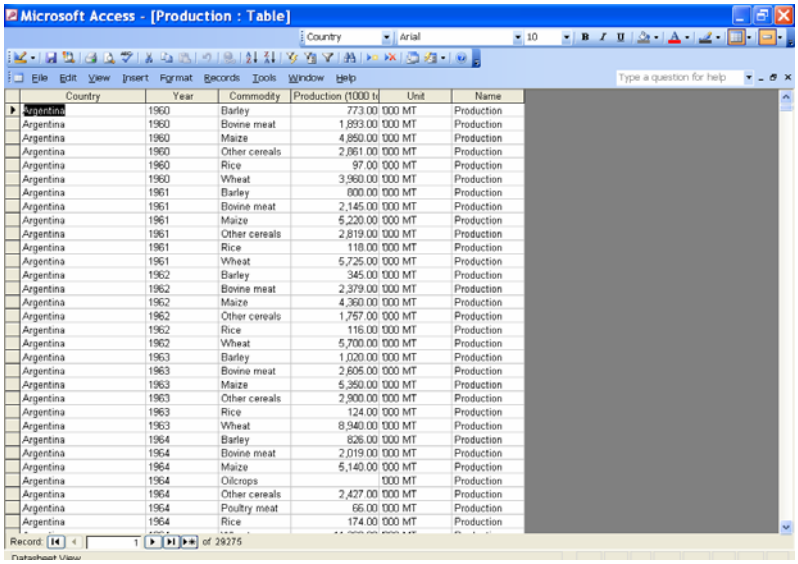
To understand the future market environment in any one country market now requires a detailed understanding of global supply and demand within the animal protein industry.

Robust and sophisticated market simulation and demand planning tools are now needed to support strategic and operational planning in the animal health industry.

STORM Datasets are the first and only tools that offers this capability.

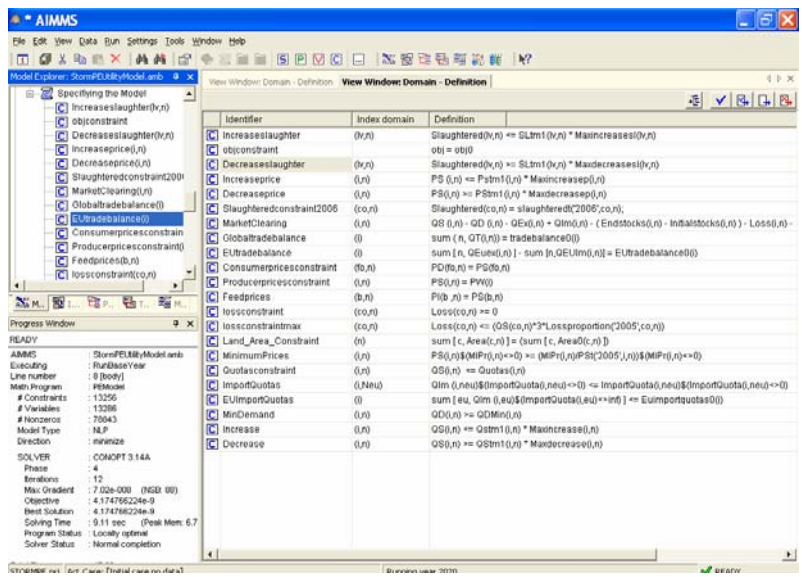
Fig.1: STORM schematic diagram

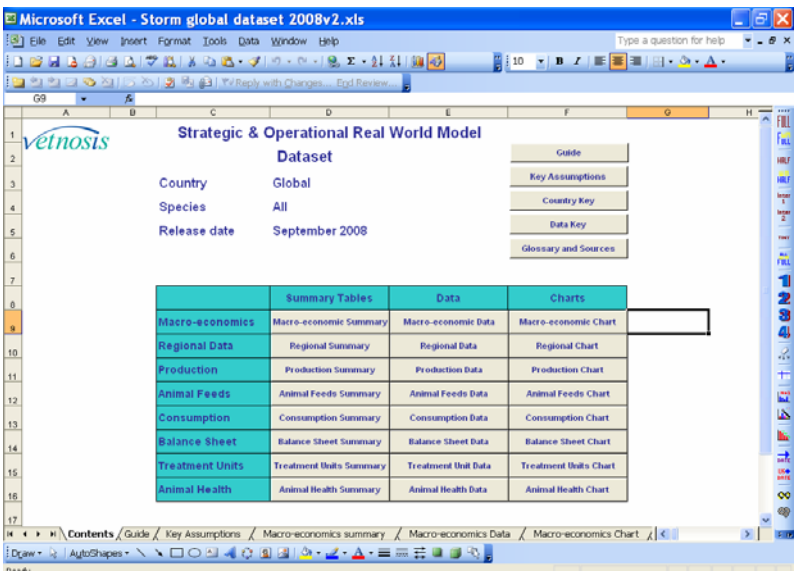




STORM has been developed within an extremely powerful mathematical optimization package called AIMMS (Advanced Interactive Multi-dimensional Modeling Software).

Baseline data repository is uploaded from MS Access into the STORM AIMMS model, which uses a powerful CONOPT non linear solver to determine the optimal global market equilibrium for each year.





The final output is extracted into a user friendly MS Excel based STORM Dataset.

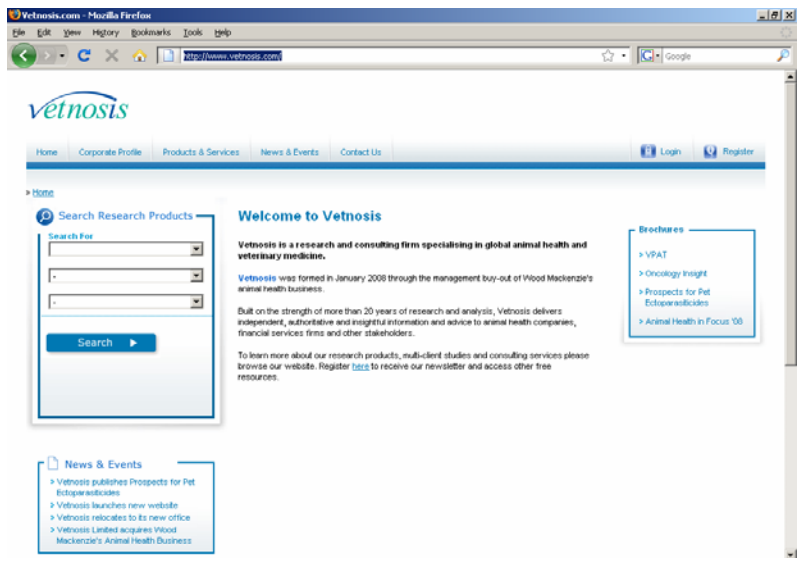
Who needs STORM Datasets?

anyone involved in:

- Strategic Planning
- New Products Planning
- Marketing Research
- Research & Development
- General Managers
- Marketing Managers
- Product Managers

To view/download a FREE sample STORM Dataset Register at:

http://www.vetnosis.com/



For details on subscription options contact:

Tim Evans, Managing Director

tim.evans@vetnosis.com

Vetnosis Limited

Abbey House
83 Princes Street
Edinburgh EH2 2ER
United Kingdom

Contact Details

O: +44 (0)131 718 0770
F: +44 (0)131 718 0771
E: info@vetnosis.com

Registered Office:

Edinburgh Quay, 133 Fountainbridge, Edinburgh, EH3 9AG

Registered Number:

SC335371 (Scotland)