

Jang-Korea-Trade-Mission

SPEAKERS

John Herath, Jihae Yang

John Herath 00:00

USDA Undersecretary for Trade and Foreign Agricultural Affairs Alexis Taylor is in Seoul leading a trade mission to South Korea with representatives from 48 U.S. agribusinesses and farm organizations and five state department's of agriculture. U.S. Meat Export Federation Vice President of Asia Pacific Jihae Yang joined the undersecretary to highlight the success of U.S. red meat in Korean retail.

Jihae Yang 00:21

The USDA Undersecretary Alexis Taylor and the other delegation members visited the key retail chain including E-Mart Traders and the Lotte Mart and other wet market in Korea to take a firsthand look at how the U.S. food items are being sold in Korean retail store and USMEF could successfully showcase the U.S. beef and pork and the USMEF's taken advantage her presence to highlight the importance of the U.S. beef in the Korean market taking advantage of the Korea-U.S. Free Trade Agreement. Currently U.S. beef is subject to 5.3% tariffs while Australia, our biggest competitor in the market, is still subject to 10.6%.

John Herath 01:18

USDA staff have been key in building strong consumer confidence in U.S. beef and pork.

Jihae Yang 01:23

The USDA FAS Korea staff are always supportive for the U.S. beef trade and the pork trade, and they also witness how well the U.S. beef and pork sales especially to observe the consumer confidence, as we are always concerning about the consumer confidence towards the U.S. beef since BSE. They also witnessed and they shared their observation how the U.S. beef and pork are well received by the Korean consumer.

John Herath 01:58

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