



**USMEF
SPRING CONFERENCE
MAY 25-27, 2022 — SAN ANTONIO, TX**

SCHEDULE AT A GLANCE

Wednesday, May 25

7:30 am - 12:00 pm Executive Committee
1:00 pm - 6:00 pm Registration
3:00 pm - 5:15 pm Opening General Session

Opening Remarks

Mark Swanson
USMEF Chair

Welcome to Texas!

Texas Beef Council

President & CEO Address

Dan Halstrom
USMEF President & CEO

Keynote Address

Peter Zeihan
President & Founder
Zeihan on Geopolitics

5:30 pm - 7:30 pm Welcome Reception

Thursday, May 26

7:00 am - 8:15 am New Member/First-time Attendee
Orientation Breakfast

7:15 am - 8:15 am Buffet Breakfast

8:30 am - 9:30 am General Session

Phase One Turns 2: The State of the U.S.-China Ag Trade

Terry Branstad
Former U.S. Ambassador to China
Former Governor of Iowa

Joel Haggard
Senior Vice President, Asia Pacific
USMEF

10:00 am - 12:30 pm Exporter Committee
10:00 am - 12:30 pm Feedgrains & Oilseeds Caucus
12:30 pm - 1:30 pm Luncheon
2:00 pm - 4:30 pm Beef & Allied Industries Committee
2:00 pm - 4:30 pm Pork & Allied Industries Committee
4:30 pm - 5:00 pm Resolutions Committee

Friday, May 27

7:00 am - 8:00 am Buffet Breakfast
7:00 am - 8:15 am Executive Committee
8:00 am - 8:25 am Business Session Sign-in
8:30 am - 11:00 am Closing General Session &
Business Session

Beyond Modern Retail — A Closer Look at USMEF's Targeted Initiatives in the Traditional Retail Sector

Hear about the creative programs USMEF has designed in emerging markets to not only increase the exports of U.S. red meat, but also expand the range of U.S. red meat cuts available in wet markets and butcher shops.

Lorenzo Elizalde
Mexico Trade Representative
USMEF

Dave Rentoria
Philippines Representative
USMEF

Maria Ruiz
Colombia Representative
USMEF

Financial Report

Steve Hanson
USMEF Secretary/Treasurer

Resolutions Report

Dean Meyer
USMEF Chair-Elect & Resolutions Committee Chair

Conference Wrap-up

Mark Swanson
USMEF Chair