

**International Market
Development Activities
For U.S. Beef**

**First Quarter FY12
October 1 – December 31, 2011**



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USMEF activities described in this report are funded through the Beef Checkoff Program as well as various USDA market development programs and the national and state soybean and corn checkoff programs.

Beef Exports Shatter Value Record, Will Break \$5 Billion Barrier in 2011

U.S. beef/beef variety meat (bvm) exports in the final quarter of CY 2011 (first quarter, FY 2012) cooled somewhat from the red-hot pace of the previous quarter, but still remained very strong. Exports in October totaled 105,912 metric tons (mt) valued at \$452.1 million. This was 10 percent higher in volume and a 20 percent increase in value over October 2010, and pushed the cumulative CY 2011 export value to a record \$4.488 billion with two months still remaining in the year.

November exports were very similar, totaling 105,268 mt valued at \$456.2 million – a 4 percent increase in volume and a 17 percent increase in value over November 2010. The cumulative total through November was 1.18 million mt (up 22 percent from 2010) valued at \$4.944 billion (up 35 percent). When December results become available, beef/bvm export value will easily eclipse the \$5 billion mark for the first time ever. Export volume is projected to reach about 1.28 million mt, which would break the all-time volume record of 1.274 million mt, set in 2003.

Export value nearly \$220 per head in November, more than \$200 for 2011

Not surprisingly, these remarkable export totals translate to an excellent per-head return for producers. November exports equated to \$219.73 per head of fed slaughter, up \$41.50 from a year ago. In October, the per-head value equated to about \$210. For January through November, export value averaged \$204.27 per head – more than \$50 higher than the previous year's average.

For the year, exports equated to 14 percent of total production when including both muscle cuts and variety meat, 11 percent for muscle cuts only. This was up significantly from the 2010 ratios of 11.7 percent for total production and 9 percent for muscle cuts only.

Canada, Asia lead export surge, but growth strong across the globe

Export growth to Canada has been extremely strong in 2011. Exports through November totaled 174,122 mt valued at \$940.5 million (up 27 percent in volume and 43 percent in value), setting new annual records for both volume and value, and set the stage for a \$1 billion value performance by year's end.

Mexico will also threaten the \$1 billion mark, as exports through November totaled 234,888 mt valued at \$902.8 million. Exports to Mexico were slowing slightly toward the end of 2011, however, due to a weakening peso.

Asian markets have been an excellent source of growth for U.S. beef exports, including Japan, South Korea, Hong Kong, Indonesia and the Philippines. Taiwan is the exception to this trend, dropping slightly below 2010 volume and value totals due to regulatory changes that have created an uncertain business climate for importers.

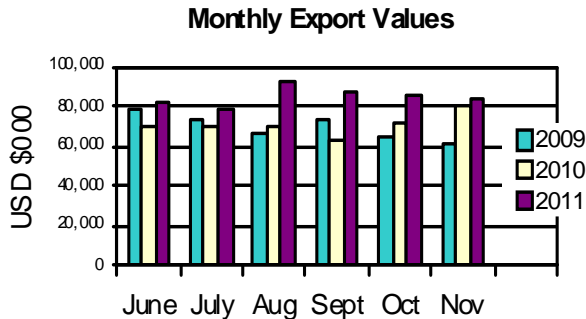
The Middle East, Europe, the Caribbean and Central and South America have also contributed very positively to U.S. beef's overall global performance. Both muscle cut and bvm exports showed strong growth, with beef muscle cut volume (846,244 mt) up 23 percent over January-November 2010 and value (\$4.32 billion) up 36 percent. Variety meat exports increased 19 percent in volume (332,324 mt) and 28 percent in value (\$619.6 million).

"Establishing a new annual value record just 10 months into the year was an extraordinary accomplishment, and one that the U.S. beef industry should be very proud of," said U.S. Meat Export Federation (USMEF) President and CEO Philip Seng. "The continued rebuilding of consumer confidence in key markets has been essential, allowing us to recover sales volume and value that was lost in the post-BSE years. For example, the 'We Care' campaign in Japan and the 'To Trust' campaign in Korea have sown seeds that continue to yield positive results for the U.S. industry."

Exports to Mexico Solid, but Face Exchange Rate Challenge

Market Developments

Through November, CY 2011 beef/bvm exports to Mexico were 234,888 mt valued at \$902.8 million. These totals represent a 5 percent increase in volume and a 23 percent increase in value compared to January-November 2010. Mexico is still the leading volume destination for U.S. exports, but fell to second place (behind Canada) in terms of value.



After hitting their highest monthly value of the year in August (\$93.4 million), exports to Mexico pulled back to \$86.8 million in September, \$85.3 million in October and \$84.6 million in November. This was a fairly small decline, and understandable given the devaluation of the Mexican peso during that time. After staying near \$.085 for most of the summer, the peso fell to a 2011 low of about \$.07 in November. It has since made a modest recovery to around \$.076.

U.S. beef enjoys fairly favorable market access conditions in Mexico, but exports are still limited to beef from cattle less than 30 months of age while ground beef, small intestines, head meat and weasand meat are ineligible regardless of cattle age. U.S. trade officials are working aggressively to expand market access to Mexico, especially with regard to the 30-month cattle age limit. A small victory was gained recently when Mexico approved imports of beef feet and sweetbreads (thymus), but a report issued by Mexico's Ministry of Health did not speak favorably toward any further easing of cattle age or product restrictions on U.S. beef.

Exports to the Dominican Republic, which is in the same marketing region as Mexico, achieved considerable growth in CY 2011. November export value (\$2.2 million) to the Dominican Republic was nearly double that of November 2010, while September and October were also well above year-ago levels. For the calendar year, beef/bvm exports to the Dominican Republic increased 9 percent in volume to 3,766 mt and 24 percent in value to \$24.2 million.

First Quarter Activity Highlight

Symposium in Mexico Targets Influential Medical Audience

USMEF-Mexico recently partnered with a leading medical association and several key meat industry organizations for a symposium on the role of red meat in a healthy diet. The event attracted a very influential audience of 220 medical doctors.



Chef Max Covaliu's grilling demonstration

The Association of Medical Doctors at the Institute of Medical Sciences and Nutrition Salvador Zubiran (AMINSZ) collaborated with USMEF on the symposium, along with the Agricultural Research Institute (INIFAP), the Mexican Meat Science Association (AMEXITEC), the Mexican Meat Council (COMECARNE) and the Mexican Cattle Feeders Association (AMEG). Support for the symposium was provided by the Beef Checkoff Program and the USDA Market Access Program (MAP).

"The broad range of medical and meat industry partners really helped give this symposium a great deal of depth and a very high level of credibility," said Dr. Nelson Huerta, USMEF-Mexico director of technical services. "With the Mexican population battling a growing obesity and diabetes problems, we share a common interest in educating medical professionals about the nutritional attributes of beef and refuting the myths and misinformation often associated with this issue."

Dr. Huerta opened the symposium by sharing a summary of the recently published book, “The Role of Red Meat in a Healthy Diet,” with attendees. Produced collaboratively by USMEF and the Mexican Institute of Medical Sciences and Nutrition, the book includes critical discussions of epidemiological findings linking consumption of fresh and processed meats to human diseases, nutrient composition as affected by modern animal production practices, labeling policies of meat products, and science-based recommendations on meat cooking and healthy consumption.

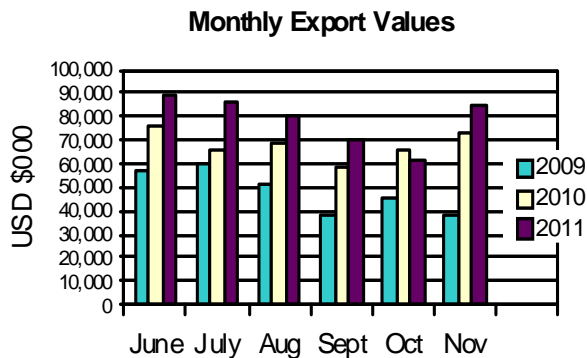
On the symposium’s second day, USMEF chef Max Covaliu, who has a medical degree in addition to his cooking expertise, led a beef grilling demonstration focused on the positive nutritional attributes of high-quality beef. Chef Covaliu also explained the importance of proper packaging and preservation methods for both chilled and frozen beef, and how these processes contribute positively to safety, quality and enjoyment. He also highlighted the relatively low fat content of a wide range of beef cuts.

Exports to Japan Surging; Review of BSE-related Restrictions Underway

Market Developments

Through November, U.S. beef/bvm exports to Japan reached 148,182 mt valued at \$812.1 million – an increase of 29 percent in volume and 38 percent in value over the same period in 2010. Export value was especially strong in November, as Japan led all markets with an export value of \$85.8 million – an increase of nearly 40 percent over November 2010.

When a disastrous earthquake and tsunami struck northeastern Japan in early March, some analysts were



quick to predict that 2011 would see a decline in U.S. beef exports to Japan due to the stress these events would impose on Japan’s economy. However, demand for U.S. beef has remained very strong throughout the year. According to Global Trade Atlas data through November, the U.S. share of Japan’s imported beef market climbed to 24 percent in terms of volume and about 27.5 percent in terms of value – up from 19 percent and 23 percent, respectively, in 2010. In fact, the United States and Mexico were the only major beef suppliers to achieve increases in export volume to Japan in 2011.

Beef safety has once again been in the forefront in Japan, but for reasons unrelated to U.S. beef. Several

supermarket and foodservice chains are requiring testing for radiation levels in meat, reflecting concerns over domestic beef from the region surrounding the crippled Fukushima nuclear power plant. Prices for beef produced in this region have suffered because of this issue, but it does not seem to have affected consumer confidence in U.S. beef.

While there has been no change with regard to Japan’s 20-month cattle age restriction on imports of U.S. beef, Japan’s Health, Labor and Welfare Ministry began has begun deliberations on a food safety panel to determine whether Japan will revise BSE-based requirements on domestic, U.S. and Canadian beef. This is the first official review conducted since Japan imposed its current cattle-age limit on imports of U.S. beef in 2005, and the ministry is considering raising the age limit to 30 months. The panel is also reviewing the definition of specified risk material. Its recommendations are expected sometime in early 2012, at which time they will be considered as the issue moves forward to Japan’s Food Safety Commission. While this review is a very encouraging development for the U.S. beef industry, it is too early to predict a timeframe for any changes to Japan’s current cattle age and product restrictions.

First Quarter Activity Highlight

Landmark Partnership in Japan Promotes U.S. Beef

U.S. beef promotion in Japan took another major step forward in December when USMEF-Japan launched its first joint promotion with the Tokyu Group, which owns Japan’s third-largest railway company and operates the 100-store Tokyu regional supermarket chain as well as nine Tokyu department stores and 56 Tokyu hotels.

“Tokyu Group companies are renowned for their high-end image and high-quality products/services,” said Takemichi Yamashoji, USMEF-Japan senior marketing director. “The fact that the Tokyu Group has agreed to begin selling U.S. beef enhances its image with Japanese consumers and is very helpful for increasing sales.”

The promotion began Dec. 1 and ran through Christmas. Buyers of U.S. beef qualified for a sweepstakes offering a variety of prizes, including a U.S. beef luncheon at the Capitol Tokyu Hotel, one of the finest hotels in Tokyo. U.S. Embassy staff in Tokyo spoke at the luncheon, underlining the importance of the event, which was funded by the Beef Checkoff Program and the USDA Market Access Program (MAP).

“This is the first case of a department store selling U.S. beef and conducting a promotion since the resumption of U.S. beef sales in Japan,” said Yamashoji. “We fully expect that this promotion will have a positive impact on other department stores.”

Tokyu collaborated with USMEF-Tokyo to develop in-train ads to introduce the campaign and position U.S. beef. These ads, supporting the retail and hotel promotion, ran on the Tokyu Railway Line, the second-largest train network in Japan with more than 2.3 million passengers per day.

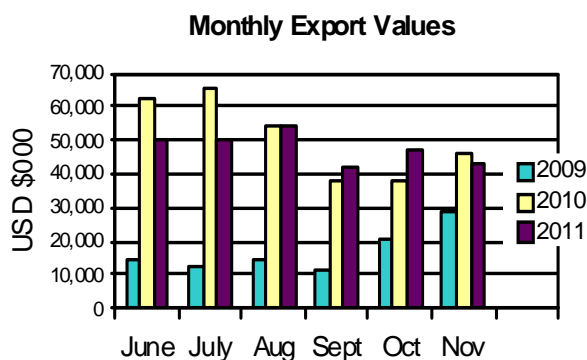


In-train advertisements showcase U.S. beef

Exports to Korea Already Performing Well, but FTA Further Boosts Outlook

Market Developments

After bolting to a phenomenal start in CY 2011, U.S. beef exports to South Korea leveled off to some degree but remained strong through the summer and fall months. Through November, CY 2011 beef/bvm exports to Korea increased by 38 percent in volume (139,663 mt) and 32 percent in value (\$618.3 million) over the same period in 2010.



Prospects for even stronger export growth in Korea brightened in October when the U.S. Congress ratified the Korea-U.S. Free Trade Agreement. The Korean National Assembly followed with a successful ratification vote in late November, clearing the way for an agreement that will produce significant benefits for the U.S. beef industry.

It is estimated that the reduction of beef duties (which currently stand at 40 percent and will be lowered over a period of 15 years) will help boost U.S. exports to

Korea to more than \$1 billion per year by the end of that time period. It is also important to note that the United States is the first major beef exporter to reach a free trade agreement with Korea.

“This FTA will yield significant benefits for both sides,” said USMEF President and CEO Philip Seng. “As South Korea’s duties begin to decline, Korean consumers, who have endured extremely high food inflation, will begin to see price relief on U.S. products. And U.S. producers and processors will see expanded opportunities for exports that will add more value per head of livestock.”

Global Trade Atlas data show that Korea’s total 2011 beef imports were up 18 percent from a year ago to 344,041 mt. This included a 38.6 percent increase from the United States, which pushed U.S. market share to 37 percent. Imports from Australia were up 9.5 percent, but Australia’s market share fell below 50 percent for the first time since 2003.

First Quarter Activity Highlight

USMEF-Korea Unveils Latest “To Trust” Campaign: World Class Beef

The newest installment in the USMEF beef imaging campaign in South Korea was released in early December, aimed at sustaining the very positive growth trend for U.S. beef since it was reintroduced in Korea in 2008.

“World Class Beef” continues the “To Trust” theme, but is designed to help address those consumers - as well as end-users such as restaurant owners - who have remained on the sidelines in the wake of extensive Korean media coverage that inaccurately reported concerns about American beef.

“Over the past two years, our ‘To Trust’ imaging campaign has helped us make significant gains in shifting consumer perceptions about U.S. beef,” said Jihae Yang, USMEF-Korea director. “Now, we are changing the focus from safety to quality and helping educate Korean consumers on the fact that U.S. beef is enjoyed by millions of people just like them all over the world.”



This advertisement appears on nine subway platforms in Seoul

The “World Class Beef” story line, which was developed with support from the Beef Checkoff Program and the USDA Market Access Program (MAP), depicts consumers in the United States, France, Mexico and Korea waking up to the delicious aroma of beef, with the message that world-class U.S. beef is enjoyed by families in 110 countries around the world.

The campaign will include television commercials on Korean networks as well as targeted cable channels in addition to print and subway advertisements.

“When Korean consumers sample U.S. beef, they realize that it is delicious and very competitively priced,” said Yang. “This campaign focuses on the positive qualities of U.S. beef, providing clear reasons why consumers should choose it for their families.”

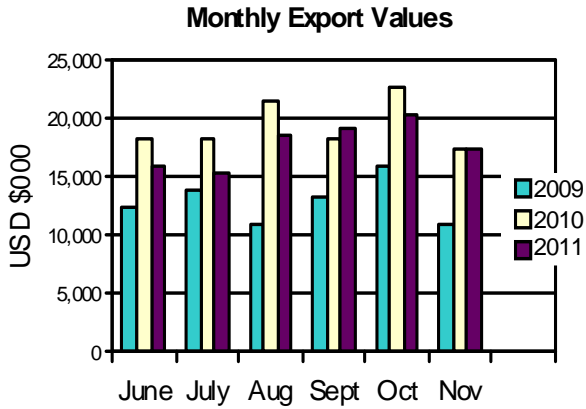
No New Record in Taiwan This Year, as Regulatory Issues Slow Exports

Market Developments

After setting new value records in each of the past five years and soaring to unprecedented heights in CY 2010, U.S. beef exports to Taiwan have slowed in 2011 due to a change in residue testing protocol. In an effort to enforce its zero-tolerance policy on ractopamine residues, the Taiwanese government imposed new testing procedures that have caused some shipments to be disrupted and made the business climate very uncertain for importers.

While the loss of momentum in Taiwan has been frustrating, exports have not declined dramatically. Through November, CY 2011 beef/bvm exports were down 10 percent in volume (31,671 mt) and 8 percent in value

(\$177.2 million) compared to the record-setting pace of 2010. Even with the regulatory disruptions in the market, 2011 will still – by a wide margin - be the second-best year on record for U.S. beef exports to Taiwan.



Another major concern for the U.S. beef industry was the national election held in Taiwan on Jan. 14, 2012. Though his margin of victory was somewhat narrow, incumbent President Ma Ying Jeou's successful reelection bid was considered a positive outcome for U.S. interests. Ma's reelection raises hopes of a resolution to the regulatory issues affecting U.S. beef's level of access in Taiwan.

"We expect our issues will now enter a new phase of greater engagement, now that the focus on the election has passed," said USMEF President and CEO Philip Seng. "We are hopeful that Taiwan will allow imports of U.S. beef products based on scientific validity of their safety, and we look forward to discussions ensuing in the near future."

First Quarter Activity Highlight

Taiwan Beef Promotions Bring Results

While the marketing environment for beef products in Taiwan has been much more challenging this year, USMEF-Taiwan has continued to work to regain the confidence of retailers and consumers. Recent promotions with hypermarket chain RT-Mart and supermarket chain Taiwan Fresh show these efforts are paying off.

A top-three chain in Taiwan with 26 outlets, RT-Mart has been a long-term partner with USMEF. RT-Mart recently agreed to a two-week joint promotion of U.S. beef, which was supported with funding from the Beef Checkoff Program.



RT-Mart newspaper ad for U.S. beef

Under the theme of "U.S. Beef Festival," the promotion featured boneless short ribs, top blade muscle, chuck short ribs and short plate. As an incentive for shoppers, a sea salt gift was added for each purchase over 699 Taiwan dollars (about \$23). The promotion provided desired short-term results: a 17 percent increase over pre-promotion sales levels, reaching 136,400 pounds.

“This is a very positive result given the fluctuating level of imports and consumer cautions regarding imported beef,” said Alex Sun, USMEF-Taiwan marketing manager.

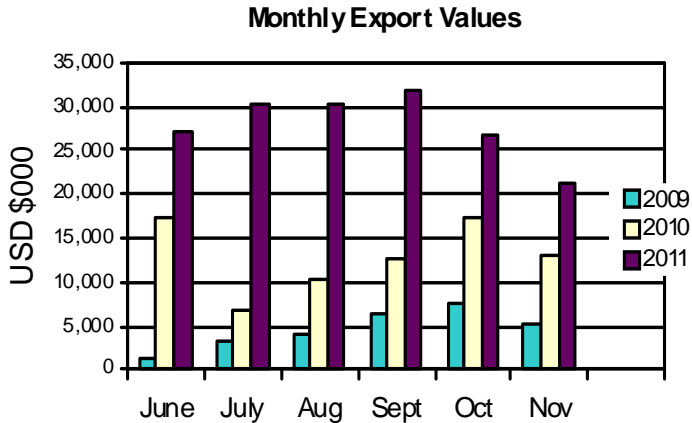
USMEF coordinated a second promotion with a longtime U.S. beef merchant Taiwan Fresh, which has 40 supermarket outlets in central Taiwan. A loyal partner that has continued to stock U.S. beef despite some negative consumer reactions, Taiwan Fresh conducted its own month-long promotion, featuring chuck flap, top blade muscle, chuck tender, chuck roll, bone-in and boneless short ribs, rib fingers, ribeye, pastrami, heel muscle and eye of round.

The joint promotion with USMEF is generating lasting sales benefits for Taiwan Fresh. Prior to the promotion, U.S. beef sales levels for the period were roughly 5,580 pounds. During the promotion, sales more than doubled to 11,440 pounds.

New Value Record in Russia, Plus Possible Benefits from WTO Entry

Market Developments

With one month of results still to be added, U.S. beef exports to Russia had already shattered the previous value record set in 2010. Through November, beef/bvm exports to Russia totaled 69,131 mt (up 26 percent from last year) valued at \$243.6 million (up 65 percent). When December results are posted, exports to Russia will also easily surpass the annual volume record of 71,469 mt. This record was set in 2002, when beef from all ages of cattle were eligible and beef exports to Russia were almost exclusively livers.



One obstacle that kept muscle cut exports to Russia from surging even higher in CY 2010 was that the United States filled its 21,700 mt tariff rate quota (TRQ) for frozen beef muscle cuts with several weeks still remaining in the calendar year. Fortunately, Russia increased the U.S. TRQ for CY 2011 to 41,700 mt, and this quota was essentially filled by the end of November. For CY 2012, the quota has been

further expanded to 60,000 metric tons with the in-quota tariff rate for beef remaining at 15 percent.

After 18 years of negotiations, Russia has finally cleared all hurdles in its effort to join the World Trade Organization (WTO). Russia is the world's largest economy not to have membership in the WTO, so its accession represents the most significant addition to the WTO since China joined about a decade ago.

Russia's invitation to join the WTO became official in December 2011, but the accession process will stretch well into 2012 as Russia's government addresses the legislative changes necessary for finalizing its WTO membership. While U.S. beef exports will still face a quota system and other significant obstacles in the Russian market, membership in the WTO should force Russia to be more consistent and transparent in the manner in which it trades with the United States. Additionally, the WTO will provide an important venue for addressing trade disputes that was not previously available on matters pertaining to Russia.

First Quarter Activity Highlight

U.S. Beef Debuts at Goodman Steakhouses in Moscow

Goodman opened its first steakhouse in Russia in 2004, at a time when U.S. beef was banned due to BSE. While U.S. beef has been back in the Russian market for several years now, it has finally made a long-awaited debut at Goodman. The well-known steakhouse chain recently introduced several high-end U.S. steak cuts at its 10 Moscow-area locations to a very receptive audience.

“Getting U.S. beef into Goodman in Moscow is a landmark moment,” said John Brook, USMEF regional director for Europe, Russia and the Middle East. “It’s absolutely the perfect venue for showcasing U.S. beef at the high end of the Russian market, which is exactly the sector we most want to capture. With two other

steakhouses in London and two in Switzerland (one in Zurich and one opening soon in St. Moritz), Goodman now features U.S. beef in all of its outlets.”



Goodman Steakhouse chef Dmitry Lazko

With support from the Beef Checkoff Program and the USDA Market Access Program (MAP), USMEF joined with RP-com – one of Russia’s leading foodservice operators and the managing company for Goodman in Russia – in launching a two-month promotion of U.S. steak cuts, including New York strips, ribeyes and filet mignon.

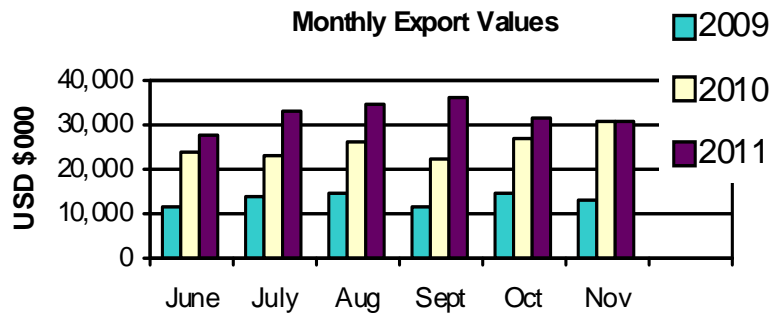
To launch the promotion, Goodman invited its most devoted customers and other special guests to an elegant reception featuring Goodman chef Dmitry Lazko. He conducted a demonstration showcasing the unique attributes of U.S. beef and the outstanding quality it will deliver to the Goodman menu. By the end of the promotion, Goodman expected about 200,000 Muscovites and out-of-town guests to dine on U.S. beef at its Moscow locations.

Egypt, UAE Lead U.S. Beef’s Record Performance in Middle East

Market Developments

In the first 11 months of CY 2011, exports of U.S. beef/bvm to the Middle East region were 159,134 mt valued at \$318 million — an increase of 33 percent in volume and 38 percent in value compared to the record pace of 2010.

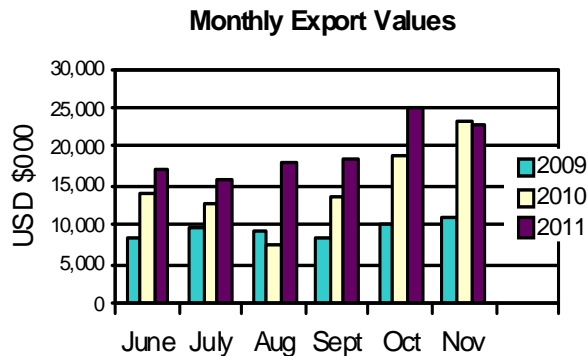
Variety meat has historically made up the bulk of U.S. beef/bvm exports to the Middle East, but the market is becoming a much more popular destination for U.S. muscle cuts. Variety meat exports to the region have increased impressively — up 36 percent in volume (107,627 mt) and 43 percent in value (\$131.1 million) — allowing the Middle East to surpass Mexico as the leading volume market for variety meat (Mexico is still a solid No. 1 in terms of value). But in addition to the continued success of variety meat exports to the Middle East, muscle cuts have also been a key driver in terms of the region’s soaring export value. Muscle cut exports through November were up 27 percent in volume to 51,507 mt and 48 percent in value to \$186.9 million.



Egypt is by far the largest market in the region for U.S. beef, which caused considerable concern when the country was going through a contentious political transition early in the year. While commerce was temporarily disrupted to some degree, the market bounced back very quickly and has continued to perform remarkably well. Through November, beef/bvm exports to Egypt were up 33 percent in volume (134,776 mt) and 35 percent in value (\$210.6 million) over the same period in 2010. Muscle cut exports to Egypt are up 19 percent in terms of volume (30,093 mt) and have risen 24 percent in value (\$83 million). The United Arab Emirates (UAE) has also been a major contributor to the growth in exports to this region. Beef/bvm exports to the UAE were up 27 percent in volume (7,415 mt) and 41 percent in value (\$35.8 million). Other markets targeted for their strong growth potential include Saudi Arabia, Kuwait, Qatar, Lebanon and Jordan.

Exports Surge to Record Levels in Hong Kong; Work Continues on China

Market Developments



Despite age and product restrictions in Hong Kong and no direct trade access with China, U.S. beef exports to the China/Hong Kong region continue to grow at a terrific pace. Through November, U.S. beef/bvm exports to the region totaled 48,233 mt valued at \$218.7 million – an increase of 41 percent in volume and 65 percent in value over the same period in 2010. October was a particularly strong month for this region, as export value soared to more than \$25 million. November saw a modest slowdown, but export value was still just under \$23 million.

As powerful as export growth has been to Hong Kong, the U.S. industry is still held back by a 30-month cattle limit and a limited range of products that includes only

boneless muscle cuts. Bone-in short ribs and prime rib are just two examples of U.S. products that would likely perform well in Hong Kong if access was expanded.

“Beef trade remains a major point of contention between the governments of the United States and China, with discussions scheduled to continue in early 2012. USMEF estimates that upon reopening, beef exports to China could reach \$200 million in the first year with tremendous potential for future growth.

First Quarter Activity Highlight

Hong Kong Chef Team Visit Bolsters Interest in U.S. Beef

In November, USMEF hosted 12 chefs from the Hong Kong/China region in Texas and New York. The tour provided an up-close look at a wide range of successful beef merchandising strategies at the foodservice and retail levels, including visits to upscale supermarkets, Texas barbecue establishments, high-end steakhouses and casual restaurants and delicatessens.



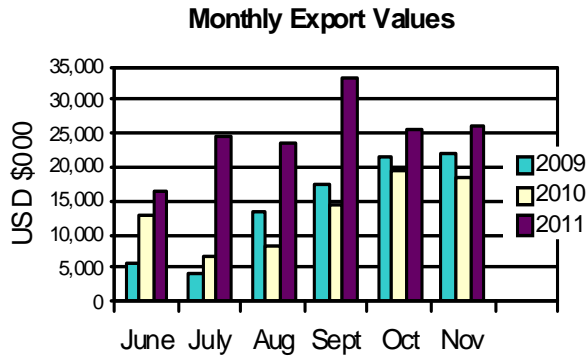
The Hong Kong chef team visits the corporate kitchen of Yum Brands

The team included executive chefs from major foodservice venues such as Zhongshan Venice Restaurant, Shenzhen Super Steak, Changchun Z-Space Steakhouse and Fujian Honor Hotel Group. Following the U.S. tour, several of these establishments announced plans to expand their selection of U.S. beef menu items.

Fall Months Bring Strong Growth in ASEAN Region

Market Developments

Through November, U.S. beef/bvm CY 2011 exports to the ASEAN region were up 15 percent in volume (72,234 mt) and 21 percent in value (\$248.7 million) compared to the same period in 2010. Exports to Vietnam - traditionally the ASEAN's largest market for U.S. beef – began 2011 very slowly but recovered to post gains of 3 percent in volume (39,833 mt) and 18 percent in value (\$170.4 million).



The Philippines solidified its position as the region's No. 2 value market, with exports through November increasing 15 percent in volume to 11,980 mt and jumping 29 percent in value to \$35.9 million. Muscle cut export growth to the Philippines has been especially impressive, increasing 52 percent in volume (6,550 mt) and 47 percent in value (\$28.8 million).

Indonesia is the second-largest volume market in the ASEAN region at 17,589 mt and ranks third in value at \$27.7 million. These totals were up 48 percent and 22 percent, respectively, over the same period in 2010. Indonesia is by far the largest market in the region for beef variety meat, posting totals of 12,431 mt (up 48 percent) valued at \$11.2 million (up 12 percent).

Indonesia is the second-largest volume market in the ASEAN region at 17,589 mt and ranks third in value at \$27.7 million. These totals were up 48 percent and 22 percent, respectively, over the same period in 2010. Indonesia is by far the largest market in the region for beef variety meat, posting totals of 12,431 mt (up 48 percent) valued at \$11.2 million (up 12 percent).

First Quarter Activity Highlight

USMEF Hosts Meat Processors from the Philippines

In November, USMEF hosted a team of 15 members of the Philippine Association of Meat Processors, including top personnel from 10 of the country's major meat-processing companies. Plant visits provided the team with an up-close view of U.S. slaughter and fabrication facilities, while retail visits offered an overview of a wide variety of beef packaging and merchandising techniques.

Fleming's Prime Steakhouse in Des Moines, Iowa, was the venue for a "Meet the Buyers" session in which the team of processors met with suppliers from 12 U.S. companies. All parties praised the event as an efficient and effective method of making productive business contacts.



Meat processors from the Philippines meet with U.S. suppliers in Des Moines

Duty-free Access in Europe Continues to Pay Dividends for U.S. Beef

Market Developments

Through November, USDA data for U.S. beef/bvm exports to the European Union indicate growth of 28 percent in volume (29,783 mt) and 58 percent in value (\$220.1 million) over the first 11 months of 2010. However, EU import data and import license applications under the EU's zero-duty quota for high-quality beef are considered more meaningful measurements of export activity in this unique market. The quota, which came into force in August 2009, allows for 20,000 mt of high-quality beef at an in-quota tariff of zero.

Exports under the duty-free quota are not exclusive to the United States but must meet this product definition: beef from cattle less than 30 months of age; on feed for at least 100 days with minimum energy and intake requirements; and carcasses must be quality graded. In addition to beef from the United States, the quota is open for imports from Australia, Canada, New Zealand and Uruguay. For the current quota year (which began July 1, 2011), import license applications have exceeded the monthly available volume (1,667 metric tons) in every month. The majority of licenses are still being used to import U.S. beef. USMEF estimates that in the current quota year, about 7,800 mt of U.S. beef has been imported under the duty-free quota while Australia, the second-largest user of the quota, has provided about 2,100 mt.

January-October import data show EU chilled/frozen beef imports from all suppliers were down 9 percent to 154,217 mt in 2011, but imports from the United States were up 42 percent to 13,257 mt. U.S. market share increased from 5.5 percent in the first 10 months of 2010 to 8.6 percent in 2011. For chilled beef only, U.S. market share increased to 14.56 percent of EU imports (up from 8.9 percent). The United States is now the third-largest supplier of chilled beef to the EU, trailing only Argentina and Brazil.

"U.S. beef was present throughout 2011 in more than 150 retail outlets across four major retail chains in Italy and is widely available at retail in Sweden," said USMEF Regional Director John Brook. "In the hotel, restaurant and institutional (HRI) sector, U.S. beef is present in almost all 27 EU member states."

The process for expanding the duty-free quota from 20,000 mt to 48,200 mt is well underway. The EU Parliament is scheduled to vote on the proposed expansion as early as March 2012. Indications are that this vote should pass smoothly, and the expansion of the quota could be confirmed and effective by August 1. This increase in market access should remove the problems and extra costs incurred in recent months due to over-application for import licenses.

On a cautionary note, however, the past few months have seen a significant increase in the nervousness of the EU financial markets. The current economic uncertainties have impacted the high-end of the food market. Coupled with a weak euro, this situation has unfortunately pushed beef import business firmly into the red. Companies are endeavoring to cut back on their volumes in an attempt to reduce their losses, but the next few months are expected to be difficult.

First Quarter Activity Highlight

U.S. Beef Demonstration Held in Helsinki

With a goal of improving U.S. beef's penetration in Finland and boosting its popularity with local consumers, USMEF hosted a November beef cutting and cooking demonstration in Helsinki. The event targeted professional chefs from selected restaurant chains in the Helsinki area.

Following an educational presentation, Dutch chef Edgar Buhrs demonstrated preparation techniques for a wide variety of forequarter and hindquarter beef cuts. These included top blade, flat iron, flank steak, mock tender, eye round, tri tip and ribeye. The chefs were extremely impressed by the tenderness and juiciness of the secondary cuts, noting that these items offer a great tasting experience at a very affordable price.

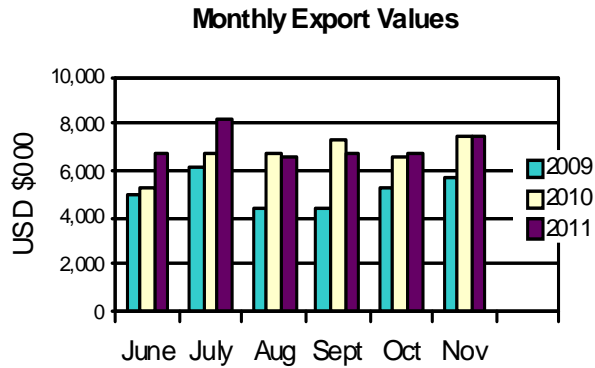


Chef Edgar Buhrs conducts a U.S. beef demonstration for chefs in Helsinki

Variety Meat Surge Drives Export Growth to the Caribbean

Market Developments

Through November, U.S. beef/bvm exports to the Caribbean region (excluding the Dominican Republic) in CY 2011 were 23,666 mt valued at \$104.4 million — increases of 8 percent in volume and 15 percent in value over the same period in 2010. Jamaica is the region's leading volume destination, with its year-to-date volume total (6,697 mt) running 13 percent higher than the 2010 pace and value (\$15.4 million) increasing 14 percent. The Bahamas is the region's pacesetter in terms of value (\$18.4 million) — a 3 percent increase over 2010. Export volume to the Bahamas is up 5 percent to 4,017 mt.



These increases have been mostly driven by variety meat export growth, which has been very strong in the Caribbean region in CY 2011. Through November, variety meat exports increased 24 percent in volume (7,379 mt) and 36 percent in value (\$10.2 million) over the 2010 pace. In addition to Jamaica and the Bahamas, Trinidad and Tobago has also become a strong destination for U.S. beef variety meat exports.

First Quarter Activity Highlight

Caribbean Buyers Receive Cut Shop Training

USMEF recently held cut shop training for a team of meat buyers from the Caribbean. The training sessions were conducted at Texas A&M University with the primary goal of familiarizing these key buyers with the U.S. “gate to plate” system of managing beef quality. The buyers were provided a hands-on course covering all aspects of primal cut fabrication according to U.S. specifications, as outlined by National Association of Meat Purveyors (NAMP) Meat Buyer’s Guide for foodservice professionals.



The Caribbean cut shop team visits Kleberg Animal & Food Sciences Center at Texas A&M University

“The idea for this team evolved when we noticed that the importers on some of the more progressive Caribbean islands such as Bermuda, the Caymans, Curaçao and Jamaica, in an effort to differentiate themselves, have started to do their own meat cutting,” said Elizabeth Wunderlich, USMEF Caribbean

representative. “Proper cut shop training helps these importers provide a better product and in turn enhances their relationship with USMEF and the image of U.S. meat in the region.”

Wunderlich said the desire for in-house cutting is sometimes related to import duties, which are often much lower when fabrication takes place on the island compared to importing a finished product. But she emphasized that many importers are also turning to in-house cutting because it provides for enhanced quality control and allows them to better meet their individual customer’s needs.

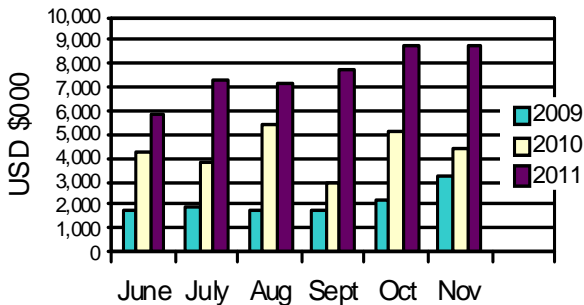
“For many of the importers it’s really a matter of differentiating their business from that of another importer, so they’ve taken an interest in having their own cut shop,” she explained. “A good example of that is an importer we work with in Grand Cayman that has started producing its own specialty cuts – which tend to be a lot of the same cuts we promote in our U.S. beef seminars.”

Chile, Peru, Guatemala Lead Record Performance in Central/South America

Market Developments

Through November, U.S. beef/bvm exports to the Central/South America region were record-large at 23,340 mt valued at \$75 million – a 50 percent increase in volume and a 76 percent increase in value compared to the same period in 2010.

Monthly Export Values



Peru, a reliable purchaser of beef livers and other variety meat, is the region’s leading market with a total of 10,265 mt valued at \$18.4 million. Export volume to Peru has increased 77 percent over 2010, while export value is up 84 percent.

Chile, however, has been the region’s fastest growing market for U.S. beef. Beef/bvm exports to Chile have surged 146 percent in volume to 3,396 mt and more than tripled in value to \$18.1 million. This remarkable performance allowed Chile to overtake Guatemala as the region’s No. 2 volume market. When December totals are available, it may also surpass Peru as the leading value market.

Guatemala is the region’s third-largest market in terms of both volume (3,151 mt, up 31 percent) and value (\$14.3 million, up 57 percent).

Future U.S. beef exports to the Central/South America received a significant boost in October with passage of free trade agreements with Panama and Colombia. In Panama, the FTA grants duty-free access for high-quality (Choice and Prime) beef cuts. For all other muscle cuts, current duties of 30 percent are phased to zero over the next 15 years. For beef variety meats, duties of 15 percent fall to zero immediately for some items, while others are phased to zero over five years. In Colombia, duty-free access is granted for an unlimited volume of Choice and Prime cuts while separate, duty-free tariff rate quotas are established for standard beef and beef offal. For over-quota volumes, duties drop immediately from 80 percent to 50 percent and will be phased out completely over the next 10 years. The combined tariff reductions achieved in these agreements are expected to generate about \$35 million in additional U.S. beef/bvm exports over the next five years.

First Quarter Activity Highlight

Beef Promotion Boosts Sales at El Salvador’s Leading Supermarket Chain

USMEF recently conducted a retail beef promotion with Super Selectos, the largest supermarket chain in the Central American nation of El Salvador, in cooperation with meat distributor Alimentos Campeón. The promotion was supported by the Beef Checkoff Program and the USDA Market Access Program (MAP).

El Salvador is the most densely populated country in Central America, with a population of about 6 million. Four of Central America’s 12 largest cities (San Salvador, Soyapango, Santa Ana and San Miguel) are located in El Salvador. Consumers there are most familiar with domestic beef or beef imported from Nicaragua. In either case, the beef is from grass-fed cattle and severely lacking in tenderness.

The objective of the promotion was to better acquaint Super Selectos customers with grain-fed beef and educate them on the superior quality and enjoyment offered by U.S. products. Beef cuts featured in the promotion included inside and outside skirt, ribeye, striploin, knuckle, short rib, top blade and coulotte.



A customer samples U.S. beef in El Salvador

Super Selectos customers responded to the promotion in tremendous fashion. The promotion spanned the entire fourth quarter of CY 2011, during which time the average monthly sales of these beef cuts jumped nearly 750 percent over the monthly average from January through September (nearly a 10,000 pound monthly average, compared to about 1,200 pounds pre-promotion).

“Our wholesale and retail partners in this promotion were very pleased with the results,” said USMEF Director of Trade Development Gerardo Rodriguez. “Consumers who sampled U.S. beef during the promotion had a great appreciation for the quality of the product, and this showed up in a big way at the cash register.”

Through November, U.S. beef exports to El Salvador increased 2 percent in volume to 116 metric tons over the same period in 2010, but jumped 16 percent in value to \$939,200. These figures include variety meat, but most U.S. beef exports to El Salvador are muscle cuts.

Leading Markets for U.S. Beef Exports

January - December 2010

Country/Region	Year-To-Date Quantity (Metric Tons)			Year-To-Date Value (US \$000)			December Quantity (Metric Tons)		December Value (US \$000)	
	1/09 - 12/09	1/10 - 12/10	% Change	1/09 - 12/09	1/10 - 12/10	% Change	2009	2010	2009	2010
Mexico	180,783	159,948	-12%	\$666,186	\$645,962	-3%	16,183	15,213	\$58,654	\$64,550
Canada	130,294	139,744	7%	\$620,715	\$712,083	15%	9,599	14,537	\$46,922	\$74,210
Japan	81,346	105,348	30%	\$411,672	\$546,351	33%	4,804	7,662	\$24,105	\$41,512
Korea, Republic of	52,438	101,816	94%	\$208,045	\$494,683	138%	7,085	9,825	\$28,573	\$45,582
ASEAN	55,470	52,254	-6%	\$183,597	\$206,394	12%	5,271	6,127	\$16,762	\$25,345
Vietnam	49,914	41,049	-18%	\$158,063	\$157,865	0%	4,780	4,635	\$14,619	\$19,427
Philippines	3,995	4,564	14%	\$16,933	\$20,589	22%	358	242	\$1,509	\$1,020
Indonesia	664	3,985	500%	\$2,517	\$14,228	465%	58	517	\$187	\$1,455
Middle East	24,417	45,768	87%	\$73,996	\$157,963	113%	2,642	5,115	\$7,216	\$19,273
Egypt	14,277	28,675	101%	\$23,454	\$78,457	235%	1,862	3,397	\$2,912	\$11,539
United Arab Emirates	4,050	6,231	54%	\$19,269	\$27,583	43%	237	546	\$1,242	\$2,435
Saudi Arabia	2,079	4,032	94%	\$10,474	\$20,623	97%	129	388	\$738	\$1,448
Taiwan	26,843	38,681	44%	\$140,077	\$215,061	54%	3,030	3,753	\$15,907	\$23,549
Hong Kong/China	22,945	38,555	68%	\$82,711	\$155,692	88%	2,553	5,914	\$10,154	\$26,833
Hong Kong	22,834	38,268	68%	\$82,254	\$154,666	88%	2,553	5,914	\$10,154	\$26,833
China	111	287	159%	\$456	\$1,025	125%	0	0	\$0	\$0
Russia	4,418	26,513	500%	\$15,799	\$105,987	571%	164	456	\$650	\$1,897
European Union	13,365	21,016	57%	\$86,303	\$141,881	64%	1,402	1,366	\$8,823	\$11,774
Netherlands	7,784	11,620	49%	\$50,848	\$77,642	53%	711	849	\$4,632	\$6,957
Italy	1,310	4,161	218%	\$7,596	\$31,342	313%	147	368	\$796	\$3,758
Germany	935	2,334	150%	\$5,918	\$13,319	125%	131	38	\$904	\$234
Caribbean	15,375	18,062	17%	\$74,762	\$94,626	27%	1,685	2,084	\$7,562	\$11,295
Bahamas, The	3,232	3,992	24%	\$14,944	\$19,438	30%	312	423	\$1,490	\$2,167
Dominican Republic	3,414	3,816	12%	\$16,732	\$22,211	33%	472	488	\$1,758	\$2,928
Netherlands Antilles	1,850	2,232	21%	\$9,825	\$12,347	26%	215	289	\$1,085	\$1,605
Central and South America	3,582	7,056	97%	\$16,714	\$33,265	99%	380	721	\$1,831	\$3,740
Chile	468	1,490	218%	\$1,927	\$6,126	218%	19	124	\$109	\$612
Guatemala	1,221	1,411	16%	\$6,149	\$7,766	26%	86	90	\$441	\$488
Brazil	16	1,181	7281%	\$48	\$5,456	11267%	0	69	\$0	\$331
Oceania	1,223	992	-19%	\$3,305	\$2,519	-24%	39	108	\$155	\$330
Australia	1,166	953	-18%	\$2,931	\$2,421	-17%	39	108	\$151	\$326
New Zealand	57	39	-32%	\$373	\$98	-74%	0	0	\$4	\$5
Eastern Europe	541	159	-71%	\$1,611	\$829	-49%	27	95	\$84	\$613
Bulgaria	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Romania	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Yugoslavia	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
WORLD TOTAL	614,805	759,325	24%	\$2,599,820	\$3,538,359	36%	55,043	73,443	\$228,799	\$353,695

Statistics Provided By USDA and Compiled by USMEF

(15)

Leading Markets for U.S. Beef Variety Meat Exports

January - December 2010

Country/Region	Year-To-Date Quantity (Metric Tons)			Year-To-Date Value (US \$000)			December Quantity (Metric Tons)		December Value (US \$000)	
	1/09 - 12/09	1/10 - 12/10	% Change	1/09 - 12/09	1/10 - 12/10	% Change	2009	2010	2009	2010
Middle East	74,548	88,742	19%	\$73,962	\$103,222	40%	6,285	9,697	\$6,685	\$11,704
Egypt	71,166	85,055	20%	\$70,932	\$99,696	41%	6,003	9,096	\$6,375	\$11,122
Saudi Arabia	2,464	2,192	-11%	\$1,982	\$1,861	-6%	161	309	\$113	\$237
Bahrain	389	370	-5%	\$312	\$367	18%	72	78	\$75	\$82
Mexico	110,921	87,666	-21%	\$243,647	\$173,146	-29%	8,294	8,255	\$13,782	\$19,067
Russia	24,646	30,940	26%	\$24,407	\$46,371	90%	2,025	2,010	\$1,836	\$3,139
Japan	10,121	19,213	90%	\$58,344	\$93,130	60%	510	1,721	\$3,289	\$8,197
ASEAN	11,702	18,171	55%	\$18,399	\$25,887	41%	1,603	1,250	\$1,966	\$1,230
Indonesia	3,664	9,288	153%	\$3,342	\$10,926	227%	859	891	\$743	\$912
Philippines	4,012	6,380	59%	\$4,621	\$8,597	86%	275	301	\$272	\$276
Vietnam	3,760	2,349	-38%	\$10,032	\$6,163	-39%	469	0	\$951	\$0
Canada	12,750	13,433	5%	\$16,288	\$21,334	31%	867	1,444	\$1,228	\$2,870
Korea, Republic of	3,097	10,943	253%	\$7,629	\$23,217	204%	510	1,682	\$904	\$3,582
Central and South America	7,566	9,874	31%	\$8,691	\$13,989	61%	722	682	\$849	\$977
Peru	4,307	5,558	29%	\$4,591	\$7,975	74%	492	332	\$580	\$475
Guatemala	857	1,162	36%	\$1,285	\$1,993	55%	96	76	\$130	\$176
Colombia	225	1,128	401%	\$238	\$1,167	390%	24	163	\$22	\$152
Caribbean	4,649	6,626	43%	\$5,549	\$8,561	54%	400	679	\$609	\$1,051
Jamaica & Dep	3,049	4,416	45%	\$3,121	\$4,946	58%	289	448	\$385	\$601
Trinidad and Tobago	277	407	47%	\$310	\$562	81%	70	0	\$87	\$0
Bahamas, The	359	395	10%	\$717	\$838	17%	13	134	\$31	\$271
European Union	4,447	3,865	-13%	\$6,029	\$10,320	71%	134	250	\$390	\$795
Netherlands	988	2,773	181%	\$2,439	\$7,741	217%	67	119	\$322	\$431
Germany	131	817	524%	\$335	\$2,044	510%	0	127	\$0	\$361
United Kingdom	753	135	-82%	\$726	\$150	-79%	48	0	\$40	\$0
Hong Kong/China	1,392	1,829	31%	\$2,767	\$3,671	33%	40	172	\$60	\$290
Hong Kong	1,227	1,781	45%	\$2,308	\$3,552	54%	40	172	\$60	\$290
China	165	48	-71%	\$460	\$119	-74%	0	0	\$0	\$0
Taiwan	414	313	-24%	\$1,096	\$1,203	10%	11	13	\$53	\$63
Eastern Europe	126	28	-78%	\$186	\$23	-88%	50	0	\$122	\$0
Bulgaria	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Romania	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Yugoslavia	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Oceania	10	9	-10%	\$14	\$22	57%	0	0	\$0	\$0
Australia	4	9	125%	\$4	\$22	450%	0	0	\$0	\$0
New Zealand	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
WORLD TOTAL	282,571	307,954	9%	\$481,693	\$540,537	12%	22,555	29,467	\$32,772	\$54,787

Statistics Provided By USDA and Compiled by USMEF (15)

Leading Markets for U.S. Beef Plus Beef Variety Meat Exports

January - December 2010

Country/Region	Year-To-Date Quantity (Metric Tons)			Year-To-Date Value (US \$000)			December Quantity (Metric Tons)		December Value (US \$000)	
	1/09 - 12/09	1/10 - 12/10	% Change	1/09 - 12/09	1/10 - 12/10	% Change	2009	2010	2009	2010
Mexico	291,704	247,614	-15%	\$909,833	\$819,107	-10%	24,477	23,468	\$72,436	\$83,616
Canada	143,044	153,177	7%	\$637,003	\$733,417	15%	10,466	15,981	\$48,151	\$77,080
Middle East	98,965	134,510	36%	\$147,958	\$261,184	77%	8,927	14,812	\$13,901	\$30,976
Egypt	85,443	113,730	33%	\$94,386	\$178,153	89%	7,865	12,493	\$9,286	\$22,661
United Arab Emirates	4,150	6,377	54%	\$19,448	\$27,769	43%	286	546	\$1,364	\$2,435
Saudi Arabia	4,543	6,224	37%	\$12,456	\$22,484	81%	290	697	\$850	\$1,685
Japan	91,467	124,561	36%	\$470,016	\$639,482	36%	5,314	9,383	\$27,394	\$49,709
Korea, Republic of	55,535	112,759	103%	\$215,674	\$517,900	140%	7,595	11,507	\$29,477	\$49,164
ASEAN	67,172	70,425	5%	\$201,996	\$232,280	15%	6,874	7,377	\$18,728	\$26,575
Vietnam	53,674	43,398	-19%	\$168,095	\$164,028	-2%	5,249	4,635	\$15,570	\$19,427
Indonesia	4,328	13,273	207%	\$5,859	\$25,154	329%	917	1,408	\$930	\$2,367
Philippines	8,007	10,944	37%	\$21,554	\$29,186	35%	633	543	\$1,781	\$1,296
Russia	29,064	57,453	98%	\$40,206	\$152,359	279%	2,189	2,466	\$2,487	\$5,036
Hong Kong/China	24,337	40,384	66%	\$85,478	\$159,363	86%	2,593	6,086	\$10,214	\$27,123
Hong Kong	24,061	40,049	66%	\$84,562	\$158,218	87%	2,593	6,086	\$10,214	\$27,123
China	276	335	21%	\$916	\$1,145	25%	0	0	\$0	\$0
Taiwan	27,257	38,994	43%	\$141,173	\$216,264	53%	3,041	3,766	\$15,960	\$23,613
European Union	17,812	24,881	40%	\$92,332	\$152,201	65%	1,536	1,616	\$9,212	\$12,570
Netherlands	8,772	14,393	64%	\$53,287	\$85,383	60%	778	968	\$4,954	\$7,388
Italy	1,348	4,223	213%	\$7,749	\$31,514	307%	147	372	\$796	\$3,761
Germany	1,066	3,151	196%	\$6,253	\$15,363	146%	131	165	\$904	\$595
Caribbean	20,024	24,688	23%	\$80,311	\$103,187	28%	2,085	2,763	\$8,171	\$12,346
Jamaica & Dep	4,820	6,549	36%	\$10,466	\$14,929	43%	375	630	\$828	\$1,374
Bahamas, The	3,591	4,387	22%	\$15,661	\$20,275	29%	325	557	\$1,521	\$2,439
Dominican Republic	3,474	3,995	15%	\$16,797	\$22,575	34%	476	534	\$1,767	\$2,995
Central and South America	11,148	16,930	52%	\$25,405	\$47,254	86%	1,102	1,403	\$2,680	\$4,716
Peru	4,659	6,267	35%	\$6,443	\$11,182	74%	512	479	\$737	\$1,183
Guatemala	2,078	2,573	24%	\$7,434	\$9,759	31%	182	166	\$571	\$664
Chile	473	1,556	229%	\$1,935	\$6,247	223%	19	174	\$109	\$693
Oceania	1,233	1,001	-19%	\$3,318	\$2,542	-23%	39	108	\$155	\$330
Australia	1,170	962	-18%	\$2,935	\$2,444	-17%	39	108	\$151	\$326
New Zealand	63	39	-38%	\$383	\$98	-74%	0	0	\$4	\$5
Eastern Europe	667	187	-72%	\$1,798	\$852	-53%	77	95	\$206	\$613
WORLD TOTAL	897,376	1,067,279	19%	\$3,081,513	\$4,078,897	32%	77,598	102,910	\$261,572	\$408,482

Statistics Provided By USDA and Compiled by USMEF

(15)



Leading Markets for U.S. Beef Exports

January - November 2011

Country/Region	Year-To-Date Quantity (Metric Tons)			Year-To-Date Value (US \$000)			November Quantity (Metric Tons)		November Value (US \$000)	
	1/10 - 11/10	1/11 - 11/11	% Change	1/10 - 11/10	1/11 - 11/11	% Change	2010	2011	2010	2011
Canada	125,207	160,579	28%	\$637,873	\$915,024	43%	12,741	13,528	\$65,659	\$76,276
Mexico	144,735	144,513	0%	\$581,412	\$703,805	21%	15,033	12,892	\$63,592	\$65,260
Japan	97,686	129,552	33%	\$504,839	\$703,912	39%	10,028	12,643	\$52,115	\$74,464
Korea, Republic of	91,991	123,456	34%	\$449,101	\$585,321	30%	9,794	8,292	\$44,666	\$40,566
ASEAN	46,127	54,098	17%	\$181,049	\$229,970	27%	3,936	5,035	\$16,130	\$22,706
Vietnam	36,414	39,566	9%	\$138,438	\$170,085	23%	2,627	3,473	\$10,920	\$15,535
Philippines	4,322	6,550	52%	\$19,569	\$28,756	47%	395	376	\$1,673	\$2,201
Indonesia	3,468	5,158	49%	\$12,774	\$16,472	29%	434	958	\$1,288	\$3,465
Middle East	40,653	51,507	27%	\$138,690	\$186,856	35%	4,483	5,239	\$17,425	\$19,026
Egypt	25,278	30,093	19%	\$66,918	\$83,033	24%	3,067	3,525	\$10,838	\$10,461
United Arab Emirates	5,685	7,405	30%	\$25,148	\$35,800	42%	771	766	\$3,390	\$3,935
Saudi Arabia	3,644	4,564	25%	\$19,175	\$26,336	37%	176	369	\$858	\$1,986
Russia	26,057	46,982	80%	\$104,091	\$210,031	102%	2,404	3,734	\$8,799	\$18,123
Hong Kong/China	32,641	43,675	34%	\$128,859	\$205,823	60%	5,203	3,817	\$22,344	\$21,135
Hong Kong	32,354	42,608	32%	\$127,834	\$204,990	60%	5,203	3,793	\$22,344	\$21,103
China	287	1,067	272%	\$1,025	\$833	-19%	0	24	\$0	\$33
Taiwan	34,928	31,511	-10%	\$191,512	\$176,831	-8%	3,605	2,781	\$19,771	\$17,340
European Union	19,650	25,500	30%	\$130,106	\$209,080	61%	1,637	2,541	\$12,251	\$19,515
Netherlands	10,771	13,559	26%	\$70,685	\$111,579	58%	905	1,557	\$6,291	\$10,142
Italy	3,793	5,758	52%	\$27,583	\$55,873	103%	384	566	\$3,779	\$6,225
Germany	2,296	3,883	69%	\$13,086	\$21,939	68%	204	234	\$1,100	\$1,681
Caribbean	15,978	16,287	2%	\$83,330	\$94,173	13%	1,620	1,425	\$7,976	\$8,617
Dominican Republic	3,328	3,486	5%	\$19,283	\$23,831	24%	212	272	\$1,139	\$2,062
Bahamas, The	3,569	3,398	-5%	\$17,270	\$17,327	0%	327	334	\$1,420	\$1,835
Jamaica & Dep	1,951	1,947	0%	\$9,210	\$9,889	7%	267	78	\$1,157	\$323
Central and South America	6,335	10,673	68%	\$29,526	\$56,358	91%	655	1,198	\$3,413	\$7,231
Chile	1,366	3,189	133%	\$5,515	\$17,710	221%	204	584	\$1,051	\$3,251
Guatemala	1,321	2,448	85%	\$7,278	\$12,754	75%	125	238	\$732	\$1,409
Colombia	225	1,064	373%	\$695	\$3,391	388%	91	1	\$222	\$15
Oceania	884	2,070	134%	\$2,189	\$6,893	215%	34	156	\$88	\$636
New Zealand	39	1,063	2626%	\$93	\$3,719	3899%	2	88	\$12	\$365
Australia	845	1,007	19%	\$2,096	\$3,175	51%	32	68	\$76	\$271
Eastern Europe	64	213	233%	\$216	\$1,571	627%	0	12	\$0	\$110
Romania	0	1	0%	\$0	\$13	0%	0	0	\$0	\$0
Bulgaria	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Yugoslavia	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
WORLD TOTAL	685,882	846,244	23%	\$3,184,664	\$4,324,905	36%	71,420	73,982	\$336,357	\$395,783

Statistics Provided By USDA and Compiled by USMEF

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Leading Markets for U.S. Beef Variety Meat Exports

January - November 2011

Country/Region	Year-To-Date Quantity (Metric Tons)			Year-To-Date Value (US \$000)			November Quantity (Metric Tons)		November Value (US \$000)	
	1/10 - 11/10	1/11 - 11/11	% Change	1/10 - 11/10	1/11 - 11/11	% Change	2010	2011	2010	2011
Middle East	79,045	107,627	36%	\$91,518	\$131,122	43%	10,483	8,438	\$12,918	\$11,262
Egypt	75,959	104,683	38%	\$88,575	\$127,549	44%	9,916	8,313	\$12,301	\$11,029
Saudi Arabia	1,883	1,289	-32%	\$1,623	\$1,623	0%	202	50	\$198	\$117
Jordan	8	571	7038%	\$12	\$594	4850%	0	0	\$0	\$0
Mexico	79,411	90,375	14%	\$154,079	\$198,985	29%	7,764	8,992	\$16,045	\$19,320
Russia	28,930	22,149	-23%	\$43,232	\$33,544	-22%	2,817	1,428	\$4,202	\$3,146
Japan	17,492	18,630	7%	\$84,934	\$108,206	27%	2,093	1,669	\$9,141	\$10,796
ASEAN	16,921	18,136	7%	\$24,657	\$18,725	-24%	1,791	2,990	\$2,198	\$3,471
Indonesia	8,397	12,431	48%	\$10,013	\$11,244	12%	1,338	2,601	\$1,584	\$2,893
Philippines	6,079	5,430	-11%	\$8,321	\$7,098	-15%	423	339	\$549	\$516
Vietnam	2,349	267	-89%	\$6,163	\$361	-94%	25	49	\$46	\$50
Korea, Republic of	9,261	16,207	75%	\$19,635	\$33,025	68%	818	1,561	\$1,789	\$2,905
Canada	11,989	13,543	13%	\$18,464	\$25,466	38%	906	1,198	\$1,692	\$2,309
Central and South America	9,192	12,667	38%	\$13,013	\$18,635	43%	678	744	\$1,005	\$1,493
Peru	5,226	9,417	80%	\$7,500	\$12,934	72%	350	481	\$518	\$925
Ecuador	1,124	1,161	3%	\$1,391	\$1,701	22%	52	70	\$69	\$122
Guatemala	1,086	703	-35%	\$1,817	\$1,526	-16%	190	154	\$316	\$358
Caribbean	5,947	7,379	24%	\$7,511	\$10,231	36%	564	631	\$678	\$1,005
Jamaica & Dep	3,968	4,750	20%	\$4,345	\$5,528	27%	504	388	\$488	\$506
Bahamas, The	261	619	137%	\$566	\$1,103	95%	20	17	\$55	\$25
Trinidad and Tobago	407	520	28%	\$562	\$759	35%	1	13	\$4	\$32
Hong Kong/China	1,657	4,558	175%	\$3,381	\$12,857	280%	360	708	\$712	\$1,835
Hong Kong	1,609	4,558	183%	\$3,262	\$12,857	294%	360	708	\$712	\$1,835
China	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
European Union	3,615	4,283	18%	\$9,525	\$11,109	17%	526	399	\$1,343	\$956
Germany	690	1,520	120%	\$1,683	\$4,109	144%	26	143	\$113	\$356
Netherlands	2,654	1,370	-48%	\$7,310	\$3,527	-52%	463	246	\$1,104	\$594
United Kingdom	135	1,011	649%	\$150	\$3,033	1922%	19	0	\$43	\$0
Oceania	9	200	2122%	\$22	\$312	1318%	0	16	\$0	\$9
Australia	9	200	2122%	\$22	\$312	1318%	0	16	\$0	\$9
New Zealand	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Taiwan	300	160	-47%	\$1,139	\$390	-66%	101	1	\$487	\$12
Eastern Europe	28	61	118%	\$23	\$100	335%	0	0	\$0	\$0
Bulgaria	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Romania	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
Yugoslavia	0	0	0%	\$0	\$0	0%	0	0	\$0	\$0
WORLD TOTAL	278,487	332,324	19%	\$485,750	\$619,594	28%	29,903	31,286	\$53,190	\$60,464

Statistics Provided By USDA and Compiled by USMEF

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Leading Markets for U.S. Beef Plus Beef Variety Meat Exports

January - November 2011

Country/Region	Year-To-Date Quantity (Metric Tons)			Year-To-Date Value (US \$000)			November Quantity (Metric Tons)		November Value (US \$000)	
	1/10 - 11/10	1/11 - 11/11	% Change	1/10 - 11/10	1/11 - 11/11	% Change	2010	2011	2010	2011
Mexico	224,146	234,888	5%	\$735,491	\$902,791	23%	22,797	21,884	\$79,638	\$84,580
Canada	137,196	174,122	27%	\$656,337	\$940,490	43%	13,647	14,726	\$67,351	\$78,585
Middle East	119,698	159,134	33%	\$230,208	\$317,978	38%	14,966	13,677	\$30,343	\$30,287
Egypt	101,237	134,776	33%	\$155,492	\$210,582	35%	12,983	11,838	\$23,140	\$21,491
United Arab Emirates	5,831	7,415	27%	\$25,334	\$35,810	41%	771	766	\$3,390	\$3,935
Saudi Arabia	5,527	5,853	6%	\$20,799	\$27,959	34%	378	419	\$1,056	\$2,103
Japan	115,178	148,182	29%	\$589,773	\$812,118	38%	12,121	14,312	\$61,255	\$85,260
Korea, Republic of	101,252	139,663	38%	\$468,736	\$618,346	32%	10,612	9,853	\$46,456	\$43,471
ASEAN	63,048	72,234	15%	\$205,705	\$248,695	21%	5,727	8,025	\$18,328	\$26,176
Vietnam	38,763	39,833	3%	\$144,601	\$170,445	18%	2,652	3,522	\$10,965	\$15,585
Indonesia	11,865	17,589	48%	\$22,787	\$27,716	22%	1,772	3,559	\$2,872	\$6,357
Philippines	10,401	11,980	15%	\$27,890	\$35,854	29%	818	715	\$2,223	\$2,717
Russia	54,987	69,131	26%	\$147,323	\$243,575	65%	5,221	5,162	\$13,000	\$21,269
Hong Kong/China	34,298	48,233	41%	\$132,240	\$218,680	65%	5,563	4,525	\$23,055	\$22,970
Hong Kong	33,963	47,166	39%	\$131,096	\$217,847	66%	5,563	4,501	\$23,055	\$22,938
China	335	1,067	219%	\$1,145	\$833	-27%	0	24	\$0	\$33
Taiwan	35,228	31,671	-10%	\$192,651	\$177,222	-8%	3,706	2,782	\$20,258	\$17,353
European Union	23,265	29,783	28%	\$139,632	\$220,189	58%	2,163	2,940	\$13,593	\$20,471
Netherlands	13,425	14,929	11%	\$77,995	\$115,106	48%	1,368	1,803	\$7,395	\$10,735
Italy	3,851	5,766	50%	\$27,753	\$55,890	101%	384	570	\$3,779	\$6,228
Germany	2,986	5,403	81%	\$14,768	\$26,048	76%	230	377	\$1,213	\$2,037
Caribbean	21,925	23,666	8%	\$90,841	\$104,404	15%	2,184	2,056	\$8,654	\$9,622
Jamaica & Dep	5,919	6,697	13%	\$13,555	\$15,418	14%	771	466	\$1,645	\$829
Bahamas, The	3,830	4,017	5%	\$17,837	\$18,430	3%	347	351	\$1,475	\$1,860
Dominican Republic	3,461	3,766	9%	\$19,580	\$24,206	24%	216	367	\$1,145	\$2,224
Central and South America	15,527	23,340	50%	\$42,538	\$74,993	76%	1,333	1,942	\$4,418	\$8,724
Peru	5,788	10,265	77%	\$9,999	\$18,403	84%	371	563	\$717	\$1,709
Chile	1,382	3,396	146%	\$5,555	\$18,069	225%	204	584	\$1,051	\$3,251
Guatemala	2,407	3,151	31%	\$9,095	\$14,280	57%	315	392	\$1,049	\$1,767
Oceania	893	2,270	154%	\$2,211	\$7,205	226%	34	172	\$88	\$645
Australia	854	1,207	41%	\$2,118	\$3,486	65%	32	84	\$76	\$280
New Zealand	39	1,063	2626%	\$93	\$3,719	3899%	2	88	\$12	\$365
Eastern Europe	92	274	198%	\$239	\$1,671	599%	0	12	\$0	\$110
Romania	0	1	0%	\$0	\$13	0%	0	0	\$0	\$0
WORLD TOTAL	964,369	1,178,568	22%	\$3,670,414	\$4,944,499	35%	101,323	105,268	\$389,547	\$456,247

Statistics Provided By USDA and Compiled by USMEF

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