

Ruano-Nicaragua-Pork-V2

SPEAKERS

Lucia Ruano, John Herath

John Herath 00:00

The U.S. Trade Representative recently announced its actions in a Section 301 investigation of Nicaragua's labor practices, phasing in new tariffs over two years. It's a measured approach that won't interrupt trade with a growing market for U.S. pork, according to U.S. Meat Export Federation Central America Representative Lucia Ruano.

Lucia Ruano 00:17

Demand for U.S. pork in Nicaragua is being driven right now by a combination of improved market access, changing consumption habits and strong market development efforts. And a key factor was the full tariff phase out under the free trade agreement in 2020 which allows U.S. pork to enter the market at zero duty. That made U.S. pork more competitive and more accessible to importers and retailers. From the importer and consumer perspective, what's most appealing about U.S. pork is its consistency, its quality and reliability of supply. Importers know exactly what they're getting in terms of cut specification, yields and performance.

John Herath 01:06

The U.S. currently holds about 95% market share in Nicaragua's pork imports as U.S. pork is becoming a center of the plate feature.

Lucia Ruano 01:14

This is happening through the modern retail and the food service channels. Popular cuts that we are seeing here that are being imported in Nicaragua are the pork loin, the tenderloin, all the ribs like the baby backs, the spare ribs, riblets. These cuts fit very well with local cooking styles, with family meals and restaurant menus, and they allow pork to compete directly with other proteins as the center of the plate.

John Herath 01:43

It's trade driven by a free trade agreement.

Lucia Ruano 01:45

CAFTA has been absolutely critical in developing the Nicaragua market of U.S. pork, and maintaining duty-free access is essential right now. Any disruption would immediately affect pricing, volumes, confidence in the supply chain.

John Herath 02:00

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