

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

Voluntary Public

Date: 3/19/2013

GAIN Report Number: HK1311

Hong Kong

Post: Hong Kong

U.S. Bone-In Beef Featured in Hong Kong News

Report Categories:

CSSF Activity Report

Export Accomplishments - Events

Agriculture in the News

Livestock and Products

Promotion Opportunities

Approved By:

Erich Kuss

Prepared By:

Chris Li, Annie Lai

Report Highlights:

In an event organized by ATO Hong Kong and U.S. Meat Export Federation, USDA Deputy Under Secretary for Farm and Foreign Agricultural Services Darci Vetter shared the good news to traders and media that long-awaited U.S. bone-in beef cuts are available in Hong Kong. The good news was widely covered by leading local newspapers (with a combined circulation and distribution over 1 million) and the largest local TV station.

ATO Hong Kong and U.S. Meat Export Federation hosted a media event on March 14, 2013 to highlight the expansion of U.S. beef products access to Hong Kong. In the event, bone-in beef products were showcased and available for tasting. A number of traders and news reporters attended the event.



USDA Deputy Under Secretary for Farm and Foreign Agricultural Services Darci Vetter greeted traders and addressed to the media the importance of the Hong Kong market for U.S. agricultural exports.



The event was well attended by media including the largest local English newspaper and the largest local TV station. The combined circulation and distribution of all newspapers featuring U.S. bone-in beef the next day reached 1 million. The core messages of the news coverage include:

- Hong Kong resumes imports of U.S. bone-in beef.
- U.S. beef products are strictly tested before export.
- The price is expected to go down for about 10%, and the market share of U.S. beef is estimated to increase from 28% to 35%.



Last month, USDA successfully reached an agreement with the Hong Kong government to expand beef product access to Hong Kong to include bone-in beef products. The first shipment arrived in the first week of March. Details on the agreement can be found in the GAIN report:

<http://www.usfoods-hongkong.net/res/mns/00253/HK1304.pdf>