

Heartland-Tour-2025

SPEAKERS

Eddie Park, Ryan Moorhouse, Josh Maschhoff, John Herath

John Herath 00:00

A team of 21 producers representing pork, beef, corn and soybeans, traveled to Korea last week to see how the U.S. Meat Export Federation is investing in the leading market for U.S. beef, and number three market for U.S. pork muscle cuts. Cattleman's Beef Board Chair Ryan Moorhouse says he expects beef demand in Korea to continue to grow.

Ryan Moorhouse 00:16

If you look at a graph on the amount of beef that Korea has taken, American beef, it's kind of straight up for the last, what, 10 years, I think. And so I think the growth is there. They like our product. They like American products in general. It's a very competitive market, but it's also a market that they eat a ton of protein, and I think they'll continue to eat more and more protein with the population that they have.

John Herath 00:36

For Illinois pork producer Josh Maschhoff, the consumer switch from rice to a protein based diet was evident.

Josh Maschhoff 00:42

I see a ton of growth here. The amount of meat, obviously that's displayed in the cases here in the supermarket is one thing, but walking around here for a couple days and just seeing the number of restaurants that are advertising pork and meat. It's really important being it's the third largest export market for us on the pork side, but Koreans, individually are choosing to eat less of a starchy staple and more protein. I think they're eating more currently than what the U.S. domestic consumer is at about 60 pounds annually, and there's rapid opportunity for more growth in that the Koreans want more protein in their diet.

John Herath 01:17

For Eddie Park of Highland Foods, a leading importer of U.S. beef and pork, it was important to meet directly with U.S. producers.

Eddie Park 01:23

For Highland Foods. the U.S. is a very important country where we want to import all the proteins. We want to source more effectively. So we want to go all the way to the farms, all the way in understanding the U.S. and also bringing in more product. And the source, the origin of U.S., is very important to us because the flavor, the taste, is very fond to the Koreans. So we want to expand our business and portfolio from the U.S.

John Herath 01:50

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