Halstrom-Year-End-V1

SPEAKERS
John Herath, Dan Halstrom

John Herath 00:00
Despite challenges from supply, tariffs and a strong dollar, demand for U.S. beef, pork and lamb has remained strong in 2025 according to U.S. Meat Export Federation President and CEO Dan Halstrom.

Dan Halstrom 00:10
So if you look at what's been working well, you really have to start with some of these countries where we have existing free trade agreements. And there's no better example than Latin America. Mexico absolutely on fire for pork, setting records for the last three years, including this year. And while beef is down slightly, still, demand, when you consider the record high prices, demand continued in Mexico as well on beef. But it's not limited only to Mexico, Central America, another area that continues to grow, and has the last three or four years. You know, can't leave Asia out either. Korea in particular, has really picked up the pace the last several months. I think there's a lot of good things going on in these markets, which, as we segueway into 2026, has a lot of opportunity going forward.

John Herath 00:55
In 2026 USMEF will lay the groundwork to expand markets fueled by programs like USDA's America First Trade Promotion Program.

Dan Halstrom 01:03
Central America, it's been booming recently in the last four or five years, and we see further development potential on both beef and pork in that whole region. And you have some newer regions around the world. Southeast Asia in particular, Indonesia would be a very good example on the beef side, where there's a lot of work to be done investing some of these funds to further grow our beef business long term. Malaysia in Southeast Asia, on the pork side, another very good example. Of course, you know, you've got places like West Africa, Central Africa, that we're starting to make some inroads on, on the variety meat side. But the real opportunity long term, is on the muscle cut side for both beef and pork. As a global population continues to grow, the middle income, the middle class continues to grow, we are positioned in the U.S. beef, pork and lamb industry to take advantage of that opportunity as we go forward in 2026

John Herath 01:59
For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.

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