

Jim-Douglas-USB

SPEAKERS

Jim Douglas, John Herath

John Herath 00:00

The United Soybean Board recently met in Baltimore to set priorities for the upcoming year. Jim Douglas, a soybean, corn and pork producer from Indiana, sits on both the United Soybean Board and the U.S. Meat Export Federation executive committee. He spoke at the USB meeting about the importance of their investment in exports through USMEF and other similar organizations.

Jim Douglas 00:18

Animal agriculture consumes about 60% , 70% of U.S. soybeans. And so it's vitally important that we support that industry, and vitally important that U.S. poultry and all farmers remain profitable. Our export market needs to grow. You know, in the U.S., we depend on the export markets, and we need to grow them.

John Herath 00:43

Douglas said the USB support helps the U.S. pork industry take advantage of an opportunity to grow global market share.

Jim Douglas 00:50

I think that just shows you that we realize the value of exports. It's a necessity that we maintain those markets, we'd like to grow those markets. You know, the European Union is in a situation where they're cutting back on their exports. There's room for the U.S. to step in and pick those up. And also then, you know, we've got competition from South America with Brazil increasing their hog herd. So, you know, we've got competition, but at the same time, we've got tremendous opportunity to step in and take some of those markets that the EU was providing for.

John Herath 01:27

And he says the sustainability message of U.S. soy growers is a key marketing component of U.S. pork around the globe.

Jim Douglas 01:33

The U.S. label on these meat products is important. And it comes with a sustainable label and I think people pay attention to that. And I think they respect the product of the USA very well.

John Herath 01:46

For more please visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation, I'm John Herath.