

Halstrom-Cattle-Industry-Convention-Preview

1-30-23

SPEAKERS

John Herath, Dan Halstrom

John Herath 00:00

Thousands of cattle producers are headed to New Orleans for the Cattle Industry Annual Convention. U.S. Meat Export Federation President and CEO Dan Halstrom says they'll have opportunities to learn how their Beef Checkoff investments have helped drive global demand for U.S. beef to new heights.

Dan Halstrom 00:14

USMEF is always excited about the annual convention which is in New Orleans this year. One of the highlights is the checkoff highlight session, which is held on Thursday morning, and we look forward to reporting in that session, similar to some of the other cooperators, but highlighting the international successes for the year and another record breaking year which is approaching 12 billion in sales for U.S. beef. And it's a broad-based range of markets that have contributed. The really big ones would be of course, China, Korea, the ASEAN region in general, you have quite a few that have been performing at a high level,

John Herath 00:47

The Beef Checkoff's International Marketing Committee will feature a deeper dive into the factors driving U.S. beef export growth.

Dan Halstrom 00:54

We'll be reporting in a bit more detail there about what's going on around the world from a strategic perspective, not only what's happening today, but what are we really doing to try to grow beef demand internationally for the future? You know, what are the future strategies looking like as we go out beyond the next few years?

John Herath 01:11

Producers can also get one-on-one updates on beef exports at the USMEF trade show booth.

Dan Halstrom 01:16

We always have a booth at the trade show, and USMEF staff will be there in force to help tell our story in a bit more detail. So we encourage producers to stop by the booth. We'd love to talk about, not only what's going on globally in international the market, but what does that mean from a value basis back to the producer? I mean, when you're talking about approaching \$460 a head attributable to exports, that's really about maximizing the whole carcass. Beef variety. meats are a very important part of that. If

we're approaching close to 12 billion in sales globally, you can count on over 10% of that, or in excess of 1 billion will be beef variety meat. This is sort of the beauty of explaining to producers how the international markets really complement the domestic market in moving the whole carcass.

John Herath 02:02

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