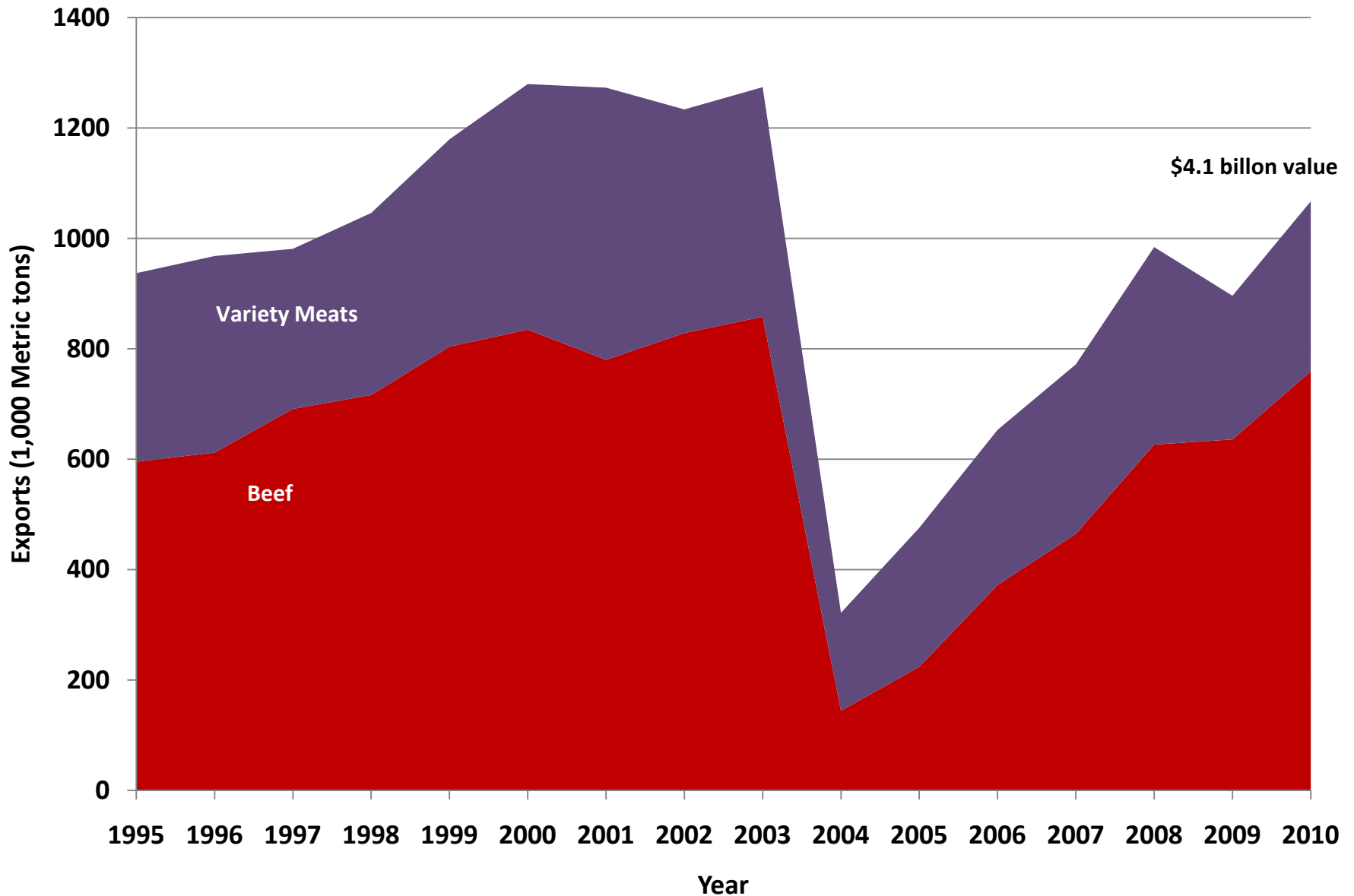
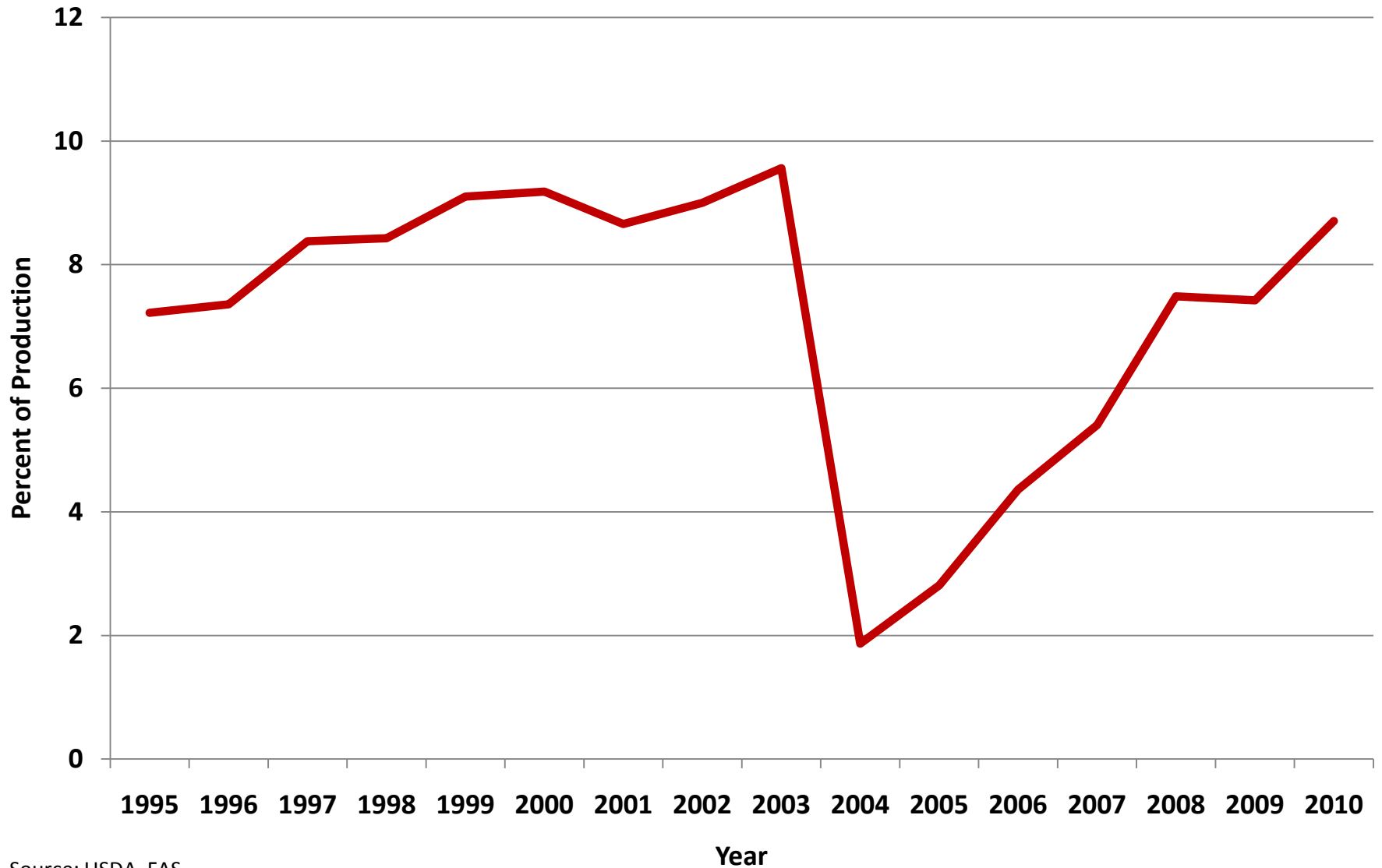


# Annual Beef and Beef Variety Meats Exports, 1995-2010



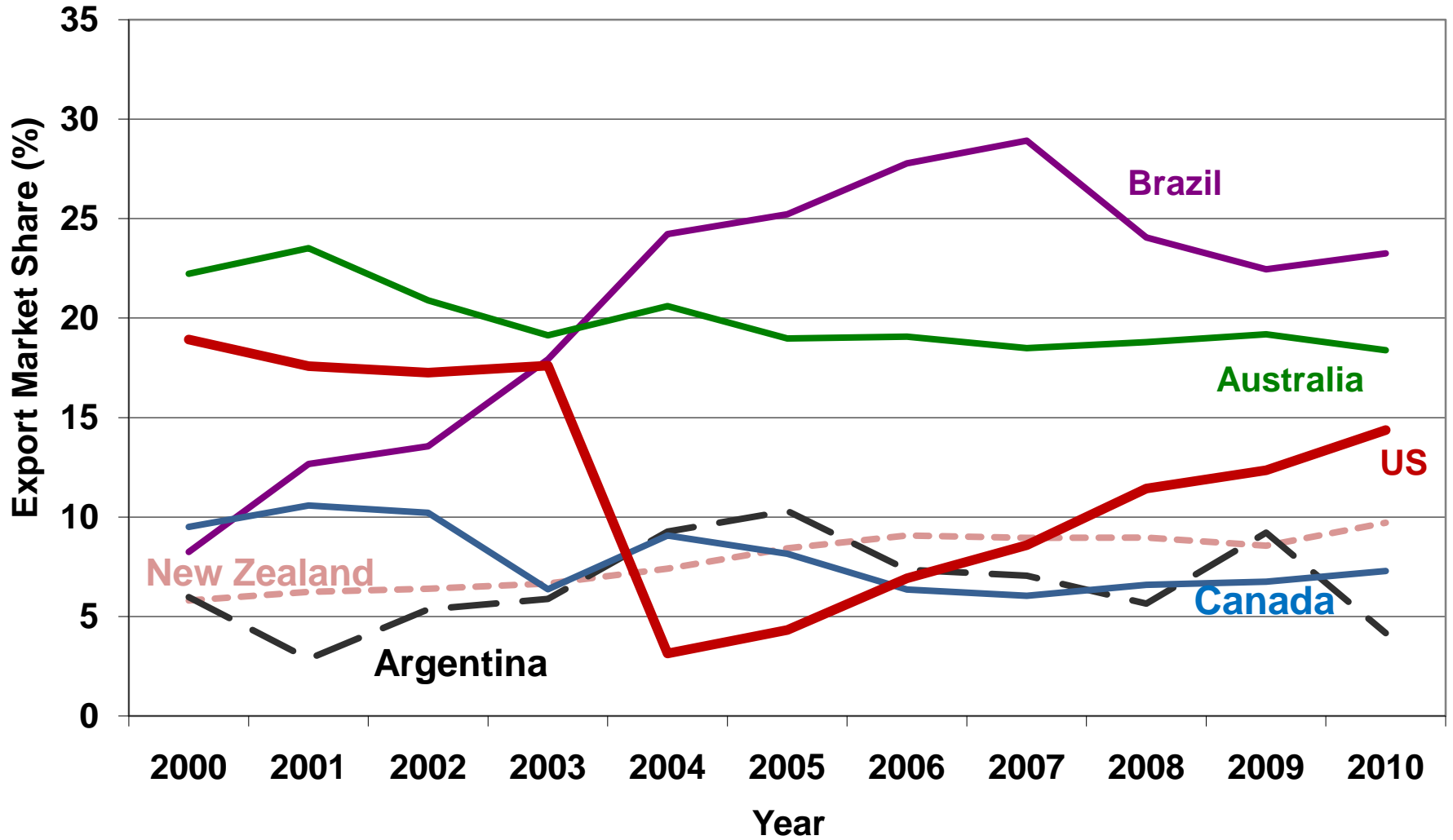
Source: USDA, FAS

# Annual Beef and Variety Meats Exports, Percentage of Production, 1995-2010



Source: USDA, FAS

# Market Shares Selected Leading World Beef Exporters, 2000-2010



Source: Foreign Ag Service, USDA

# Market Access Issues

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# Recent Meat Trade Newswire:

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- **7/26/2011**      **Russia may delay ruling on Brazil trade embargo, again**
- **7/26/2011**      **Australia - Cattle market unchanged by export ban**
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- **7/20/2011**      **Russia approves Tyson, Seaboard pork plants**
- **7/19/2011**      **Mexico opens investigation into U.S. poultry industry illegalities**
- **7/14/2011**      **South Korea meat imports rise sharply**
- **6/15/2011**      **Columbia lifts poultry restrictions on six states**
- **6/6/2011**      **NE poultry banned from Taiwan**
- **6/2/2011**      **Taiwan finds Paylean in US meat, ractopomine feeding banned**
- **6/7/2011**      **China's labeling rules to cost US pork exporters**

Sources: Meatingplace.com and Meat Trade News Daily

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**The global meat market is  
lucrative but tough to navigate?**

***“Animal identification and product traceability from the farm to the fork must be progressively implemented worldwide”***

Bernard Vallat  
Director General  
World Organization for Animal Health (OIE)  
July 2008



***Similar sentiments formalized at:***

- ***WTO***
- ***Codex Alimentarius***
- ***UN FAO***

## Summary Cattle Traceability Systems June 2011

		Nat.	Trace	Movement	Age	Diet	Health	
Country	Mandatory	An. ID	Origin	Tracking	Verification	Verification	Records	Motivation
<b>Exporters</b>								
<b>United States</b>	<b>N</b>	<b>V</b>	<b>V</b>	<b>V</b>	<b>V</b>	<b>V</b>	<b>V</b>	Animal health
Brazil	Y Export	Y	Y	Y	Y	Y	Y	FMD, EU Access
Australia	Y	Y	Y	Y	Y	Y	Y	Mkt Access
New Zealand	Y	Y	Y	Y	Y	V	V	Mkt Access, Animal Health
Canada	Y	Y	Y	Y	V	N	N	Market access BSE
Argentina	Y	Y	Y	Y	Y	N	Y	FMD and market access
Uruguay	Y	Y	Y	Y	Y	N	Y	FMD and market access
<b>Importers</b>								
Japan	Y	Y	Y	Y	Y	N	No	BSE
European Union	Y	Y	Y	Y	Y	N	No	Animal health, BSE
Mexico	N	Y	Y	Y	Y	N		Animal health, census, traceability
South Korea	Y	Y	Y	Y	Y	N	No	Food safety, animal health