

Copeland-Nigeria-Access-V2

SPEAKERS

John Herath, Matt Copeland

John Herath 00:00

Nigeria is now open to U.S. beef and pork muscle cuts. As U.S. Meat Export Federation Africa Representative Matt Copeland explains, before the market access expansion facilitated by the USDA Foreign Agricultural Service, exports to Nigeria had been limited to a few processed items.

Matt Copeland 00:16

In 2025, we were fortunate to lead a roundtable discussion that was organized and arranged by FAS Lagos. They facilitated us speaking to the Ministry of the Presidency, Ministry of Livestock, and Ministry of Trade, and we could explain that the U.S. offers this unmatched quality, and at the same time sustainable, incredible source of safe production, and that's a challenge sometimes in African supply chains. So I just can't thank USDA FAS enough. They did give us the absolute best chance with giving us the right audiences as well as just meeting the right people.

John Herath 00:57

While developing this brand new market will be challenging, the quality of U.S. beef and pork is generating significant interest.

Matt Copeland 01:04

The high-end restaurants, the high-end hotels, some of the key distributors - they've already made a lot of noise about how they want to be in first with some of these products. They want to be known as kind of the USDA prime on sellers in that market, etc. And so, I don't think they can wait to get their hands on some USDA prime steaks in the market, and some of our top pork items as well. And then I think where this really comes into its own is, off the local supplier they haven't been able to invest a huge amount in processing and further processing, and so with the added access to better and more reliable supply chains for all around the world, you will find the quality of production go up within the Nigerian meat economy as well for their consumers.

John Herath 01:52

Nigeria has the world's sixth largest population at more than 240 million and is Africa's third largest economy. For more, please visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation, I'm John Herath.