

Wiese-Pudenz-Japan-V1

SPEAKERS

Chance Wiese, Tim Pudenz, John Herath, Shayne Wiese

John Herath 00:00

Two farms in Iowa will soon be telling the story of U.S. beef production to consumers across Japan. A video production crew visited the farms for the Journey to American Beef campaign, starting with the farm of Shayne Wiese near Manning.

Shayne Wiese 00:11

We got our first Herefords in 1904, and we started raising our own registered Herefords in 1912 actually, so we are century Hereford breeders, which is something we're very proud of. It's our obligation to tell our story, right? We hope we do a good job, but I can't say Chance, and I love just being in front of a camera, quite honestly. It's a little intimidating. I mean, it's not something we take lightly, obviously. I think it's fulfilling to get to tell our story.

John Herath 00:46

His brother, Chance Wiese says it's important for consumers to understand the production behind the product.

Chance Wiese 00:51

We as agriculturalists and beef producers, we want to produce a premium product as ethically as we, as we possibly can, while taking care of the environment. There's a lot of good to be had in this industry, and I think it's our duty and obligation to, you know, tell that story and share that story for the greater good.

John Herath 01:12

The second farm was a feedlot near Carroll, Iowa, operated by Tim Pudenz, along with his son, Chandler.

Tim Pudenz 01:18

Chandler and I are continuing the Pudenz family cattle feeding business that was started by my dad and all his brothers back in the 50s. Corn fed beef raised in Iowa. We like the U.S. label on it, but corn fed beef is what makes the meat really good. We feel that the people in Japan, you try our beef, you're going to be very excited, and you're going to come back again. Thank you.

John Herath 01:45

Family farm and ranch operations are a key component of the Journey to American Beef campaign in Japan, which has previously featured past USMEF chairs Steve Hanson and Dean Meyer. For more, please visit [USMEF.org](https://usmef.org) For the U.S. Meat Export Federation, I'm John Herath.