Halstrom-SIAL-26-V2

SPEAKERS
Dan Halstrom, John Herath

John Herath 00:00
Reporting from SIAL Paris, one of the world's largest food trade shows, U.S. Meat Export Federation President and CEO Dan Halstrom notes that some of the strongest interest in U.S. meat products came from buyers attending from outside Europe.

Dan Halstrom 00:12
Obviously, we're in the EU, but we've seen heavy concentration of buyers from Africa. We have a lot of buyers from the Middle East region as well, so truly a global show. Some contacts with some buyers that distribute into Nigeria. We've had good access gains there. Another area that's had gains is Saudi Arabia. Quite a few buyers from Saudi were at the show. They do have access to Jeddah, the western port, and the supply chain is relatively unaffected going into Saudi, so that's another area of optimism.

John Herath 00:44
The United Kingdom's new duty-free quota for U.S. beef also bolstered buyer interest.

Dan Halstrom 00:49
The U.K. is another big area of focus, and there's been several distributors here. We have several packers here as well that have been involved in the U.K. and I think that supply chain is starting to ramp up, and most definitely, new business is happening there, which is very, very good news for U.S. beef.

John Herath 01:06
Halstrom says shows like SIAL are key for building value for the entire carcass.

Dan Halstrom 01:11
There's a lot of interest in these countries for secondary cuts. Not everyone can afford a ribeye, a strip loin, or a tenderloin, but a lot of people are looking at chuck tenders, inside rounds, outside rounds. They're looking at alternatives for some of their culinary demands beyond just the traditional cuts. When you're talking about North Africa, places like Nigeria, even in the EU, the EU customers that are buying U.S. beef, they're buying a big swath of the carcass. They're buying up to 20 cuts. That's one of the things that makes shows like this useful. We're not out here marketing ribeye and strip loin. We're looking at the rest of the carcass, including variety meat.

John Herath 01:51
USMEF's participation in SIAL Paris was made possible through support from USDA's Regional Agricultural Promotion Program. For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.

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