Brazil is the:

- largest market for agricultural machinery in Latin America
- 8th top market for U.S. agricultural machinery exports
- 2016 U.S. ag machinery exports totaled U$161 million
- 2017 U.S. ag machinery exports estimated U$129 million

**Brazil** is a major global exporter of agricultural commodities, especially soybeans, coffee, sugar, corn, orange juice and meat.

- Several global agricultural machinery manufacturers have large factories in Brazil, including John Deere, AGCO, Valtra, Argo (Landini), Case New Holland and Caterpillar, with a combined output of 53,000 machines/year of agricultural and construction machines.
- These local manufacturers represent a major opportunity for suppliers of parts and components as OEMs and for after market sales.
- Total market of agricultural machinery estimated at U$6 billion/year.
- Slight decrease in sales in last 2 years, but fundamentals remain strong for the future.
- Best prospects are for U.S. machines and components exports for equipment without an in-market or local/Brazilian alternative.

- Brazil has:
  - Temperate climate
  - World’s largest freshwater reserves
  - Excellent quality, diversity of soils and agro-ecological systems
- Grain harvest totaled 228 million metric tons in 60 million hectares (2016/2017)