Mexico-Red-Meat-Symposium 6-28-24

SPEAKERS
John Herath, Gerardo Rodriguez, Randy Spronk, Dan Halstrom

John Herath 00:00
The U.S. Meat Export Federation recently held the first U.S. Red Meat Symposium in Mexico, supported by USDA, the Beef Checkoff Program and the National Pork Board. It brought together U.S. suppliers with importers from across Mexico ccaording to USMEF Mexico Director Gerardo Rodriguez.

Gerardo Rodriguez 00:16
Today we have 25 companies attending and exhibiting their products, sampling the products, but not only that, we have people from all over the country. We had people come in from the Mayan Riviera region, all the way to Tijuana, Chihuahua, Jalisco and Guadalajara, Monterrey all the country has been represented here by key players. So this is a great platform to keep developing and increasing the networking. Using this event also to show and demonstrate all the different new product development that we have been doing in Mexico.

John Herath 00:54
USMEF chair Randy Spronk, a pork producer from Minnesota, says the symposium sent an important message for the Mexican market.

Randy Spronk 01:01
To me it shows the importance of Mexico. We're standing on top of not only year's, but decade's worth of work to grow the market in Mexico to U.S. beef, pork and lamb. And I think this is a culmination where we realize that Mexico - the importance they are to U..S producers, not only on the red meat side, but also the corn and soybean producers here on the value of the market that we have here.

John Herath 01:22
And while Mexico is a leader for U.S. beef, pork and lamb exports, it should not be seen as a mature market according to USMEF President and CEO, Dan Halstrom.

Dan Halstrom 01:31
It's only mature in a sense that we've been doing business here for more than 40 years as an industry. The market is anything but mature. There's all sorts of sub sectors that are developing and one that we don't often talk about is the convenience store sector. OXXO chain has 22,000 outlets here, and they're starting to use beef and pork products in different concepts in their stores. Yeah, it's a large market. It's a historical market, but it's by no means a fully evolved market.

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

Transcribed by https://otter.ai