

Theiler-USMEF-Chair-V2

SPEAKERS

John Herath, Jay Theiler

John Herath 00:00

Members of the U.S. Meat Export Federation gathered in Indianapolis for the group's annual strategic planning conference and elected Jay Theiler as the organization's new chair. Theiler is executive vice president for corporate affairs for Agri Beef Company based in Boise, Idaho. He laid out his priorities for the red meat export organization for the coming year.

Jay Theiler 00:19

The priorities for USMEF, they've been relatively consistent. We're going to follow that path going forward is that we're going to need to continue to differentiate our product. We are the gold standard for products when you look at beef, pork and lamb around the world. This product is highly sought after. USMEF is really great at marketing and so making sure that we continue to market the differentiation and really focus on what makes these products so good and continue to drive demand is really going to be one of the key focuses. The second one, I think, is to defend the markets where we've built really good market share over the years. These are markets like Japan, Korea, Mexico, where we've had long-standing partnerships, where the business has been very developed. There may be some question about our reliability as a supplier with a lot of the political things going on, and we want to make sure that those customers that we've worked with for years and years know how important they are to us and how important those relationships are to us and our business. The third focus area for us would be to diversify. And this is not just something for the short term, this is also as we head into the next 50 years, because we've been around for 50 years. It is really focusing on diversifying our markets. We can't replace China, but we can build our future business in markets that are now developing. So those would be markets like in the African continent, or South America, Latin America, Southeast Asia. So these markets are developing, and we need to diversify into those markets and start building our future business.

John Herath 01:51

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