

00;00;00;01 - 00;00;17;17

Ashley Michels

For the first time in more than five years, U.S. beef can be shipped to the United Kingdom duty free thanks to a new trade framework with the UK. U.S. Meat Export Federation President and CEO Dan Hallstrom says he sees an opportunity to add more volume and value for American beef producers.

00;00;17;17 - 00;00;41;03

Dan Halstrom

In 2020, when the UK left the EU under Brexit it really provided a real challenging dilemma for the UK trade because they're then having to pay an incremental duty to come in from the US. We were at a disadvantage, without a doubt. Granted, high quality U.S. beef carries a great reputation and does demand a premium, but this is a premium that should go in our producers' pockets.

00;00;41;03 - 00;01;02;10

Dan Halstrom

So this is really a landmark agreement to carve out 13,000 metric tons at zero duty quota for U.S. beef. You look at what our values were, and into the UK in 2024 and 2025, we were \$30 to \$40 million. This could easily be \$150 to \$200 million once it gets implemented and going.

00;01;02;10 - 00;01;10;12

Ashley Michels

This week, U.S. MEF is bringing importers and exporters together at the U.S. Embassy in London to officially kick off the renewed partnership.

00;01;10;13 - 00;01;28;19

Dan Halstrom

While the Wednesday event is really a milestone in terms of celebrating at the high levels of government, we are planning a second event on Thursday, which will be a broader swath of the trade, and we're holding this event at Smith and Wollensky, one of the renowned steakhouses in the U.S. and they do have several locations outside the US, including in London.

00;01;28;26 - 00;01;46;09

Dan Halstrom

So this would be our chance to showcase U.S. beef at its finest, because food service really is our mainstay, right? Food service is where the reputation just is at its best. It's also the introduction to a lot of consumers with the ultimate goal that we can then expand further into retail.

00;01;46;10 - 00;01;57;01

Ashley Michels

With support from the USDA, the beef checkoff program, and Nebraska, South Dakota and Texas beef councils, Halstrom says this week's events mark a new beginning for U.S. beef across the pond.

00;01;57;02 - 00;02;05;15

Dan Halstrom

This will provide an opportunity not only to grow the volume with existing trade, but maybe to recapture some of that trade that was lost over the last six years.

00;02;05;15 - 00;02;08;06

Ashley Michels

For the U.S. Meat Export Federation, I'm Ashley Michels.