

**"Meating" Global Beef Demand**  
*Challenges and Opportunities for the American Beef Industry*



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1953 "Lone Star" Grand Champion Steer, N.A. International





1955 - Paulinmere T. Grand Champion Angus Female Fort Worth

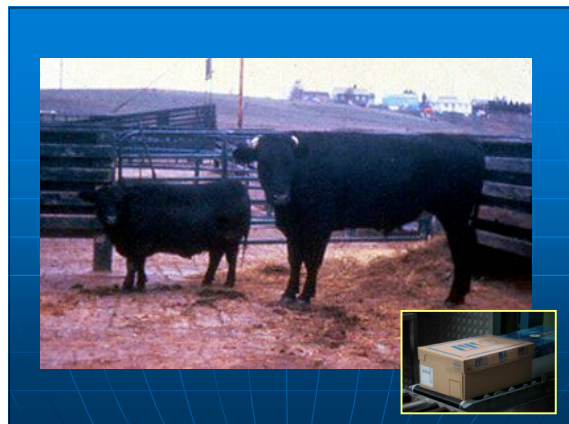
Historical photos courtesy of Dr. Harlan Ritchie, Michigan State University "Historical review of Cattle Types"

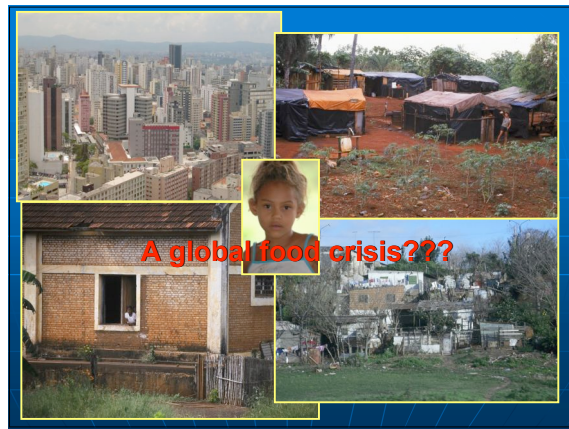
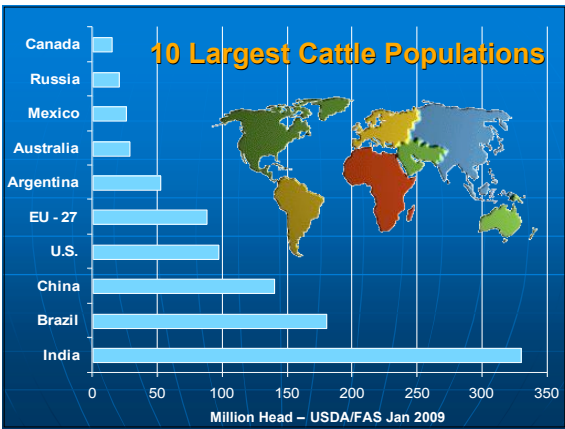
The Grand Champion Female Steer at Fort Worth was bred by J. Carroll Tolson, Farmer, Pleasant Plains, Illinois, on Paulinmere, by a daughter of Duke's Best Bull out of Paulinmere of Blue Head, paired with the common crossbred heifer who was also Grand Champion, and by a sire of Duke Farms and Bull of the Fort Worth State, Winner of Exhibition of 1948.

1984 Grand Champion Steer, Houston Livestock Show

1988. "Ace Broker," Grand Champion Bull, National Polled Hereford Show






### The Global Trade Agenda



- **Market access, market access, market access...**
- Sanitary and phytosanitary rules – based on “sound science.”
- Macroeconomic growth will spur demand for beef.
- Consumer-driven dynamics – based on safety & price.
- Implement the Law of Comparative Advantage.



### What in the world differentiates U.S. beef from the rest of the world's beef...?





## CORN, baby, corn...



The bottom line is few countries have the economic luxury of being able to turn **cereal grains into beef protein** on a scale large enough to define an industry.



## "Grass" Countries



Argentina



Uruguay



Australia



Brazil

## Quality Beef...

What is **"QUALITY" BEEF?**

"It depends on the cook..."



## "QUALITY" BEEF:

- Consistently satisfies customer expectations for eating & preparation characteristics -- and value.



- Is harvested and processed under strict inspection systems that ensure it is *safe, wholesome, and correctly labeled and properly packaged.*

## Challenges and Opportunities for American Beef Producers

- Competition for Land & Water
  - Industry Consolidation
  - Animal Welfare Issues
- Traceability & Accountability
- Uniformity & Consistency of Product
- Sanitary/Phytosanitary Restrictions
  - High "Quality" Beef
    - Infrastructure
    - Productivity



"In today's world, the competition is no longer between our farmers — today the competition is between our treasuries."

**-João Vinicis Pratini de Moraes**  
Former Brazilian Ag Minister



**Montana Beef Quality Assurance**

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**What can cattlemen do *today*???**

- 1) Understand BQA and become certified.
- 2) Measure/monitor/record input & output.
- 3) Consistently evaluate your genetic package.
- 4) Maintain a sound herd biosecurity program.
- 5) Continually seek better market opportunities.

*Think "supply chain" management*

**Does anyone have a question?**



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