Halstrom-Gulfood-2026-V2

SPEAKERS
John Herath, Dan Halstrom

John Herath 00:00
U.S. Meat Export Federation President and CEO Dan Halstrom, is in the United Arab Emirates this week for Gulfood, highlighting U.S. beef, pork and lamb at one of the largest global food shows, with support from USDA and the Beef Checkoff Program.

Dan Halstrom 00:13
Of course, being hosted in Dubai, so the Middle East region in particular is front and center, a very big focus for us, especially on the beef side. It's particularly interesting because the UAE traditionally is our largest export value market into the Middle East region. However, a year ago, at this time, we were struggling with market access, primarily around the halal certification procedures, which in effect shut down exports for several months, starting in late 2024. I'm happy to report that in the first part of 2025, after Gulfood a year ago, we had a temporary resolution of this situation, and then in August of last year, it was finalized. So we have full access restored. This is an opportunity to show, to really meet these buyers directly within the UAE and continue to grow that business. One other shout out is, of course, to FAS, the Foreign Ag Service has been integral in this whole process within the UAE on regaining access.

John Herath 01:12
Buyers at Gulfood are key for USMEF's work to diversify global demand for U.S. red meat.

Dan Halstrom 01:17
Outside of the Middle East region Africa is the next region. The continent of Africa as a whole is well represented at this show. For our interests. buyers from Morocco, buyers from West Africa, Benin, Nigeria, Ivory Coast, and, of course, buyers from Central Africa, such as Angola, and of course, South Africa. If you look beyond that, I think it's a global show in a sense that Southeast Asia is heavily represented in this show, North Asia as well. We're starting to see more and more Japanese and Korean and even Chinese buyers come to this show. So truly, truly a global food show that fits well with our strategy.

John Herath 01:44
For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.

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