

Recio-Yang-China-Beef-V3

SPEAKERS

Homero Recio, Jihae Yang, John Herath

John Herath 00:00

While an appellate court weighs the legality of some U.S. tariffs, China's retaliatory duties on U.S. pork and beef remain in place. Most U.S. beef exports to China have also been halted due to China's failure to renew beef plant registrations. U.S. Meat Export Federation offices around the globe have worked together to find new markets for product that would have been headed to China. Homero Recio is a USMEF representative for Latin America.

Homero Recio 00:23

All of the offices got together, and we talked about where and how we could use some of these China items in other markets. So in the case of Columbia, we identified processors where we could take some items like the mask that used to go to Mexico, China outbids them. Maybe there's an opportunity in some other markets. So looked at processors, looked at the different wet markets, and some other opportunities on some offal that could go to these wet markets in Columbia. In Central America and in South America, a tremendous amount of white rice is eaten. And so, you know, we know how short plates, slice thinly and how they're used in Asia. And so we thought maybe that was an opportunity.

John Herath 01:08

One of the most successful promotions came from shifting frozen beef short plate to Korea, as USMEF Vice President of Asia Pacific Jihae Yang explains.

Jihae Yang 01:16

Collaborating with the third largest retail chain called Lotte Mart, having 105 stores nationwide. A Korean importer took an advantage because the short beef supply limited the product availability in Korea for the last couple of years due to the cattle cycle in the U.S. So it's a great opportunity for the retailers to buy the reasonable price of short plate for the Korean consumer, and also good for the U.S. exporters, because it creates a new demand through these promotions.

John Herath 01:59

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