

Mexico-Symposium-26-Post-V2

SPEAKERS

Mark Spengler, John Herath, Jess Stevens

John Herath 00:00

U.S. beef, pork and lamb exporters met with buyers from across Mexico last week at the second U.S. Red Meat Symposium in Mexico City. One of those exporters was Mark Spengler of Greater Omaha.

Mark Spengler 00:09

We've been looking forward to coming to this event since the last one two years ago. It's really a unique opportunity for manufacturers in the U.S. to get out in front of real buyers, real people down here in the market. We always get new business and new customers out of it. So we're real pleased with the U.S. wheat export Federation's determination to make this thing happen. We work with a lot of small producers, small feed lots, and we're looking for homes for the entire carcass. So we ship everything from offals to the very highest of high-end premium fine dining product down here into the market, because we have to get as much value out of these animals as we possibly can, especially in times like these, when the profitability of the packer segment is limited or non-existent. So we are truly looking for bits and pieces of opportunity everywhere, and that includes Mexico. And what USMEF is doing to help us down here, really makes a big difference.

John Herath 01:03

The symposium was supported by USDA, the National Pork Board, the Beef Checkoff Program, and the Nebraska Beef Council. Producers and other industry leaders traveling to the event had a chance to see U.S. marketing efforts in Mexico, including Jess Stevens, a Pork Board member from Ohio.

Jess Stevens 01:18

After seeing how much the Mexican people, regardless of their socio economic class, really embrace pork as the staple protein in their diet, it was both gratifying for me as a U.S. producer and knowing how important Mexico is to our market. But also just as an advocate of the swine industry, it was great to see that we have advocates here south of the border that really do love our product, and it's a big part of their culture. We talked to some ownership of the different bodegas on the streets. They were very interested in obtaining more offal products, which to me, was a shock, because we think of that kind of like, how do we get value for the offals? And they were saying, how do you get us more of this product that we love?

John Herath 02:01

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