# Ghana-Trade-Seminar

**SPEAKERS**

Robert Preska, John Herath, Matt Copeland, Dan Halstrom

**John Herath** 00:00
U.S. exporters met with buyers from across Africa in the first ever U.S. Meat Export Federation Trade Seminar in Ghana. USMEF President and CEO Dan Halstrom says Africa is critical to the U.S. industry's efforts to expand and diversify global markets for U.S. red meat.

**Dan Halstrom** 00:14
We have 12 countries represented here in Accra, and we have about 30 different exporting members of ours as well. So really that's one of our core missions, is to bring buyers and sellers together, especially in these emerging markets that are still not developed today. It's time to take the next step and get aggressive and really tell our story in these countries.

**John Herath** 00:37
According to USMEF Africa Representative Matt Copeland, the centerpiece of the event was face-to-face meetings between the buyers and exporters.

**Matt Copeland** 00:44
It's relationship building like most markets in the world. And so we wanted to make sure I could put the best possible delegates from the USA into the best possible buying room we could facilitate. So this room is full of 51 companies, 76 buyers, and I can tell you total values over 140,000 tons of protein purchased a month. We have this emerging middle class, and those guys, one of the first things they do as they emerge is they want to spend money on a better experience. So we're going to take advantage of that wave.

**John Herath** 01:13
Robert Preska of trading company Lamex says those meetings generated productive leads.

**Robert Preska** 01:18
I've been working Africa for 15 years, and I have met nine people today who are established businesses in Senegal, in Ivory Coast, who I had not met before. And we've had very productive meetings. At these meetings, we have several people in high-end restaurants who are interested in high quality beef to put on the plate, and we're really trying to work to get some air samples over, because it's going to be very difficult to sell them a full container, right off the bat. But if we can get some samples into them, somehow it becomes feasible that in a few months, we could be talking about moving some containers of primal cuts over here.

**John Herath** 01:57


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



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