University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

John Owens: Speeches & Appearances

Agriculture and Natural Resources, Institute of (IANR)

1-1-2005

U.S. Meat Export Seminar Welcome

John Owens
University of Nebraska - Lincoln, jowens2@unl.edu

Follow this and additional works at: http://digitalcommons.unl.edu/owenspeech

Part of the Agriculture Commons

Owens, John, "U.S. Meat Export Seminar Welcome" (2005). *John Owens: Speeches & Appearances.* Paper 148.
http://digitalcommons.unl.edu/owenspeech/148

This Article is brought to you for free and open access by the Agriculture and Natural Resources, Institute of (IANR) at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in John Owens: Speeches & Appearances by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

U.S. Meat Export Seminar Welcome
Wednesday, November 30, 2005
John C. Owens
NU Vice President and IANR Harlan Vice Chancellor

What a great pleasure it is to welcome you to our campus today. We are so very glad to have you here with us in beef country. I'm sure you are all very well aware beef is big business in our powerhouse agricultural state. And as a connoisseur of the product, let me tell you – it's very good beef!

Beef is such big business in Nebraska that the 2005 Nebraska Agriculture Fact Card, prepared by the Nebraska Bankers Association, the Nebraska Department of Agriculture, and the Nebraska AgRelations Council, proclaims us first in commercial cattle slaughter, live weight, in 2004, at 8,819,265,000 pounds.

January first of this year we ranked second nationwide in all cattle on feed, with 2,470,000 head, and third in all cattle and calves, with 6,350,000 head.

Beef markets matter here, and we value the Japanese

bse

market highly. In 2003, before the first case of bovine spongiform encephalopathy was found in the U.S. in late December of that year, Japan represented 35 percent of U.S. beef exports, totaling $1.4 billion and 918 million pounds.

The estimated economic loss of that market for Nebraska producers is $300-$500 million per year, with losses per head estimated at $165 to $190. You bet that matters to Nebraska producers. It matters to our state's economy. It certainly matters to the Institute of Agriculture and Natural Resources here at the University of Nebraska-Lincoln. As Nebraska's land-grant university, we see ourselves as partners with our state, and work diligently to take the resources of the people's university to them.

That partnership has led to some really remarkable work done here over the years. For instance, we are so very pleased and proud that two of our meat scientists, Dr. Chris Calkins and Dr. Steve Jones, are part of a research team that received the 2004 International Meat Secretariat Prize for Meat Science and

Technology for the team's beef muscle profiling research.

This work laid the foundation for the beef industry to develop new products such as the delicious and popular flat iron steak. These new products have increased demand and added $50 to $70 in value per head in the last seven years.

With more than 26 million cattle fed and marketed in the U.S. each year, that represents $1.3 billion to $1.8 billion in added-value annually.

Yes, the work done here matters. In our state, and in others. And I am very, very proud of the great research, teaching, and extension education our faculty and staff do for Nebraska and our world. Their commitment, their work, and their vision is tremendous.

Again, welcome to our campus, and to our state. I know you are going to have a very informative and productive day. We're so very glad you are here with us. Thank you for coming.

Thank you.

###