

# NIAA

# International Trade

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# International Trade Overview

- **Common Expectations for Traceability**
  - Yes – from farm to fork
  - Process not formally defined
- **Common Definition for Traceability**
  - No formal global definition
- **WTO Rules**
  - Can not demand more than domestic capabilities
- **Financial / Economic Considerations**
  - Anti Dumping or Protectionism



# International Competition to U.S.

- **Canada**

- Improving upon current animal ID system – globally recognized for this effort (into Japan before US)
- BSE still an issue
- Aggressively pursuing markets who desire traceability

- **Australia**

- BSE Free
- Formal ID system

- **Brazil**

- FMD free zones with traceability
- Past compliance and trust issues



# Accessing The U.S. Marketability

- Strengths
- Weaknesses
- Opportunities
- Threats

**SWOT**



# U.S. Traceability Strengths

- **Past Reputation for Animal Health Systems**
- **Wholesome Food Safety Systems/Processes**
- **Active member of global organizations**
  - **WTO – Fair trade for all goods**
  - **OIE – Live Animal Health & Disease**
  - **CODEX – Sanitation and Food Safety/Consumer Protection Standards**



# U.S. Traceability Weaknesses

- **No formal animal ID or tracking system**
- **800,000+ producers**
- **Market segmentation and livestock movement**
- **Inconsistent messages and capabilities between industry and government**
- **Cost of traceability vs. other countries**
- **Lack of consistent use of technologies**



# U.S. Traceability Opportunities

- **EV programs (30+) a packer can choose to participate in – all have different requirements**
- **Emerging global markets and improving standards of living**
- **Provide leadership for traceability standards**
- **First in to a market – establish market value for traceability**
- **Vertical sharing of critical and marketable information**



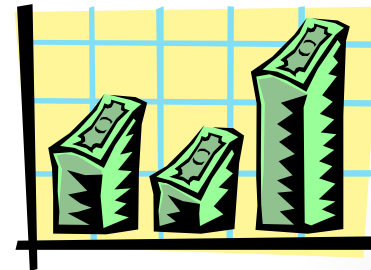
# U.S. Traceability Threats

- **Other countries willingness and focus to meet new market traceability demands**
- **Foreign animal disease situations in U.S. that is not traceable or able to be contained quickly**
- **Industry take control of trade negotiation on acceptable verification process vs. Government**
- **MRL's**
  - **Meat Products**
  - **By Products**



# Out Look of U.S. Meat Trade

- Beef Industry shifts (Canada)
- Constrained by being mostly a domestic market
- Loose global leadership status
- Loose global & domestic consumer confidence
- Timeline to catch up gets longer
- Economic/financial opportunities lost
- Other unknown consequences



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**Questions ?**

**Discussion ?**

**Actions ?**

**Ideas ?**

