Isaf-USMEF-Awards-V3

SPEAKERS
Steve Isaf, John Herath

John Herath 00:00
The U.S. Meat Export Federation has announced the recipients of the group's highest honors, starting with the Michael J. Mansfield Award, which will be presented to Iowa Governor Kim Reynolds. The award recognizes Governor Reynolds' work as a champion for agricultural trade around the globe and her work as a steadfast advocate for livestock production. Steve Isaf, the founder, chairman, and CEO of Interra International and a former USMEF chair will receive the Distinguished Service Award for his four decades of service to the industry.

Steve Isaf 00:26
When I started my own business in 1987, what you came to realize is that all of the people that are raising the animals, feed grains, the farming, they are all entrepreneurs, and so they're all individual business people. So I felt a very strong kindred spirit with them, and also, especially in those early years, almost all the packing plants were also entrepreneurial and family-owned. Especially in those first 10 or 12 years. So for me, being able to identify with the families, being able to identify with what they were hoping to do and trying to create for their families and the struggles really I could identify with and appreciate. So for me, it's very rewarding to have been able to be part of this community and to hopefully in some small way have made a difference to many others.

John Herath 01:17
Isaf has encouraged countless others in the export business to become a part of USMEF.

Steve Isaf 01:22
You need to be active and involved, and certainly in our company, as we've grown, we have different team members who are working different parts of the world, and they are very engaged and active with USMEF out in the field. So whether that is locating clients, whether that's working through trade barriers, labeling, sometimes containers getting stuck at ports, the USMEF is there to help with advice and help to connect you in many ways. So I would suggest that anyone who's in the export of red meats be very involved in the USMEF.

John Herath 01:59
The awards will be presented at the USMEF 50th anniversary celebration and strategic planning conference in Palm Springs in November for the U.S. Meat Export Federation. I'm John Herath.

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