

Planning Factor 10

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Proof Point

Market Share of Principal Beef Suppliers (2007)

JAPAN

Australia	46%
Japan	43%
New Zealand	4%
U.S.	4%
Mexico	1%

MEXICO

Mexico	86%
U.S.	12%
Canada	2%

KOREA

Korea	47%
Australia	39%
New Zealand	10%
Mexico	1%
U.S.	<1%

RUSSIA

Russia	57%
Brazil	25%
Argentina	7%
Paraguay	3%
U.S.	<1%

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Proof Point

BSE Market Access Restrictions

\$11.0 billion dollars in lost beef exports, 2004 – 2007

(Source: International Trade Commission, 2008)

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Proof Point

Korean Anti-U.S. Beef Protests



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2010 Priority

Educate targeted decision makers about attributes that differentiate U.S. beef from international competitors .