

Halstrom Gulfood 3-3-23

SPEAKERS

Dan Halstrom, Joe Schuele

Joe Schuele 00:00

The U.S. Meat Export Federation President and CEO Dan Halstrom has just returned from one of the world's largest trade shows - Gulfood in Dubai, where USMEF participation is made possible through support from USDA, the Beef Checkoff Program and the Texas Beef Council. He says this year's Gulfood may have been the largest ever.

Dan Halstrom 00:18

Gulfood Show was the second year back from COVID. But this year was extremely busy, more than back to normal. In fact, I think when the final stats are out, it'll be record attendance. Estimates were that in five days, it'd be over 100,000 people in attendance and it was quite impressive, as busy as I've ever seen it. While based in Dubai and centered around the Middle East region, it's certainly not limited to that. In fact, I would say it's in fact a global food show. We had a lot of buyers, a lot of interest around the continent of Africa, buyers from Nigeria, South Africa, Angola, the list goes on. Also, you know, Asia, quite a few Chinese buyers there, and a few from other parts of Asia as well.

Joe Schuele 00:58

The US industry ships a broad range of beef cuts into the region with beef variety meat items, sometimes serving as a gateway to higher end cuts.

Dan Halstrom 01:06

The whole world sells into the Middle East region. So it's the whole range. It's Indian buffalo meat, it's grass-fed products from Brazil and other places, but it's not too crowded of a space for high quality grain-fed. We're not appealing to every customer in the region by any means. We're appealing to that demographic that could afford the higher quality of U.S. grain-fed beef, but there's definitely a growing sector for that. On the food service side, demand was absolutely booming in certain parts of the Middle East, the UAE, Qatar, Kuwait to some extent, and most definitely Saudi Arabia. Of course, in the back of our mind strategically beef variety meats are a good lead in to the relationships with these buyers with the ultimate goal being to expand into muscle cuts if they're not already using them. And that's really was the theme in the show this year was, let's talk a little bit about your current business, but what about expanding that portfolio? And it was quite well received.

Joe Schuele 02:00

For more information, please visit [USMEF.org](https://usmef.org). for the U.S. Meat Export Federation, I'm Joe Schuele.