

Beef Industry Worldwide

An international panel addresses worldwide issues, challenges and answers.

by **KASEY MILLER,**
associate editor

Even with some export markets being closed, some since 2003, the U.S. meat export market has still eclipsed 5 billion pounds (lb.) in exports this year, said Phil

Seng, CEO of the U.S. Meat Export Federation (USMEF).

Seng; Arturo Llavallol of the Sociedad Rural Argentina; Guillaume Roué of

INAPORC, France; and Hsin Huang, general secretary of the International Meat Secretariat, explained worldwide beef issues to attendees of the International Livestock Congress–USA 2013 (ILC). The event was hosted Jan. 15 in Denver in conjunction with the National Western Stock Show.

Seng forecast that the export market in 2013 would increase by 9%-10% on a volume basis and 13%-14% on a value basis. The export market, he noted, adds about \$225 in value per head.

“Nothing offends someone more than telling them their science is wrong.”

— *Phil Seng*

A major challenge between beef production and trade between the United States and the European Union (EU) is that science is regarded differently in terms of hormones and growth promotants. Huang explained that science can be interpreted in many ways, and the European mind-set is generally to be more cautious of what future effects will be, including what future science may disprove. He said the American mind-set is to trust the science now and deal with future implications as they come. These differences in mind-set affect trade. For now, he said, both entities will have to live with that.

“Nothing offends someone more than telling them their science is wrong,” he explained.

A question was posed about the government’s role in consumer choice, especially in Europe (by banning specific imports containing growth promotants). Huang said that in Europe, many producers and consumers do not like that a central authority makes their choices for them. However, he granted, the population voted in the legislators who made the regulations, so they must



From left, Guillaume Roué of INAPORC; Arturo Llavallol of the Sociedad Rural Argentina; and Hsin Huang, general secretary of the

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Phil Seng, CEO of the USMEF, forecast that the export market in 2013 would increase by 9%-10% on a volume basis and 13%-14% on a value basis.

live with the consequences.

Roué showed more frustration with regulations to production practices, specifically in regard to animal welfare.

A final question from the audience asked whether pressure comes from governments, consumers, interest groups, etc. Llavallol observed that consumers give pressure once they take notice from the media. Transparency is needed, especially on environmental impacts, to relieve pressure. However, the biggest priority should be producing safe food.

Governments play a role, he said, adding that they shouldn't make so many regulations as to make it impossible to comply. He pushed for free-trade agreements.



Editor's Note: *The USMEF's monthly report on U.S. meat exports is a regular feature of the "Marketing" page of the Angus Beef Bulletin EXTRA, an electronic monthly supplement to the Angus Beef Bulletin. See the latest edition and subscribe to the free news service by providing your email address at www.angusbeefbulletin.com/extra.*



International Meat Secretariat, joined Seng on a panel discussing the issues of the beef industry worldwide.