USMEF-50th-V1

SPEAKERS
Dave Bruntz, Dan Halstrom, John Herath

John Herath 00:00
The U.S. Meat Export Federation celebrated its 50th anniversary last week at the Strategic Planning Conference in Palm Springs, California. USMEF President and CEO Dan Halstrom says it was a time to not only reflect on the 50-year success of U.S. red meat exports, but also plan for building the next 50 years.

Dan Halstrom 00:16
We spent a little bit of time reflecting on the past. You know, we went from virtually 50 years ago, to virtually no export sales, to nearly $18 billion, 30% of our pork exported, 13 14% of our beef. That's all great, and it was really fun to have everyone together. But the real benefit of the week is that we have spent a lot of time kind of projecting into the future. What do we need to think about what do we need to maybe do differently? I think we all are in agreement that volatility is here to stay, at least in some way, shape, or form. We can't just assume that what worked in the past will work in the future. And I think those sorts of discussions, kind of framing the future, were one of the keys of this week. We just need to be nimble. You know, we got to be ready. We got to be flexible because you just don't know what's around the next corner. The one thing I do know, and this was very clear, is that demand's probably never been better for red meat protein products in the world.

John Herath 01:12
Dave Bruntz, a grain and cattle producer from Friend, Nebraska, was elected chair of the organization. He says the top priority is defending the market gains USMEF has achieved.

Dave Bruntz 01:21
We need to defend our positions in these red meat markets that we have around the world, and those people understand that we're low on production of red meat at this time, but they haven't backed away from it. You know, even though prices are higher, they still step up and buy our products, and they're patient. They know that Mother Nature is kind of what drives a lot of this, and that our production will increase over time. But I think defending our meat in these countries, and even in the pork industry or lamb industry, you know, we've got so much market penetration, we don't want to give anything up.

John Herath 01:55
For more, please visit USMEF.org. For the U.S. Meat Export Federation. I'm John Herath.

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