

11-11-22-Dean-Meyer

SPEAKERS

John Herath, Dean Meyer

John Herath 00:00

Dean Meyer of Rock Rapids, Iowa was elected chairman of the U.S. Meat Export Federation at the USMEF Strategic Planning Conference in Oklahoma City. Meyers' operation includes four of the sectors of USMEF membership.

Dean Meyer 00:12

I own and operate a diversified livestock crop operation in northwest Iowa. We've got a hog farrow to finish operation and a cattle feedlot, raise corn, soybeans to work with my three sons in this operation, and we're all partners together.

John Herath 00:28

Meyer says he is involved in USMEF because of the direct impact it has on each of those four areas of his operation.

Dean Meyer 00:35

You know, 75 cents a bushel is what we were returning back on corn last year. You know, when I market cattle, each time I load cattle it's close to \$500 a head because of red meat exports. When I market hogs, you know, it's \$60, a head that red meat exports adds to the value of that hog carcass. And so it's real, and it's why we're in this market and why we need to continue to be.

John Herath 00:59

So what is the priority for the new chairman?

Dean Meyer 01:02

Top my radar is continuing and growing the relationships we have with all the sectors. I've been on the exec board now it's six or seven years, and I've seen that momentum grow as far as how well they work together. You know, a cattle feeder from Texas and a corn grower from North Dakota can get together and all sell the same product. And I think my goal is to even enhance that even more. I feel I'm in four those different businesses right now, and I understand each one and the continuity there has become even stronger and that's that's where I want to be. I sit at the table of all those, I wear I wear different hats and my passion is this organization.

John Herath 01:46

To learn more, visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation. I'm John Herath.