

# 10-30-23-USMEF-Awards

## SPEAKERS

John Herath, Bill Westman, Dan Halstrom

### John Herath 00:00

For his long-standing efforts to advance international agricultural trade, the U.S. Meat Export Federation has selected former ambassador to China and Iowa Governor Terry Branstad to receive its Michael J. Mansfield award. USMEF President and CEO Dan Halstrom has more details.

### Dan Halstrom 00:16

We're excited about the fact that Ambassador Branstad has been chosen for this award. As a native Iowan, I'm very familiar with his history in supporting agriculture and supporting international trade as a whole, with his multiple stints as Governor of Iowa, one of the leading states in agriculture. In addition, his outstanding service as ambassador to China and his integral part in the China Phase One Agreement in 2020, which has turned out to be a really big home run for the U.S. beef and pork industries. Ambassador Branstad has an excellent relationship dating back to his time as governor of Iowa with the country of China, and there is no doubt in my mind that his stint as ambassador to China helped smooth out that relationship and keep agriculture and international trade with agriculture as a center point of the relationship between China and the U.S.

### John Herath 01:06

The USMEF Distinguished Service Award will go to Bill Westman for his long career with the Foreign Agricultural Service, the North American Meat Institute and as a consultant working to advance global meat trade.

### Bill Westman 01:17

It's an honor to get this award. In my long career I've always worked with USMEF, whether it was overseas in my postings with the Foreign Agricultural Service or with the North American Meat Institute and now as a consultant. It's been a wonderful collaboration with USMEF staff. You know, in this sort of business of market access, no one does anything by themselves. The places I worked collaborated closely with USMEF obviously, with the packers with the cattlemen, the ranchers, so that's what it's all about. Because it's a difficult business and it's hard to get access to markets. That's the key point is the industry has to work together - communicate, collaborate - in order to make progress in this business.

### John Herath 01:54

The awards will be presented November 9 at the USMEF Strategic Planning Conference in New Orleans. For more, please visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation, I'm John Herath.