USDA United States Department of Agriculture
Foreign Agricultural Service

GAIN Global Agricultural Information Network

Voluntary Report – Voluntary - Public Distribution **Date:** October 26, 2026

Report Number: MX2026-0053

Report Name: 2026 Beef Cattle Genetics and Nutrition Roadshow in Mexico

Country: Mexico

Post: Monterrey ATO

Report Category: Livestock and Products, Grain and Feed, Agricultural Trade Office Activities, Oilseeds and Products

Prepared By: Monzerrat Martinez Velazquez

Approved By: Jasmine Osinski

Report Highlights:

In September 2026, the Agricultural Trade Office in Monterrey, U.S. Livestock Genetics Export, U.S. Soybean Export Council, and U.S. Grains and BioProducts Council held their third U.S. Beef Cattle Genetics & Nutrition Roadshow in Monterrey, Nuevo Leon. Mexico's beef cattle industry, valued at around $10 billion annually, is key to Northern Mexico's economy and U.S.-Mexico trade. Focused on advancing livestock genetics and nutrition to boost herd productivity and beef quality, the event linked U.S. suppliers, Mexican producers, USDA cooperators, State Departments of Agriculture, and other stakeholders.

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

On September 10th, the FAS Agricultural Trade Office in Monterrey partnered with USDA Cooperators U.S. Livestock Genetics Export (USLGE), U.S. Soybean Export Council (USSEC), and U.S. Grains & Bioproducts Council (USGBC) to host the third edition of the U.S. Beef Cattle Genetics & Nutrition Roadshow, held for the first time in Monterrey, Nuevo Leon. The event aimed to advance livestock genetics and animal nutrition in Mexico through networking and presentations from industry experts, who shared their knowledge and relevant updates on the cattle industry. Participants were mainly Mexican cattle producers, U.S. suppliers, and USDA cooperators, along with a representative from the Nuevo León State Secretariat of Agriculture. Attendees benefited from a wide range of expert presentations and exchanged knowledge through informal networking.



Photo 1. U.S. Soybean Export Council representative Gerardo Luna welcomes attendees to the 2026 U.S. Beef Cattle Genetics & Nutrition Roadshow.



Photo 2. U.S. Consul General Melissa Bishop greets Luis Lauro Gonzalez Alanis, President of the CEANL.

To kick off the event, U.S. Consul General Melissa Bishop delivered opening remarks highlighting that Nuevo León is home to some of the most important partners for U.S. soybeans, grains, and genetics in the region, as well as key associations that drive the development of integrated agricultural supply chains. She acknowledged that New World screwworm has been a major challenge to livestock health and trade, noting that USDA and Mexico's National Service for Agro-Alimentary Health, Safety and Quality (SENASICA) continue to work closely together to contain and eradicate the pest, as both countries have successfully done before. She encouraged continued cooperation between U.S. stakeholders and Mexican cattle producers to sustain bilateral trade, emphasizing that every advancement in genetics and nutrition translates into better livestock, stronger food security, and greater prosperity for farming families in both countries. She also highlighted the vital role that associations, government representatives, and producers play in this relationship. She closed by reminding attendees that the progress of the industry is built not only on science, but on relationships, trust, and the willingness to keep working together.



Photo 3. Enrique Canales, Nuevo León's Director of Agricultural Health and Food Safety for the, provides opening remarks.

Following the Consul General's remarks, Enrique Canales, Director of Agricultural Health and Food Safety for the Nuevo León state government, spoke about the current state of the cattle industry in Nuevo León. He expressed concern about the state's recent low animal health status rating, especially as the state administration aims to grow its livestock sector and take advantage of its proximity to the U.S. border.

Drawing on his experience as former president of the Nuevo León College of Veterinarians, he also shared that fewer veterinarians are specializing in cattle, which poses a challenge for the industry. However, he noted that many Mexican professionals pursue master's degrees in the United States and later return to support the industry, and he called on producers to recognize the urgent need for more experts in the field.

Following the opening remarks, attendees heard from a lineup of experts who took the conversation from the global market all the way down to the ranch. Fernando Lopez, a global cattle markets specialist with StoneX, set the stage with a look at where the global cattle markets stand today, giving Mexican producers the bigger picture before the discussion turned to their own operations. From there, Dr. Pedro Garces Yepez, an animal nutrition specialist, shifted the focus to feed and the use and advantages of soybean meal and soy byproducts in beef cattle rations.

The conversation then moved to genetics and reproduction, where livestock specialist Carlos Peña explored the impact of genetic selection on beef cattle, explaining that feed efficiency is a heritable trait and that decades of genetic improvement in North America have produced animals that produce more meat while using fewer resources. Veterinarian Humberto Sánchez followed with a presentation on the benefits of artificial insemination, and Dr. Luis Armando Contreras presented on estrous synchronization protocols suited to Mexican herds. To close, Roberto Guerrero, Doctor of Veterinary Medicine and Animal Science, shared an update on the New World screwworm situation and how to identify the pest and minimize risk to herds.



Photo 4. Dr. Pedro Garces Yepez presents on the use of soybeans and soy byproducts in beef cattle rations.



Photo 5. Livestock specialist Carlos Peña presents on the impact of genetic selection in beef cattle.

During the Q&A panel moderated by Nigel Hunter, Agricultural Attaché at the U.S. Embassy in Mexico City, cattle producers stood up to ask how the ideas presented could be applied to their own ranches, and many shared their own experiences from the field. The exchange reflected producers' strong interest in U.S. genetics and nutrition solutions. After this interesting exchange of ideas, Jasmine Osinski, Director of ATO Monterrey, closed the event by thanking participants and cooperators and reaffirming the office's commitment to supporting bilateral trade in the livestock sector.

The knowledge exchange did not end in the conference room. On September 11th, USDA cooperators, Nuevo León state officials, and other stakeholders took part in a field visit that offered a firsthand look at the beef supply chain, starting where it ends: with the consumer. The group's first stop was HEB, a Texas based supermarket chain, where store staff welcomed participants and guided them through the meat department. There, attendees saw beef and pork products ready for the final consumer and learned how the store selects the meat it offers, gaining insight into the quality standards and preferences that drive demand in the local market.

The group then visited Rancho *La Reforma*, a feedlot that supplies cattle to the local market. The hosts walked participants through the operation, explaining how the cattle are handled, the sanitary measures in place, and the system used to identify each animal. They emphasized that animal health is a top priority, as every animal is inspected upon arrival before entering the feeding process, and the team continually works to improve the sanitary status of their cattle and their hygiene practices. During the visit, observations about rapid changes in the industry dominated the conversation.



Photo 6. Speakers take questions from cattle producers during the Q&A panel moderated by Agricultural Attaché Nigel Hunter.

The hosts recalled that 20 years ago it was unthinkable for cattle from southern Mexico to survive the climate of the north. They also shared their perspective on the current market: while the border remains closed to Mexican cattle exports due to the New World screwworm, more cattle are staying in the domestic market, reducing cattle prices to the benefit of local feedlots and Mexican producers who sell domestically. However, once the border reopens, much of that cattle will again be sold to the United States, increasing competition once again.



Photo 7. Participants explore the beef section at HEB El Uro to learn how the store selects the meat cuts and quality it offers to local consumers.

The tour concluded at the feed mill, where the team explained the ingredients used in their nutrition formulas. Tying directly back to the topics discussed the day before, the hosts noted that much of the progress in genetics and nutrition ultimately comes down to what the cattle are fed, and that while they develop their own formulas, they remain open to improving them.


Photo 8. ATO Monterrey Director Jasmine Osinski with fellow participants during the visit to Rancho La Reforma.

Events like the Beef Cattle Genetics & Nutrition Roadshow are vital because they allow the knowledge shared at the conference to take root among producers. By combining expert presentations with open industry dialogue and field visits, the Roadshow created a space where producers, U.S. suppliers, and cooperators could build connections that make it possible to put this knowledge into practice and each producer took home ideas to apply to their own operation. These connections, built on trust and shared goals, will continue to strengthen herd productivity and beef quality in Northern Mexico, as well as the bilateral trade relationship in the livestock sector.



Photo 9. ATO Monterrey Director Jasmine Osinski learns about the ingredients used in the feedlot's nutrition formulas at the feed mill.

For further information and to learn more about the services provided by the Agricultural Trade Offices in Mexico, please contact us at:

Agricultural Trade Office
Mexico City, Mexico
Presa Angostura 225, Col. Irrigacion
11500, Miguel Hidalgo, Ciudad de México
Tel: +52 (55) 5080-5287
E-mail: agmexico@usda.gov

Agricultural Trade Office
Monterrey, Mexico
Av. Alfonso Reyes #150, Valle Poniente
69196, Santa Catarina, Nuevo León
Tel: +52 (81) 8047-3393
E-mail: agmexico@usda.gov

Attachments:

No Attachments.