

USMEF Chair Steve Hanson

SPEAKERS

John Herath, Steve Hanson

John Herath 00:00

Steve Hanson, a rancher from Elsie, Nebraska, was elected chair of the U.S. Meat Export Federation at the organization's Strategic Planning Conference in Tucson, Arizona. Hanson says a priority for him will be the partnerships with the various checkoffs that support the work of USMEF around the globe.

Steve Hanson 00:15

The checkoffs are one of the ways we invest in ourselves, because if we don't tell our story, somebody else will, and it probably won't be in the way we want them to. The checkoffs have done great things on research for nutrition. You know, we have become great environmentalists because of it. Our stewardship of our cattle - we learned how to handle our cattle better, and this is because the checkoff dollar invests its money back into the farming community and the ranching community so that we can do a better job.

John Herath 00:43

Hanson says the strength of USME, comes from the involvement of all of the diverse sectors of the red meat industry.

Steve Hanson 00:49

You know, it's got producers, it's got exporters, it's got packers, it's got a lot of different avenues. There's grain producers. Everybody performs a part in this and it takes all of us, and we all have to be healthy to have a good economy in the meat business. You know, one thing I like to say is, I've never gotten a bad check from a packer. They take a lot of bad raps, but I guarantee you, their money is always good, and they take really good care of our cattle once they get them there. And, you know, for us to get them there in the right kind of shape and do it with the right genetics, it's been a learning process, but it's something we all do, and it takes all sectors. The grain people gotta give us good quality grain. We've gotta raise good quality animals, and the packer does a good job of processing them. And then you've got your exporters. They play a crucial role in getting our product overseas and in a good shape.

John Herath 01:41

Hanson succeeds Randy Spronk, a hog and grain producer from Minnesota, who has served as USMEF chair for the past year.

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