

7-25-22-Copeland-Africa

SPEAKERS

John Herath, Matt Copeland

John Herath 00:00

The African continent is not the largest customer for U.S. red meat but it holds tremendous potential for growth. U.S. Meat Export Federation representative for Africa, Matt Copeland explains how USMEF, with support from USDA and the Beef Checkoff Program is laying the groundwork for future growth in the region.

Matt Copeland 00:17

There is a huge volume of consumers, Nigeria's over 200 million people by 2100. That's the largest country in the world by population potentially, and China going the other way in terms of their demographic hubs. It's such an important base for us to be looking into. We're a short market for these variety meats, there's still a long way to go in terms of satisfying demand. I'd say we're probably a thousand tons a month short, and we can accept more offers. And we're glad and willing to try and get more offers into that sub Saharan African sector of the market. Certainly critical, kidneys and then these other products, beef and beef head meats, beef tongue roots, as an example, used in manufacturing of hamburger patties in country. It's a wonderful way of starting to introduce consumers to a slightly different flavor.

John Herath 01:06

Copeland notes that a return to more normal shipping rates would open up more variety meat sales in Africa. At the same time, there is significant growth in more traditional grocery chains offering higher end cuts.

Matt Copeland 01:17

European outlets like Carrefour or ShopRite, which is a pioneer from South Africa as a retail organization. They have over 2500 commercially owned central head office controlled stores, and another 500, approximately, franchise stores. Companies like Massmart in South Africa, Walmart has a significant equity position in those businesses. There is the genie coefficient, there's disparity in terms of earnings, the haves and have nots. You have to look after everyone in the market. So variety meats by volume has a massive part to play in making sure adequate nutrition is available and meets those needs of the broader base. But on the other hand, certainly over time, there are going to be opportunities for high end muscle cuts because they're in demand.

John Herath 02:02

For more visit [USMEF.org](https://usmef.org). For the US Meat Export Federation. I'm John Herath.