Observations of Russian and Ukrainian Sugar Beet Production

Anaheim, California
February 28, 2013
Historical Observations of Russia and Ukraine
The problem with Russia is that it has had two generations who have known neither the rule of law or the reality of private property.

Sergei Wilte
Xenophobia is still very real in Russia.
• Mongols
• Swedes
• Napoleon
• Hitler
• USA
Major agricultural soils

Source: USSR Agriculture Atlas, CIA
Number of persons supported by one farm worker

USSR: 7

US: 46

Source: USSR Agriculture Atlas, CIA
Sugar Beets (9 million acres)

Source: USSR Agriculture Atlas, CIA
Sugar Beet Area Planted and Average Yields in Russia 1991-2011

Source: Sugar Bulletin, Union of Sugar Producers of Russia
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*Source: State Customs Committee of Ukraine*
Since Russia entered WTO, the May – July raw sugar import duty trend has changed:
- Import duty will increase, while raw sugar prices will stay below 22 cents per pound; the duty value does not go below $140.

As a result, amid the drop of world raw sugar prices below 20.20 cents per pound, the raw sugar import duty will most likely increase from $140 to $183/$205 in May-July 2013.
The domestic market is placed between the London white sugar rates and the raw sugar production cost in the Russian Federation.
Marginality: Krasnodar and Kursk, rubles/ha
Wil-Rich
Wishek
Great transition going on in world agriculture
The “Development of American Agriculture” by Willard Cochrane
pg. 199-200

- 1830- 250-300 labor hours, 100 bushels of wheat, 5 acres
- 1890- 40-50 labor hours, 100 bushels of wheat, 5 acres
- 1930- 15-20 labor hours, 100 bushels of wheat, 5 acres
- 1975- 3-4 labor hours, 100 bushels of wheat, 3 acres
- Today- 30 minutes, 100 bushels of wheat, 1.5 acres
Changes in Sugar Beets
Changes in American Made Sugar Beet Harvesting Equipment
The Past Sugar Beet Harvest
Past Sugar Beet Loading
Sugar Beet Harvest is Modernizing in China
May 27th Sugar Beet Fields in Ukraine and the Red River Valley
Enjoying the Black Sea with the Defense and Security Minister of Ukraine
Ukrainian Agriculture
The Breadbasket of Europe
Astarta-Kiev Success Through Value-Added Teamwork

- 150,000 Ha in 2008
- 202,000 Ha in 2009
- 7 sugar factories
- 3 to 5 year land leases
  - 40,000 land contracts
- Close relationships
  - Financing programs
  - Agronomy and equipment training
The Coca-Cola name in China was first read as “Ke-kou-ke-la,” meaning “Bite the wax tadpole” or “female horse stuffed with wax,” depending on the dialect. Coke then researched 40,000 characters to find a phonetic equivalent, “ko-kou-ko-le,” translating into “happiness in the mouth.”
Frank Perdue’s chicken slogan “It takes a strong man to make a tender chicken” was translated into Spanish as “It takes an aroused man to make a chicken affectionate.”
When the Parker Pen people marketed a ballpoint pen in Mexico, the ads were supposed to have read, “It won’t leak in your pocket and embarrass you.” Instead, mistranslation resulted in the ad reading, “It won’t leak in your pocket and make you pregnant.”
Pepsi’s “Come alive with the Pepsi Generation” was translated into Chinese as “Pepsi brings your ancestors back from the grave.”
Sign for the laundry at an Italian hotel:

“Ladies, leave your clothes here and go out and have a good time”
Moscow Hotel:

If this is your first visit to the U.S.S.R., you are welcome to it.
Thank you

Questions?