

USMEF Awards 2024

SPEAKERS

John Herath, Mark Jagels, Nick Giordano

John Herath 00:00

The U.S. Meat Export Federation will recognize two industry veterans at their upcoming Strategic Planning Conference. Nick Giordano, the former lead lobbyist for the National Pork Producers Council, will receive the Michael J. Mansfield Award in recognition for his key role in every major trade initiative over a quarter century career with NPPC.

Nick Giordano 00:18

It was the best career decision I ever made. NPPC was one of the first organizations to hire someone to do trade work full time. When I joined, it was right after the NAFTA had been negotiated. Trade was really just starting to heat up, and the idea was we're going to make the world even more linked through international trade. So it was a great time to join NPPC, and that, coincidentally, was the year that the U.S. went from being a net importer of pork to a net exporter of pork. And I'll tell you, if you don't have market access, you don't have anything.

John Herath 01:04

Mark Jagels, a farmer and livestock producer from Davenport, Nebraska will receive the USMEF Distinguished Service Award. Jagels has long been involved in USMEF and was elected chair in 2014.

Mark Jagels 01:15

I truly believe having diverse sectors all coming together to promote and support red meat exports across the world makes USMEF a truly unique organization. You know, we can all put aside our differences of what we feel is important, but look at the importance of exporting red meat worldwide and speak as one voice. You've got to realize the importance of belonging and seeing and attending USMEF meetings and getting involved to really understand the added value that USMEF brings to diverse sectors that we all are a part of at some point in the production chain.

John Herath 01:55

For more about the U.S. Meat Export Federation and the Strategic planning Conference in Tucson, please visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation, I'm John Herath.