



NEWS RELEASE

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Beef Council Leaders Attend Trade Seminar to Study U.S. Beef's Market Potential in Korea, Japan

VERONA, Wis. — Fifteen beef industry leaders from 10 states, including Wisconsin, were in Seoul, South Korea, and Tokyo, Japan this May where they studied market conditions and U.S. beef's potential while witnessing and participating in U.S. beef promotions. Joe Meyer (Unity, Wis.) and Brady Klatt (Clinton, Wis.) represented Wisconsin Beef Council on the trip. In both markets, the weeklong tour included U.S. Embassy briefings from Agricultural Trade Office staff and market updates from the U.S. Meat Export Federation (USMEF) staff. The trip was organized by USMEF.

The team also met with USMEF exporter members, visited a research and development center, and saw an online wholesaler in Seoul as well as the head office of a sauce and seasoning business in Tokyo. The team witnessed and participated in marketing activities including a beef trade seminar for the foodservice sector, a consumer seminar in Tokyo, and several retail promotions for U.S. beef in both markets. Team members also participated in a livestreaming event for U.S. beef with an e-commerce company in Seoul.

"It was interesting to see how the beef we raise is exported and marketed by USMEF in South Korea and Japan," said Meyer. "I also learned that USMEF is able to leverage Beef Checkoff investments with USDA funds (from sources like market access and foreign market development programs) and in-market partnerships. For example, we participated in a cooking class for chefs that was partially funded by a propane company."

According to Klatt, "sustainability is not defined or regarded in South Korea and Japan like it is here. They still have concerns about bovine spongiform encephalopathy (BSE) and traceability is important. When looking at the retail meat cases there, there is limited ground beef as compared to other beef cuts featured."

"It was important for the group to see the Korean and Japanese markets for themselves," John Hinners, USMEF senior vice president of industry relations said. "There is tremendous competition in these high-value markets and team members asked to see firsthand how the industry works to differentiate high-quality U.S. beef with consumers. Both markets still hold strong potential for U.S."





beef, and the team was able to see how checkoff dollars are working to develop new and emerging opportunities.”

Korea and Japan were the top volume markets for U.S. beef exports in 2023. Japan has continued to experience challenges with exports due to the strong U.S. dollar. However, optimism is strong as it relates to the foodservice sector driven by a rebound in tourism in both countries. In South Korea, 2022 was the first year that meat consumption exceeded rice; in fact, per capita consumption of beef has increased from 20.9 pounds in 2000 to 32.6 pounds in 2023.

Funding for a portion of the travel for Meyer and Klatt, along with expenses for the beef trade seminar in Tokyo was made possible, in part, by a grant Wisconsin Beef Council received from the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). The visit to Japan was designed to further enhance relationships with the foodservice trade in the country, as a follow-up from the Japanese trade team that Wisconsin Beef Council hosted in-state in 2023.

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Meyer and Klatt presented during the beef trade seminar held in Tokyo, sharing details about their farms and how beef is raised in Wisconsin.





15 beef industry leaders, representing state beef councils from across the U.S., participated in a recent U.S. Meat Export Federation team to South Korea and Japan. The group studied market conditions and U.S. beef's export potential while witnessing and participating in U.S. beef promotions.

The Wisconsin Beef Council is a producer-led non-profit organization funded by the \$1.00 per head Beef Checkoff. Half of the dollar remains in Wisconsin to be invested into programs under the direction of the WBC Board, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.

The Beef Checkoff program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.



The U.S. Meat Export Federation (www.USMEF.org) is the trade association responsible for developing international markets for the U.S. red meat industry. It is funded by USDA; the beef, pork, lamb, corn and soybean checkoff programs, as well as its members representing nine industry sectors: beef/veal producing & feeding, pork producing & feeding, lamb producing & feeding, packing & processing, purveying & trading, oilseeds producing, feedgrains producing, farm organizations and supply & service organizations.

