

# Checkoff Helps Beef Industry Introduce New Cuts

DENVER, Colo. — As part of a larger push to expand the Korean market for U.S. beef, U.S. Meat Export Federation (USMEF) officials met recently with the president of one of the world's largest beef importing organizations at USMEF's international headquarters in Denver.

Leading export companies also attended the checkoff-supported meeting with President Ki Young Kim of South Korea's Livestock Products Marketing Organization

(LPMO), the government entity responsible for purchasing the majority of South Korea's beef imports.

"This was an opportunity to introduce new beef cuts and to offer a wider range of U.S. quality grades directly to President Kim," said USMEF President and CEO Philip Seng. "This effort, and our work with other purchasing groups in Korea, is part of a larger USMEF initiative to develop the Korean market for U.S. beef.

"At this stage in the development of the Korean market, it's important that we create consumer demand at the retail level for the cuts we are promoting to the Korean purchasing groups," Seng said. "We must pull U.S. beef into the market from the demand side."

South Korea is a flourishing market for the U.S. beef industry, importing 105,000 metric tons (mt) of U.S. beef and beef variety meats worth \$333 million in 1995. In just two years, U.S. beef sales to

Korea have more than doubled.

"We're making very good progress but the majority of U.S. beef sales in Korea consist of just two cuts," said USMEF Korea Director Brad Park, who accompanied President Kim to the USMEF seminar and on a subsequent tour of the U.S. meat industry. "For example, more than 90 percent of the U.S. beef bought by the LPMO this year has been choice grade chuck roll."

At the meeting in Denver,

USMEF and USDA presentations on production practices, meat safety, grading issues and supply and demand trends were followed by a cutting and merchandising demonstration of U.S. beef cuts that USMEF believes have strong demand potential in Korea.

"We demonstrated the benefits of the shoulder clod, knuckle, brisket, and round cuts," said Park. "In addition, we reviewed for President Kim how the Korean market would benefit from LPMO purchasing the select grade of certain U.S. beef cuts."

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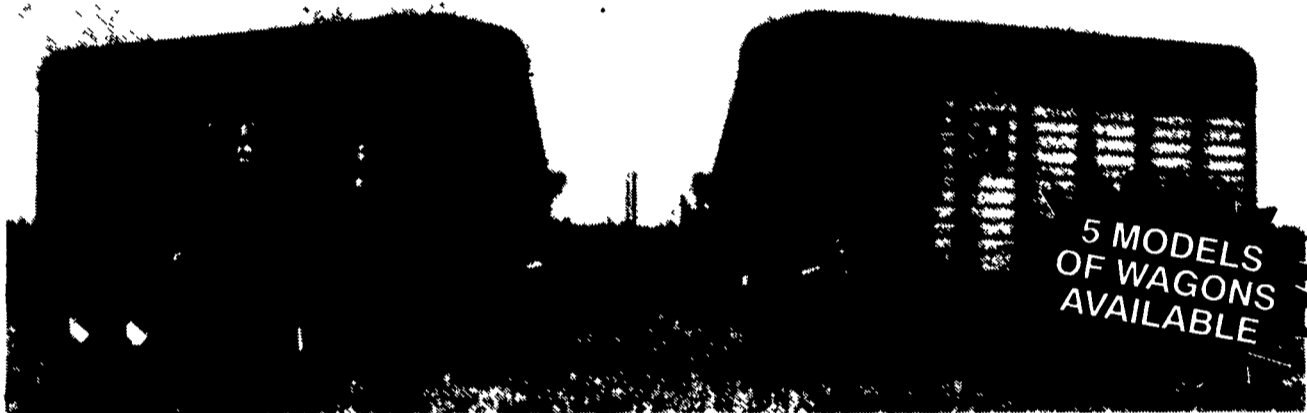


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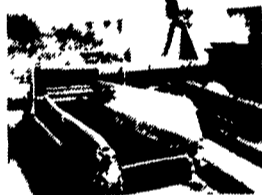
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