

Home Meal Replacement

SPEAKERS: Dan Halstrom, Jihae Yang, John Herath

John Herath 00:00

US Meat Export Federation Marketing Staff from around the globe recently met in Korea, and as USMEF President and CEO Dan Halstrom explains, the group looked at the explosive growth of home meal replacement kits in the country.

Dan Halstrom 00:12

One of the main drivers for red meat consumption globally has been the convenience factor. And when I say convenience, I'm talking about home meal replacement, I'm talking about restaurant meal replacement – prepared meat kits, this sort of thing. There's a real demand and there's no bigger demand than what we've seen in Korea. So the opportunity to have our global staff conference here in Korea, was a great opportunity to really roll out these concepts to some of the other countries around the world that maybe haven't seen that demand – or at least to the level that they have in Korea.

John Herath 00:43

The growth of HMR in Korea has been driven by consumer demand for convenience, according to USMEF Vice President of Asia Pacific Jihae Yang.

Jihae Yang 00:51

In terms of freshness of diversified recipes, it's developed in the way that the Korean consumer wants. So what we want to show to the international staff, and then they can get the idea back home, and then share what they learned, and then develop their own recipe or their own product that can address their own customers in their markets.

John Herath 01:20

USMEF utilizes support from USDA, the Beef Checkoff Program and the National Pork Board to promote the use of U.S. beef and pork in HMR items in Korea and expanding into other markets where these products are gaining popularity.

Dan Halstrom 01:34

We're in a situation, especially on the beef side, where there's reduced production. Everybody on the beef side globally is asking, 'what else do we have to offer? Production's down and I can't get enough of this product. What else can I offer?' So this is an opportunity to add value to the supply chain, even though we have less production, and I think that's one of the exciting things. One of our jobs at M-E-F is to show options, show alternatives, for the marketplace.

John Herath 01:58

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