

Morocco Trade Mission

SPEAKERS

Daniel Whitley, John Herath, Matt Copeland

John Herath 00:00

The U.S. Meat Export Federation is participating in a USDA trade mission to Morocco this week. USMEF Africa Representative Matt Copeland says Morocco is a promising market with a free trade agreement with the U.S. that could fuel momentum for U.S. red meat in a broader region of Africa.

Matt Copeland 00:16

Countries like Senegal and Cote d'Ivoire are growing six and a half, seven percent year-on-year in terms of GDP growth. And that offers a very big base in terms of population size and demand. And now for Morocco to participate in a free trade agreement with the United States, it allows for some interesting opportunities that haven't been available to that region in the past.

John Herath 00:30

USMEF participation in the trade mission is made possible through USDA's new Regional Agricultural Promotion Program or RAPP - funding that is helping red meat exports gain access to emerging markets.

Matt Copeland 00:53

What they allow us to do is things like getting some samples into these countries. So again, key partners who we identify, we can sample on behalf of industry so that they can solve some of the technical issues in terms of the supply chain before they necessarily have to navigate all of the pricing mechanics and choose their own partnership. And again, we're privileged to pioneer with USDA FAS in these agribusiness trade missions. No doubt they help line our members up for success.

John Herath 01:23

The trade delegation is being led by USDA, Foreign Agriculture Service Administrator Daniel Whitley, who notes the close cooperation with ag export organizations like USMEF.

Daniel Whitley 01:32

American taxpayers and USDA, they trust us with partnering with our industries like USMEF to help market and promote U.S. agriculture products, their products, and they have so many success stories. We've seen record exports. I've been in government over 20 years now, and I've seen a lot of public-private partnerships, but none better than what we have with FAS and our membership community, USAEDC, and of course USMEF is one of the greatest partners that we have in that endeavor.

John Herath 01:59

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