Rodriguez-Mexico-35th-V2

SPEAKERS
Gerardo Rodriguez, John Herath

John Herath 00:00
The U.S. Meat Export Federation brought together the red meat importing industry in Mexico to celebrate 35 years of partnership of promoting U.S. beef, pork, and lamb in the country. USMEF Mexico Director Gerardo Rodriguez has the details.

Gerardo Rodriguez 00:13
The objective was trying to get together with all the people that have been important for our organization in these three decades, people from the different sectors - retailers, processing ,industry, food service, catering - and coming from them, saying, working with USMEF for so long, it has been so important, and it makes a difference in Mexico for them. So we were very very proud about what we are doing and what we have been doing for so many years. Several times I wanted to cryy, to be honest, I am not going to lie on that.

John Herath 00:59
While Mexico has grown to the leading market for U.S. pork and number three market for U.S. beef., he says more expansion is on the way.

Gerardo Rodriguez 01:06
The market will change in the next five years so fast, faster than what it changed in the last 10 or 15 years. So now it's moving much more faster, and we need to adapt on this evolution, Mexico used to be a price-oriented market. Doesn't mean that maybe today is not important, the price, but it used to be a more price-oriented market. And we need to understand what is the trend and what is the behavior and what is going to be the preference for the consumers. And this is something that we don't do by ourselves. We do together with the industry, with the retailers, with the restaurants, with the hotels, with the processing industry. At the end of the day, it is a matter of trust about the quality and the consistency on the product.

John Herath 01:54
USMEF, as an organization, was founded in 1976 and is celebrating its 50th year. For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.

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