Heller-Colombia

SPEAKERS
Courtney Heller, John Herath

John Herath 00:00
U.S. Meat Export Federation and USDA officials recently sat down with their Colombian counterparts in an effort to smooth some import challenges in the country. USMEF Director of export services, Courtney Heller has more details on the seminar, which was made possible through support from the National Pork Board and the Beef Checkoff Program.

Courtney Heller 00:18
USMEF Columbia, USMEF Denver and the Foreign Ag Service post in Bogota came together with an idea to build relationships and really improve understanding of how both markets work, particularly in relation to importing U.S. beef and pork into Columbia. We had some outstanding technical trade issues that we felt that would probably be resolved if we just really met and discussed how the industry worked. In that time period as we were arranging this seminar, high path avian influenza was found in some of our dairy cattle, and Colombia started to ban U.S. beef if that high path avian influenza was found in dairy cattle in that state. So this program evolved into something that would also cover addressing that trade barrier, in addition to just the overall relationship building efforts that we had in mind.

John Herath 01:16
U.S. representatives at the meeting offered a farm-to-fork view of the U.S. meat industry to give the Colombian officials a better understanding of USDA's food safety oversight.

Courtney Heller 01:25
The difference between Colombia and the U.S. is that Colombia has very few federally inspected plants, and in our country almost every, and especially every large plant, is federally inspected. And the infrastructure is very large and very effective. Another key difference between our industries is HACCP is not mandatory in many countries, including Colombia, but in the U.S., if you're federally inspected, every facility is mandatorily using HACCP as part of their day-to-day operations.

John Herath 01:58
For more, please visit USMEF.org. For the U.S. Meat Export Federation I'm John Herath.

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