



MONDAY LINE

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Ex-FAS administrator Schumacher dies at 77

Former U.S. Undersecretary for Farm, Foreign, and Agricultural Services Gus Schumacher died at the age of 77, according to Wholesome Wave, the non-profit nutrition group he helped establish and run as chairman of the board.



Schumacher served as Administrator of USDA Foreign Agricultural Service (FAS). He also worked as a senior agri-lender for the World Bank, and served as Commissioner of Food and Agriculture for Massachusetts.

USAPEEC president Jim Sumner said, "I'm so sorry to learn of the loss of someone I truly admire. I loved the guy. He always liked to tell about our chicken paw exports. He was probably our best ambassador ever for FAS and MAP/FMD. He'll be sorely missed."

Two of Schumacher's passions were finding ways to provide healthier food to the less fortunate, and supporting farmers' markets.

Wholesome Wave said: "Gus leaves an immeasurable legacy: his vision and work improved the lives of untold numbers of farmers and farms of all sizes, and eaters of all incomes."

The show must go on: USAPEEC, AEB, hold Miami egg, poultry events despite hurricane

The best-laid plans can, indeed, go awry, especially when the weather comes into play. But, that doesn't mean the show can't go on.

That was the response when Hurricane Irma forced cancellation of the 2017 Americas Food & Beverage Show, which was scheduled for Miami last week, soon after the storm ravaged Florida.

Despite the situation, egg buyers from the Caribbean, and poultry buyers from Latin America traveled to Miami to take part in two USAPEEC-hosted reverse trade missions held at a local hotel. The events were to have been held at the Miami Beach Convention Center, but that facility could not be readied in time for the show.

Seven egg buyers from Jamaica, Bermuda, Haiti, Antigua, Barbuda, Trinidad and Tobago, and Dominican Republic attended the first-ever USAPEEC/American Egg Board reverse trade mission, sponsored by AEB. During the three-day session, which included an egg seminar, one-on-one meetings, a reception, dinner, and market tour, buyers met with 10 representatives from six U.S. egg companies including Deb-El Foods, Dolphin Shipping and Trading, Eastern Quality Foods, U.S. Egg Marketers, Commercial Lynks, and Rembrandt Foods.

Thanks to funding from the Ohio Soybean Council, with additional sup-

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Mexico poultry meat imports to rise in 2018, U.S. to dominate again, GAIN forecast says

Mexico's poultry meat imports are forecast to increase in 2018, with the U.S. again expected to be the dominant source of product, according to a Global Agricultural Information Network (GAIN) report from USDA Foreign Agricultural Service (FAS).

Broiler meat imports will rise because domestic production will not be able to meet the growing demand of processors of value-added products, the report states. The revised forecast for imports in 2017 was adjusted downward to relatively flat, however, because of lower import numbers for the January through June period. That could be because of the disadvantageous exchange rate early in the year, the report notes. Imports are expected

to rebound in the second half. Imports continue to provide about 20 percent of total supply.

Top imports are still chicken leg quarters and mechanically deboned meat for value-added products. Nuggets and wings, for example, will be consumed mainly in the hotel and restaurant industry sector, the report notes.

As of June, 91 percent of broiler meat imports by Mexico originated in the U.S. In 2016, that figure was 92 percent.

Brazil continues to gain market share and is "developing steady inroads in frozen poultry products." However, the report says, "It is not likely to be significantly competitive in the Mexican market in the short term, main-

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port from the United Soybean Board, USAPEEC also hosted poultry buyers from retailers in Costa Rica, Dominican Republic, Chile, Guatemala, and Peru

Members looking to export more poultry products to retailers in Central and South America included Bassett and Walker, Butterball, Case Farms, Eastern Quality Foods, Gerber Agri International, Interra International, MetaFoods, and Pilgrim's.

The egg event started with the USAPEEC and AEB "All About U.S. Eggs & Egg Opportunities Seminar," which included presentations by AEB president Anne Alonzo, AEB senior vice-president of market development John Howeth, USAPEEC director of technical services Dr. Shelly McKee, and USAPEEC Latin American consultant Ernesto Baron.

After the seminar, USAPEEC held a panel discussion and question and answer session with the U.S. egg company representatives, covering topics such as biosecurity practices in the egg industry, packaging, shipping, and product varieties. That was followed by one-on-one meetings between the Caribbean and U.S. companies, and a special dinner featuring egg dishes in the local cuisine.

"I was so pleased with the format of the day and what we could accomplish on behalf of the importers and exporters,"

said Rembrandt Foods global sales support leader Ginny Gunderson. "I am excited to start working on the contacts made during the meetings."

The mission concluded with visits to supermarkets including The Fresh Market, Whole Foods, and a local grocery chain, giving the Caribbean participants a glimpse of retail and food service trends.

"I found the events to be educational and well put together," said Gary Knight of Dunkey's of Bermuda. "I have made many useful contacts for our business."

In June, with support from Indiana Corn Marketing Council and AEB, Market Solutions completed a comprehensive research study on the Caribbean market for USAPEEC. The study identified egg and egg product opportunities, which has led to a new focus on market development in the region. USAPEEC and AEB plan to work on building overall egg consumption in the region through future events.

USAPEEC members who attended the reverse trade missions said one benefit of the meetings being held at the hotel was that the site offered a setting away from trade booths, so they did not have to worry about interruptions. Buyers said they liked the format as well.



Egg buyers from seven Caribbean countries met with representatives from six U.S. egg companies at the first-ever USAPEEC/American Egg Board reverse trade mission in Miami, an event that featured an egg seminar, one-on-one meetings, a reception, dinner and market tour. At the same time, USAPEEC hosted poultry buyers from five Central and South American countries in Miami for a reverse trade mission that featured one-on-one meetings with USAPEEC member companies that attended. Above, top left, Ginny Gunderson, global sales support leader at Rembrandt Foods, speaks as part of an export panel at the seminar while Derreck Nassar, CEO, U.S. Egg Marketers, and Joe Gunter, regional sales manager, Deb El Foods, listen. Top, right, poultry buyers and USAPEEC members meet in one-on-ones; bottom left, Scott Singleton of Butterball, in a meeting; bottom right, Caribbean egg buyers pose with AEB and USAPEEC staff.



Duck University at Maple Leaf Farms



USAPEEC Mexico director Jose Luis Cruz, marketing manager Alma Lilia de Leon, nutritionist consultant Liliana Solis, and 14 other participants from the U.S. recently attended Duck University in Leesburg, Ind., sponsored by Maple Leaf Farms, a USAPEEC member and the largest duck producing company in the U.S. The comprehensive two-day course included visits to a contracted Amish family duck farm near Warsaw, Ind., a Maple Leaf Farms feed mill, and processing plants in Milford, Ind. It was the first time that USAPEEC staff attended the world class training program, which was started by Maple Leaf Farms in the 1990s to educate and teach their clients, including brokers, distributors, retailers, chefs and other food service operators about duck farming, feed ingredients, processing, and packaging. USAPEEC staff are grateful for the opportunity to attend the program, and appreciate the assistance and attention provided by co-founder Terry Tucker and his sons, and Eric Essig, vice-president of sales and marketing, Hamza Rouached, international sales, Dan Harper, commercial director, and Cindy Turk, Brian Beam, Michelle Phelps, Erin Sampson, and Jason Hemsoth. USAPEEC representatives also met with Carmen Darland and Jeff Losher, of the Maple Leaf Farms chicken division to discuss marketing opportunities for a line of high value chicken meat products in Mexico. In the photo above, top, from left to right: Eric Essig, Hamza Rouached, Jose Luis Cruz, Alma Lilia de Leon, Terry Tucker, Liliana Solis, Dan Harper. Bottom, Duck University attendees and Maple Leaf Farms staff, about to enter a duck farm.

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ly due to sanitary issues following a meat scandal in early 2017.” Still, Brazil has increased its market share the last three years.

Consumption of broiler meat in Mexico continues to rise, and poultry remains the preferred and most affordable animal protein for the low and mid-income population.

Turkey meat imports are also expected to increase in 2018, as domestic production can’t meet demand, particularly of the processing sector, according to the report. The U.S. dominates the turkey market, providing about 94 percent of imported turkey meat in 2015 and in 2016. Brazil “has recently made inroads in the supply of frozen turkey meat,” however. And, imports from Brazil were up more than 300 percent between January and June of 2017, compared to the

period in 2016.

Chile, a traditional exporter to Mexico, saw a sharp decline during the period. That reflected a return to levels seen before the 2015 outbreak of highly pathogenic avian influenza in the U.S. when Chile “took advantage of the gap in imports.”

The report states that there is “ample opportunity” to increase turkey consumption in Mexico. Whole turkey, particularly, remains a holiday season tradition, but daily consumption is rising due to the popularity of processed products including deli meats such as turkey ham, turkey bacon and sausages. Overall, per capita consumption is still much lower than in countries such as the U.S.

USAPEEC Japan holds consumer recipe contest, draws 285 entries



USAPEEC Japan conducted a Consumer Recipe Contest for U.S. chicken and game hen with Homemade Cooking School, attracting 285 entries. Ten recipes were selected for a final competition, including six recipes for chicken and four for game hen. Judges included Morgan Perkins and Masayuki Otuska from ATO Japan, Kaoru Horiguchi and Toshiko Hirasawa of Homemade Cooking School, and Greg Tyler and Izumi Amano of USAPEEC. The winning dish was a recipe for Simmered Game Hen with Summer Vegetable Molokheiya and Oyster Sauce.