

Commodity-Classic-2024

SPEAKERS

Randy Spronk, John Herath

John Herath 00:00

As corn and soybean growers from across the country gathered in Houston for Commodity Classic, U.S. Meat Export Federation leaders were on hand to thank the industry for their continued support. USMEF Chair Randy Spronk of Minnesota explains why it was important for the red meat industry to be at this grower event.

Randy Spronk 00:16

The corn and soybean producers really are valuing, you know, exporting their product through protein. I think they're asking great questions. They want to know what the value of beef and pork exports are back to the price of a bushel of corn or bushel of beans. And so they're asking the right questions. So it's great to hear that they're interested in what we do, and how we add value to what they do. They're important cooperators with us here. In other words, we look at raising, in my industry, pork, and it's the same thing with beef. You look at the lifecycle analysis of red meats and the feed grains, our feed is a critical important part of that. We can't say we're a sustainable product without understanding what's happening on the farm as we produce our grain and soybeans. And so they're critical to us, and actually, we bring more revenue back to the farm, which it's just a great symbiotic relationship.

John Herath 01:05

The story of American corn and soybean production is a key tool in marketing U.S. red meat overseas.

Randy Spronk 01:10

We talk about how do we differentiate our product in the international market. And I think the story that we have about how we raise our soybeans, how we raise our corn, how we process the feed, the efficiencies, that's a story that differentiates us from other export countries versus the EU. You know, when I graduated in '81 a hundred bushel corn was the max yield. You look at it today, here, it's two and a half times. I mean, there is no greater efficiency and sustainability story than that, making more with less here, and so I think the story that we've got to be able to tell on differentiating our product comes because of our feed grains.

John Herath 01:45

For more about the important returns red meat exports deliver for corn and soybean growers, please visit [USMEF.org](https://usmef.org) For the U.S. Meat Export Federation, I'm John Herath.