

BEEF BUSINESS

by Julie Mais, editor

January's "Beef Business" brings you information on U.S. beef gains, Census of Agriculture website integrated and GRSB launched 2018 Sustainability Report

U.S. beef gains market access in Morocco

U.S. Trade Representative Robert Lighthizer and U.S. Secretary of Agriculture Sonny Perdue announced Dec. 6, 2018, the government of Morocco has agreed to allow imports of U.S. beef and beef products into Morocco. This is the first year U.S. beef and poultry exporters have access to this market under the terms of the U.S.-Morocco Free Trade Agreement (FTA). Morocco opened its market to U.S. poultry last August.

"President Trump continues to prioritize the opening of new markets for U.S. agricultural products. New access to the Moroccan market for beef and beef products is an important step in ensuring that American farmers and ranchers can continue expanding exports of U.S. agricultural products," Ambassador Lighthizer said.

Secretary Perdue said, "The opening of the Moroccan market is good news for our producers. American beef is the best in the world, and once Moroccans get a taste of it, they'll surely want more."

In 2017, the U.S. was the world's third largest beef exporter, with global sales of beef and beef products valued at \$7.3 billion. As of November 2018, U.S. exports of agricultural products to Morocco exceeded \$512 million. Initial estimates indicate that Morocco would be an \$80

million market for U.S. beef and beef products. Morocco had prohibited imports of U.S. beef.

Under the leadership of USTR Chief Agricultural Negotiator, Ambassador Gregg Doud and the direction of U.S. Department of Agriculture's Ken Isley, U.S. and Moroccan officials met to negotiate a health certificate and the terms for the import of U.S. high quality and standard quality beef into Morocco.

Representatives also discussed improvements to the administration of Morocco's wheat tariff-rate quota and other agriculture and SPS issues, and will continue this work through the agriculture and SPS subcommittees under the FTA.

Source: USDA

Census of Agriculture website integrated

USDA's National Agricultural Statistics Service (NASS) has fully integrated the Census of Agriculture website into its primary website to provide a consistent look and feel across a single site, making navigation and access to census data easier and more intuitive.

Merging the census and NASS websites responds to feedback from customers, stakeholders, and partners, who asked for access to all NASS data in the same visit, including on mobile devices. The merge is one of several customer

experience improvements NASS is currently undertaking.

"In advance of releasing new Census of Agriculture data early next year, NASS has taken steps to make finding, accessing, and using new and historical census data faster and easier," said NASS Administrator Hubert Hamer. "Along with other improvements, the website merge offers customers new ways of interacting with and responding to NASS data."

Merging the census and NASS websites also improves search capabilities for census information and brings responsive design to census content, making it accessible on mobile phones, tablets and other devices. Census of Agriculture information can now be found at www.nass.usda.gov/AgCensus.

Source: USDA's National Agricultural Statistics Service

GRSB launched 2018 Sustainability Report

The Global Roundtable for Sustainable Beef (GRSB) released the 2018 Sustainability Report at the Global Conference on Sustainable Beef, which took place Oct. 9-12, 2018, at the Lyrath Estate in Kilkenny, Ireland.

The conference, co-hosted by the newly-formed European Roundtable for Beef Sustainability (ERBS) and Bord Bia, was attended by more than

234 registered delegates from more than 25 countries.

The 2018 Sustainability Report highlights results from sustainability efforts of national roundtables and other regionally focused sustainability initiatives, including those in North America, South America, Southern Africa, Australasia and Europe.

“GRSB is pleased to present the 2018 Sustainability Report to provide detail about the work being done around the world to drive continuous improvement in the sustainability of beef production. We relied on the collaboration of all of our national and regional roundtable members to create the most comprehensive report possible,” said Nicole Johnson-Hoffman, GRSB President.

To view the complete 2018 Sustainability report, which includes a full list of GRSB members, GRSB strategic goals, and a complete report of regional impact being made on the ground to improve beef sustainability visit https://grsbeef.org/resources/Documents/WhoWeAre/GRSB_Sustainability_Report_2018.pdf.

Source: GRSB

U.S. beef exports red-hot

U.S. beef exports remained on a record-shattering value pace in October, according to data released by USDA and compiled by the U.S. Meat Export Federation (USMEF).

October beef exports totaled 117,838 metric tons (mt), up 6% from a year ago, valued at \$727.4 million — up 10% and the second-highest monthly total on record. For January through October, beef exports totaled 1.13 million mt, up 9% year-over-year, while value was up 17% to \$6.92 billion. For beef muscle cuts only, exports increased 12% in volume (867,714 mt) and 19% in value (\$6.19 billion).

Exports accounted for 13% of total beef production in October, which

was steady with last year, and 11.6% for muscle cuts only (down slightly). For January through October, exports accounted for 13.5% of total production and 11.1% for muscle cuts — up from 12.8% and 10.2%, respectively, last year. Beef export value equated to \$317.53 per head of fed slaughter cattle in October, up 5% from a year ago. For January through October, the per-head average was up 15% to \$320.50.

“Demand for U.S. beef continues to climb in nearly every region of the world, with annual records already falling in some markets,” said Dan Halstrom, USMEF president and CEO. “Per-head export value will also easily set a new record in 2018, which illustrates the strong returns exports are delivering for cattle producers and for the entire supply chain.”

Source: USMEF 



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