

National Farmers

News Release

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For Immediate Release

Ellinghuysen Talks Meat Industry Trends at National Farmers Convene '19

(AMES, Iowa) March 13, 2019—National Farmers members from across the U.S. listened to Richard Ellinghuysen, a Senior Vice President of Producers Livestock Marketing Association March 12 at Convene '19. He said he is very bullish on America's pork and beef industry and the producers who grow the country's outstanding meat products, despite world-wide industry challenges and consumer headwinds.

Ellinghuysen outlined the challenges facing producers, including the drumbeat of alternative proteins and environmental issues. He said he produces a website each business day called meatfyi.com and as a part of his daily work process, he reviews hundreds of headlines relating to agriculture daily. He emphasized that nearly every day he is seeing articles about fake meat, and with increasing frequency.

He said challenges producers face include competition from startups who purport to produce meat from air and electricity, and efforts to grow whole muscle steak in a lab using 3D biological printing techniques. He warned so-called fake meats may gain further inroads into grocery stores and fast food chains.

Ellinghuysen pointed out that trade is no longer a nice-to-have, but is a must-have for producers. He said international market risk factors including tariffs, disease and currency issues will continue well into the future.

A record 222 pounds of meat was consumed per capita in the U.S. in 2018. With nearly 2 billion new mouths to feed around the world in coming years, producers should be reassured by worldwide consumption figures and future population projections.

He also urged cattlemen to protect their cashflow, manage market price risks and have nerves of steel about conditions beyond their control.

National Farmers is a conventional and organic commodity marketing organization for the nation's farmers and ranchers.

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