



U.S. Meat Export Federation Site Guide

Using the USMEF Web Site

Web Site Address (URL): www.usmef.org

The U.S. Meat Export Federation (USMEF) is a nonprofit trade association working to create new opportunities and develop existing international markets for U.S. beef, pork, lamb and veal. Headquartered in Denver, USMEF has offices in Seoul, Tokyo, Hong Kong, Shanghai, Beijing, Singapore, Taipei, Moscow, St. Petersburg, Mexico City, Monterrey and London. USMEF also has special market representatives in China, Europe, the Middle East, Central and South America and the Caribbean. This worldwide network of offices has forged a series of partnerships which have ensured that USMEF, U.S. companies and U.S. products have become integral parts of international red meat markets. USMEF shares its three decades of experience in international communities with U.S. exporters and traders and buyers, processors, and U.S. meat consumers in each market.

The USMEF Web site is an intrinsic part of this worldwide communication network to promote information and trade on behalf of U.S. meat products. The site at www.usmef.org is a valuable resource for millions of people around the world - from international meat consumers, to global buyers of U.S. meat products, to U.S. meat producers, packers, processors, purveyors and traders.

USMEF Web Site

The USMEF Web site contains a wide array of valuable information and services. One of the main site benefits to members is the ability to find international buyers for U.S. meat products. The USMEF search pages allow buyers and sellers to find each other quickly and easily through specific searches of our updated database. In addition, valuable information is available to members regarding animal health and meat nutrition, world economic trade analysis and data, multi-language international meat manuals. Also, USDA and other government regulations for meat plant safety and quality control are available along with scientific research papers from government, university and industry experts on meat producing, trading, processing and packing.

The USMEF Web site is intended as a central location of resources for international meat buyers and U.S. sellers (prospective and active) along with educators, journalists and meat consumers.

USMEF hopes you benefit from this Web site. Please contact the Information Services department with any questions or suggestions at 303-623-6328 or at info@usmef.org.



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To Access USMEF Member Home Page

If you are a USMEF member, staff or registered media, you have exclusive access to an array of informational services – all of them accessible through your Member Home page, and left and right navigation aids.

To get to your member home page, you must first login.

Steps:

1. Go to www.usmef.org
2. At the top right side of the page, find the Member Login pane.
3. Enter your USMEF member username and password (both are case sensitive). To save yourself time in the future, check “Remember Me” and login from this computer will be automatic.



(If you forget your password, click the **Forgot Password** link to have a reminder sent to the e-mail address on record for the username account.)

4. Click the **Login** button.

To set USMEF Member Home as your default home page – in Internet Explorer, login to the USMEF Member Home Page, then go to “Tools” in the menu bar, select “Internet Options,” on the “General Tab,” go to “Home Page,” click “Use Current.”

Please note: registered users of www.usmef.org will find on their respective home pages detailed Web guides to help them take full advantage of their www.usmef.org membership. You should close this document, login and open your Web guide.



Left Navigation Bar

As a visitor to our site, you will find a consistent blue navigation bar (see illustration left) with a list of menu options in the left margin of every page.

This “left navigational bar,” or left nav, contains two levels - a main level that is always visible, and a second-level menu that appears when you roll your cursor over the links with an arrow (see illustration below left). The left navigational bar provides the following options (a ► indicates an extended menu feature):



Home: returns you to the home page.

About Us: information about USMEF offices around the world.

► **Careers:** a listing of open positions with USMEF and any member organizations.

► **FAQs:** frequently asked questions about USMEF and its role in international trade.

► **Member Services:** a variety of services for members such as discounted conference call rates, trade services and market access information.

Contact USMEF: the main menu links to a listing for USMEF staff in the Denver headquarters.

► **International Offices:** this links to a listing of all international USMEF offices.

► **Media:** provides a Denver contact for media.

Find U.S. Suppliers: this is a link to a search engine that allows buyers from around the globe to locate U.S. suppliers of red meat. Searches may be performed by company name, by market region, by specific species or meat cuts and by certification. A simplified search also is available from the right menu pane on all pages. The lower section of this search page displays additional tools for U.S. red meat importers, such as links to the USDA Foreign Agricultural Service (FAS) site and other resources.

Find Intl Buyers: this is a link to a search engine that allows U.S. meat exporters to locate international companies looking to purchase U.S. red meat products. These are qualified leads submitted through USMEF international offices. Searches may be performed by company name, by market region, by sector and by specific species or meat cuts. The page also contains tools for U.S. meat exporters from USMEF and the USDA Foreign Agricultural Service (FAS) sites.

Intl Markets: the main link provides an international market page with basic information about each USMEF market. When you roll over this menu item, it expands into a list of 11 primary markets in which USMEF has programs. Click a specific market to go to an anchor page that links to USMEF Beef and Pork Strategic Market Profiles, import statistics from the country, tariff schedules, FAS reports, links to relative English language Web sites and news and photos from the market.



Library: the main link takes you to a central location containing links to a wide variety of issue and information resources. The Library includes:

- ▶ **Acronyms:** a listing of commonly use, but often misunderstood, meat industry acronyms and definitions.
- ▶ **Animal Health:** a variety of factsheets, issue background materials and other trade tools about animal health and welfare.
- ▶ **Economics:** USMEF export forecasts; USDA export statistics for beef, pork and lamb; a list of HS codes and relevant economic research.
- ▶ **Food Safety:** beef, pork and lamb food safety factsheets and issue background materials.
- ▶ **International Meat Manual:** PDF versions of the International Meat Manual describing meat cuts in six language translations, along with links to educational sites on meat muscle profiling.
- ▶ **Links:** a wealth of links to industry, government and trade organization sites.
- ▶ **Meat Nutrition and Cookery:** resources on meat nutrition and cookery, such as factsheets on red meat nutritional benefits and the American Beef Club Chef Handbook.
- ▶ **Publications:** this section includes archives of back issues of *Export Newslines* and several other USMEF publications issued internationally, as well as recent USMEF testimony and comments and other materials. Also contains copies of the USMEF bylaws, committee procedures, current resolutions and other key member documents.
- ▶ **Quality Control:** quality control tools regarding beef and pork quality standards, HACCP, U.S. quality grading standards, meat quality assurance programs and related research.
- ▶ **Upcoming Events:** takes you to a complete list of USMEF-sanctioned events.

News: resource for the most current news releases, speeches and presentations.

- ▶ **Release Archives:** archives of USMEF news releases since January 2000.
- ▶ **Speech Archives:** archives of presentations and speeches given by USMEF executives (usually PowerPoint presentations) for viewing online.
- ▶ **Media Contact:** contact information for media seeking USMEF information.

Statistics: is a direct link to current and historical USMEF export statistics.

Search USMEF: provides a very fast way to search public areas of www.usmef.org for specific topics of interest. Simply type in a key word and click "go." You'll get a list of all topics, with article summaries, sorted by likelihood of match to search word. If you prefer, you can also sort by date and hide the summaries if you want a faster look at available options.



Home Page main (center) content pane includes:

USMEF News: information developed and posted by USMEF Denver communications staff.

Home Page right content pane (or 'right nav') includes:

Login: if you are a member or other registered user, you can login here.

Media: if you are not registered to receive releases and other information from USMEF, click this link to register now. It's simple and is the best way to make sure you won't miss breaking international market news.

Supplier Search: this search engine provide simple searches of these USMEF databases and have links to the advance search engines on the site. Members and staff have access to a greater level of detail than does the public.

Recent News: links here take you to archives of the latest USMEF news releases and USMEF presentations for viewing online.



Web Site User Functions

If you want to –	Do This –
Go to the Member Home	<ol style="list-style-type: none"> 1. Go to www.usmef.org 2. At the top right side of the page, find the Member Login pane. 3. Enter your USMEF member username and password (both are case sensitive). To save yourself time in the future, check “Remember Me” and login from this computer will be automatic. 4. Click the Login button.
Gain access to Member Home, but username/password doesn't work	<ol style="list-style-type: none"> 1. Make sure you are entering your username and password correctly. Entries are case sensitive – capital and lower case letters must be entered properly to gain access. Check to see that your computer's “Caps Lock” key is off to ensure proper case. 2. Make sure your account is active in the USMEF system. Members can go to “Supplier Search” to review their information. If you are not listed, please contact Cheryl Kamenski (ckamenski@usmef.org or 303-226-7337). 3. If you are in the system, follow the forgotten password instructions.
Retrieve a forgotten password	<ol style="list-style-type: none"> 1. Go to www.usmef.org 2. At the top right side of the page, find the Member Login pane. 3. Click Forgot Password? 4. Enter your username below and click Submit. 5. Your password will be e-mailed to the address on record.



Finding Buyers and Sellers

Search for possible U.S. meat suppliers (U.S. exporters)

1. On any page, go to the right menu pane, or right nav, and scroll down to the **Supplier Search** area to launch a simple search. Use the **Advance Search** link here or go to the left navigation bar and click **Find US Supplier** to go to the **Find U.S. Suppliers** search page.
2. If you know the name of the company you wish to find, enter the name in the company field to search for it directly, or
3. Use the dropdown selections to specify market, species, cuts or special certifications needed (you do not have to select all dropdowns).
4. Click **Submit**.
5. You will receive an alphabetical list of potential U.S. red meat exporters who match your desired criteria.
6. Click individual supplier company names to get to company contact information..

Search for possible international buyers (importers from any country)

1. On any page, go to left nav, and scroll down to the **Find Intl Buyer** to go to the **Find International Buyer** search page.
2. If you know the company name, you may search of it directly, or
3. Use the dropdown selections to specify market, species and cuts you have to sell.
4. Click **Submit** to produce a list of more than 1500 qualified buyers in the market(s) you've selected.
5. Click a specific company name.

Submit a trade lead

1. On any page, go to the right menu pane, or right nav, and scroll down to locate the **Submit Trade Lead** link to go to the submission form.
2. Complete the form (note required fields) and click **Submit**. (All trade leads are reviewed by USMEF Denver staff before posting, usually within 24 hours. Trade leads are posted as soon as approved.

Finding Information

Find recent news releases, speeches and presentations

1. From the left navigation bar: click **News** to go to the page containing recent news releases and recent speeches and presentations. Links to the six most recent news releases and six most recent speeches and presentations are available here.
2. Click the title link for the desired news release, speech or presentation.

Titles with the audio icon have digital audio files available.
3. Click **Release Archives** for a listing of older news releases arranged chronologically.
4. Click **Speech Archives** for a listing of older speeches and presentations arranged chronologically.



<p>Research an international market</p>	<ol style="list-style-type: none"> 1. From the left navigation bar, click Intl Markets to go to the main International Markets jump page; click the desired market, or 2. Roll over Intl Markets in the left navigation bar to display the market sub-menu and then click the specific market desired. 3. Each International Market page includes links to: <ul style="list-style-type: none"> • USMEF Beef and Pork Strategic Market Profiles (updated annually) • USMEF market analysis - exclusively for members and staff (updated quarterly) • USMEF market news articles with photos • Country-specific import statistics as a downloadable Excel spreadsheet • Current tariffs • Export Requirements • FAS attaché reports on this market • English-language, country-specific Web links
<p>Locate economic information</p>	<ol style="list-style-type: none"> 1. From the left navigation bar, click Library. 2. On the Library page, click the link for Economics. 3. Or from the left navigation bar, roll over Library; then choose Economics from the sub-menu that pops up. 4. Select from: <ul style="list-style-type: none"> • Forecasts – USMEF revised • HS Codes – U.S. Census Bureau codes • Research – Export related • Statistics – Current year-to-date and historical, by species
<p>Find background or reference materials</p>	<ol style="list-style-type: none"> 1. From left navigation bar, click Library. 2. On the Library page, select the appropriate section, such as Animal Health, Food Safety, Meat Nutrition and Cookery, or Quality Control. 3. Or from the left navigation bar, roll over Library and click from the sub-menu. 4. A variety of topic areas are listed, with descriptions of factsheets, issue backgrounders and other research materials.
<p>Find International Meat Manual</p>	<ol style="list-style-type: none"> 1. From the left navigation bar, mouse over Library and click International Meat Manual. 2. Select the appropriate chapter you desire from the many PDFs for the International Meat Manual – translated into several languages.
<p>Find American Beef Club chef handbook</p>	<ol style="list-style-type: none"> 1. From the left navigation bar, mouse over Library and click Meat Nutrition and Cookery. 2. Then select the link for American Beef Club Chef Handbook. 3. Choose from links for five different language versions.
<p>Find muscle profiling</p>	<ol style="list-style-type: none"> 1. From the left navigation bar, roll over Library and click International Meat Manual. 2. Scroll down to the bottom of the index page to the muscle profile section and select the desired species (Beef or Pork) to visit university myology sites).
<p>Locate USMEF headquarters staff</p>	<ol style="list-style-type: none"> 1. From the left navigation bar, click Contact USMEF.
<p>Locate USMEF international offices</p>	<ol style="list-style-type: none"> 1. From the left navigation bar, roll over Contact USMEF and click Intl Office. 2. Scroll down to locate the desired office.
<p>Locate member services</p>	<ol style="list-style-type: none"> 1. From the left navigation bar, roll over About Us and then click Member Services from the pop-up menu. Special programs available to members only automatically appear in this section.



Links to additional sites

2. From the left navigation bar, click **Library**.
3. Select Links from the **Library** page; scroll to desired **Links** section.
4. Or from the left hand navigation bar, roll over **Library** and then click **Links** from the pop-up menu.
5. This takes you to an indexed comprehensive list of useful Web links outside the USMEF site.

For more help with questions about use of the USMEF Web site, please feel free to contact members of the Information Services Team in Denver at (303) 623-6328, or:

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Thank you for your interest in www.usmef.org.