

4-17-23-Asia-Transition

SPEAKERS

John Herath, Jihae Yang, Dan Halstrom, Joel Haggard

John Herath 00:00

The U.S. Meat Export Federation is marking a leadership change in the Asia-Pacific region as longtime Senior Vice President for Asia-Pacific Joel Haggard steps into a consultant role. As USMEF President and CEO Dan Halstrom explains, he recently named former Korea Director Jihae Yang as the new vice president for the Asia-Pacific, and she has taken over management of the region.

Dan Halstrom 00:19

Jihae comes with a wealth of background and wealth of experience. None bigger than her experience of shepherding us through the whole post BSE issue in 2003. Really, she was masterful in her handling of the rebound in the Korean market between 2004 and 2010. So she's extremely well qualified. We welcome Jihae into her new role, we're planning to not miss a beat because that region of the world is one of the most important for our exports.

John Herath 00:47

Yang believes there is opportunity to translate the successes from South Korea to other Asian countries, particularly Vietnam and the Philippines

Jihae Yang 00:54

Because of the preference on the high quality grain fed beef, because they've never been exposed to the high quality beef and they have a good exposure to the Korean style or the Japanese style culture, which includes the barbecue, the Korean barbecue or Japanese yakiniku culture. So U.S. beef is an essential item for that segment. So I see that the great potential to expand our share in the foodservice market especially in Vietnam and the Philippines.

John Herath 01:29

Haggard will remain as a consultant for USMEF helping switch to a new consumer focused approach driven by e-commerce and a drive for convenience, particularly in China.

Joel Haggard 01:39

So we've had beef access in China since 2017. We're five years into it, really the last three years has been building the sales channels since the bilateral trade deal. But now we're going to engage further and try to build the image of the U.S. as the premier grain-fed supplier.

John Herath 01:58

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