

Spronk-Strategic-Planning-Conf

SPEAKERS

Randy Spronk, John Herath

John Herath 00:00

The U.S. Meat Export Federation is gathering in Tucson this week for their Strategic Planning Conference. As Minnesota pork producer Randy Spronk looks back at his year as chair of USMEF, a highlight has been the investment in market diversification made possible through the USDA Regional Agricultural Promotion Program or RAPP.

Randy Spronk 00:17

Any time that we get funding to be able to come alongside our producer funds from our checkoff is important to us here. So we've got some opportunities here to create more diversification in some of these new markets here. I did have the opportunity to travel to Indonesia. You know, Indonesia, we don't have a free trade agreement with but on the other hand, the tariffs are mild when we go there. And so you start talking about 280 million people, we'd have the ability to use RAPP funding for beef, pork and lamb to create new opportunities and diversify our markets.

John Herath 00:49

A focus of the USMEF gathering will be on the personal relationships that drive global trade.

Randy Spronk 00:54

We're going to have Bob Ruth from National Pork Board, and we're going to have Ross Havens from Cattlemen's Beef Board on a panel with me, and it's really talking about, how do we tell the story of those producers ? And so it'll be great to hear Bob and Ross and their commentary on, you know, traveling internationally with USMEF, and the take homes that they have, that they can actually then convey to producers on why it's important to support USMEF. And obviously Don Pemberton, Don and I were in Korea and Japan a year ago on our Heartland Tour, and it was really interesting to see Don cooking steak in Korea with bloggers. And they were just grouped tight around him here. And so it's there again. It's a producer from Kentucky telling his story of how he raises beef and then actually, then taking that product to Korea and cooking it.

John Herath 01:38

Guest speakers also include a leading expert on U.S.-Mexico trade relations.

Randy Spronk 01:42

Mateo Diego, talking about Mexico - very important market for us. They've got a new administration here, and you know how our two countries are going to work together here, not only from a labor and a trade standpoint, but actually from exports of beef, pork and lamb.

John Herath 02:00

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