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NEBRASKA AGRICULTURE REPRESENTATIVES TO TRAVEL TO EUROPEAN UNION

LINCOLN - Nebraska Department of Agriculture (NDA) Director Greg Ibach will be traveling to the European Union (EU) later this week to promote Nebraska beef and pork products. Ibach will be joined by representatives of the Nebraska Corn Board, the Nebraska Cattlemen’s Association, the Nebraska Pork Producers Association and the U.S. Meat Export Federation from May 15-21 as they travel to London, Brussels and Amsterdam.

“This mission will allow us the opportunity to conduct follow-up visits with some of the businesses and organizations we worked with last June during the Governor’s trade mission, as well as make some new connections,” said Ibach.

During the mission the team will discuss progress being made in creating new marketing opportunities for Nebraska beef products. According to Ibach, NDA has been working with two companies as well as the United States Department of Agriculture to establish a process verified program that would certify beef products were born and raised on a Nebraska farm.

“Having a system to verify the source of meat products will further establish Nebraska as a premium beef producing state and will open additional opportunities for Nebraska meat products in overseas markets as well as provide additional income to the producers and feeders that would choose to utilize the system once it is developed,” Ibach said. “We look forward to sharing this process and receiving feedback from our friends in the EU.”

Many of the events will also feature Nebraska pork products while helping the EU partners learn about the practices and technologies that Nebraska utilizes to produce safe, quality meat products.

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The mission is being funded by the Nebraska Corn Board and is being planned in conjunction with the U.S. Meat Export Federation.

“The international relationships built on these trade missions are vital to Nebraska’s beef and pork producers. They help ensure that Nebraska is top of mind when the international marketplaces think of high quality meat products,” said David Merrell, farmer from St. Edward and chairman of the Nebraska Corn Board.

Other Nebraskans accompanying Director Ibach on this trade mission include: David Merrell and Debbie Borg with the Nebraska Corn Board, Barb Cooksley with the Nebraska Cattlemen, Russ Vering with the Nebraska Pork Producers and Stan Garbacz with the Nebraska Department of Agriculture.

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