

# Forage Trade Perspectives (Panel)

**Bill Plourd, El Toro Export - San Diego, CA USA**  
**Jose Miguel Ochoa, Alfeed - Huesca, Spain**  
**Rommel Castellanos, Global Consultant**  
**Pierre Begoc, Désialis - Paris, France**  
**Jason Liu, Consultant - Beijing, China**  
**Zhuomeng Yang, Beijing HDR Trading - Beijing, China**



Bill Plourd is the President and C.E.O. of El Toro Export, LLC, a diversified agricultural commodity trading company headquartered in California's Imperial Valley. Bill's 43 years of business experience includes the production, trading, processing, and transportation of Grains, Seeds, Animal Feeds and Beef commodities. He received a Bachelor of Science degree in Business Administration/Accounting from the University of San Diego in 1978 and an M.B.A. from San Diego State University in 1993. His professional affiliations have included being a Director of the California Wheat Commission, Director and President of the California Grain and Feed Association, and the Co-Founder, President, and Co-Chairman of the National Hay Association's Forage Export Council. In addition, he has served at San Diego State University as a member of their Entrepreneurial Management Center and their Advisory Board. He was appointed by U.S. Secretary of Commerce Gary Locke to the San Diego and Imperial County District Export Council and continues serve in that capacity.



Jose Miguel Ochoa is the Managing Director of ALFEED (Exportación Alfalfa Feed S.L.), the union of a group of Spanish alfalfa producers with the common objective of commercializing their alfalfa production in foreign markets. He has 25 years of business experience in agrifood markets and commodities. He received a degree in Industrial Engineer from the Zaragoza University and an Executive MBA in Business Administration from CESTE. He also is the Managing Director of Cooperativa Los Monegros, President of the Forage Division of the Spanish Federation of Cooperatives and a member of AEFA (Spanish Association of the Alfalfa Producers) management committee.



Rommel Castellanos is the Managing Director of Agriculture Merc Consulting. A consulting firm, specializing in irrigation, pressing facility startups, press manufacturing / design, and general commodity trading. With 12 years of direct experience in the international forage trade. He has worked in various locations around the world, including Egypt, Sudan, South Africa, Spain, Canada, and America. He is currently focused on sourcing forages from various markets, in Africa, Europe, North America, and South America, for trade into the pacific rim countries. In 2022 Rommel has visited forage producers in Canada, Mexico, Spain, Romania, Italy, Bulgaria, South Africa, and Argentina. All the while maintaining the forage trading aspect of his business constantly during these trying times.



Pierre BEGOC has been the CEO of Désialis since 2019. He is a specialist in animal husbandry and international trading and has spent more than 10 years working in Kazakhstan, Ukraine and China. He began his career in 2006 working for the French dairy company Lactalis. He held operational management positions (production and purchasing/collection of raw milk) in Kazakhstan and Ukraine. He then joined for 10 years the consulting firm Agritel specialized in agricultural commodities. Based in Kiev, he was the director of the Ukrainian office. He also launched the Chinese branch in Shanghai before supervising the international development from 2014 to 2018. Désialis is an European specialist in dehydrated products dedicated to animal nutrition: alfalfa pellets and bales, sugar beet pulp, dried distillers grains as well as mix of raw material.



Jason Liu got his MBA from the Olin School of Business of Washington University in St. Louis. In 2011 he joined Bailey Farms International, a top US based hay press and exporter and has been working as its representative in China since then. He has served many clients in China, ranging from mega dairy farm with herds size of hundreds of thousands of cows to small family run farm. He has contributed and witnessed the tremendous growth of Chinese alfalfa market whose annual imported quantity is well over one million metric tons now.



Zhuomeng Yang is the president of Beijing HDR Trading Co.,Ltd, an importer for US alfalfa hay in China. He is a vice-Chairman of Grassland Branch of CAAA and the teacher of the Golden Key Training affiliating to China Dairy Tech and Industry System on forages, silage etc. in China. He worked as a teacher on forage crop breeding in Xinjiang Agricultural University for 18 years and was promoted as a professor in 1999. He received his Doctorate degree in molecular biology in China Agriculture University in 1996. Four forage crop varieties were released by his breeding work in China. He conducted the national research project of the bloat-free alfalfa breeding by protoplast fusion between alfalfa and sainfoin in China (1990-1995). In1994, he worked as the vice-director of the Department of Grassland Science in Xinjiang Agricultural University. Since 2000, he gave up the university job and has been working for the hay industry to improve the hay quality for dairy cows, including the domestic alfalfa production and US alfalfa hay business. Since 2008, his company worked as the North-China agent for Anderson Hay to distribute high quality alfalfa hay in North China and Southwest China. He opened up the market of imported alfalfa hay in the North and Southwest China by educating customers and dairy groups. More than 100 technique training courses have been done during 22 years for dairy farmers and hay growers. He was encouraged and rewarded by the National Dairy Industry Office, China Agriculture Ministry in 2019. Now he helps PI to export alfalfa hay in China.