

Ruano-Beef-Exports-to-CA

SPEAKERS

Lucia Ruano, John Herath

John Herath 00:00

After a record performance in 2024, U.S. beef exports to Central America have continued to climb this year. U.S. Meat Export Federation regional representative Lucia Ruano says consumers have a growing appetite for higher-end beef cuts sold at meat boutiques. And USMEF helps promote these sales through support from USDA and the Beef Checkoff Program.

Lucia Ruano 00:20

In the retail channel, the meat boutiques have become a growing trend toward the consumption of premium products and specialty meats. So we have a variety of this type of stores that have become very trendy and very convenient for consumers. We like to support our commercial partners to grow their business. We have seminars where we share the information about the industry and the cuts that we are promoting, and we have master classes where we give this type of demonstrations of a specific cut that we want to promote. We support barbecue competitions and festivals. We also have trade teams where we bring our commercial partners to the U.S. to learn first-hand from the industry. And of course, we have social media that is a very important tool for us.

John Herath 01:08

Central America is also seeing a boom in tourism, and the growth is in new areas such as El Salvador and Guatemala.

Lucia Ruano 01:16

In 2024 the Central America region received 11% more visitors versus 2023. El Salvador received 3.9 million visitors, and this is a historic record. El Salvador has become a very secure country now, and they have been doing a lot of promotion of the beaches that they have. So international tourism is getting to know this country. We have Guatemala with 3.2 million visitors, and then Costa Rica, that has been always, the first country in tourism here in Central America. And for the first time, Costa Rica was surpassed by El Salvador and Guatemala. So there is a boom in tourism here, and governments are investing to meet the growing demand.

John Herath 02:03

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