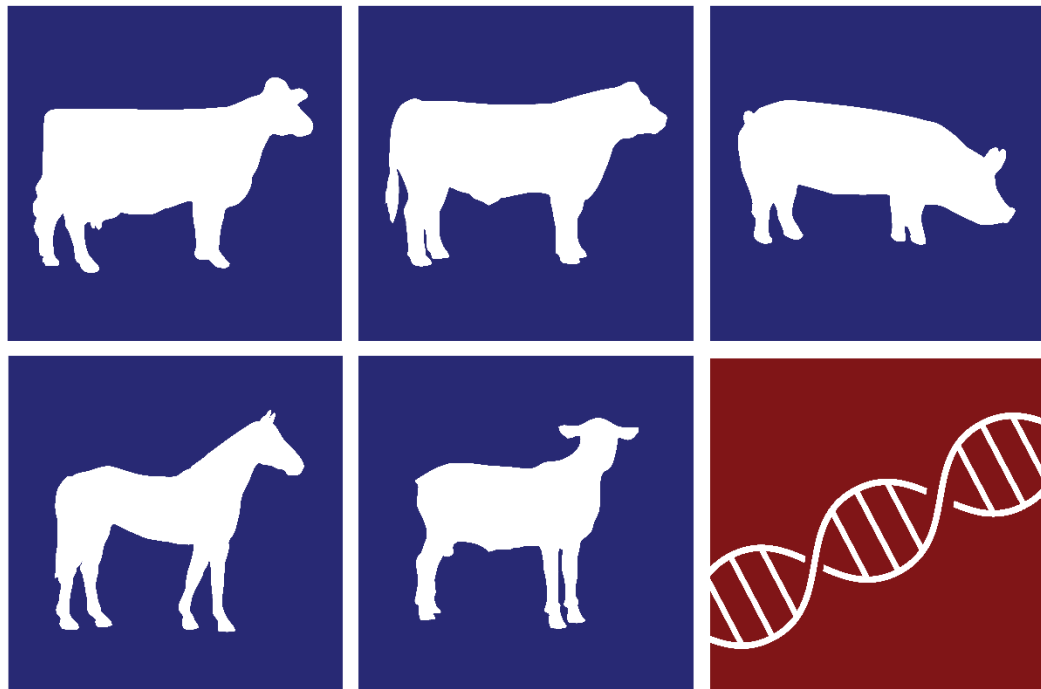


U.S. Livestock Genetics Export, Inc.

USDA-FAS Success Stories Submitted
June 1, 2025, to June 30, 2026



Made in the U.S.A.



U.S. Livestock Genetics Export, Inc.



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FOREWORD

The following success stories were submitted by U.S. Livestock Genetics Export, Inc. (USLGE), to USDA's Foreign Agriculture Service (USDA-FAS) from June 1, 2025, through June 15, 2026. They are a testament to the marketing development and export success that can be achieved through the collaboration of USLGE and its members with each other, outside organizations, and USDA-FAS Posts. The benefits of such cooperation include a broader range of innovative ideas, additional expertise and insights for problem-solving, more efficient use of resources, and stronger relationships among industry partners ... all made possible through funding from USDA-FAS grant programs.

*Martin Sieber
President/Chief Executive Officer
U.S. Livestock Genetics Export, Inc.*



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Abbreviations: AAA = American Angus Association, APHA = American Paint Horse Association, AQHA = American Quarter Horse Association, BBU = Beefmaster Breeders United, CFP = Cochran Fellowship Program, DoA = Department of Agriculture, FMD = Foreign Market Development, HO USA = Holstein Association USA, IBBA = International Brangus Breeders Association, MAP = Market Access Program, NAAB = National Association of Animal Breeders, RAPP = Regional Agricultural Promotion Program, US ABA = U.S. Ayrshire Breeders' Association, USLGE = U.S. Livestock Genetics Export.

Success Story 1

Brangus Becomes a (Frozen) Hot Commodity in Australia



This inspiring story of global collaboration originated in May 2024 with a high-profile outbound trade mission to BEEF Australia using US\$19,437 of USDA Market Assessment Program funds that were administered by U.S. Livestock Genetics Export (USLGE). Timed perfectly with the Australia's premier livestock event, the International Brangus Breeders Association (IBBA) delegation utilized strategic insights to align efforts with regional cattle-grazing hubs. Their initial field assessments and educational seminars were vital in sparking immediate interest and significant trade commitments between U.S. producers and Australian cattle producers.

The year 2025 marked a period of explosive commercial growth. As interest in advanced breeding technologies such as artificial insemination and embryo transfer was piqued and confidence in U.S. genetics soared, international orders reached unprecedented volumes. Two massive private genetic ventures dominated the 2025 spring export season, and top-tier frozen embryos were transferred to core Australian agricultural sectors: Berthong, New South Wales, with 1,000 premium Brangus embryos valued at US\$250,000, and Duaringa, Queensland, with a historic export of 1,200 Brangus embryos valued at US\$300,000. Fulfilling these orders required navigating Australia's exceptionally stringent biosecurity and veterinary health requirements. The focus on premium laboratory processing, elite commodity values, and complex international logistics resulted in an additional return of US\$132,000. **Together, these 2 large-scale shipments resulted in an incredible return of US\$682,000 back to the U.S. livestock industry.**

Funding exploratory market missions such as these has proven to be an exceptional use of USDA funding as this 2024 trip has already generated a **4,163% return on investment across all activities to date**. IBBA and its partners have created an impressive economic bridge that ensures a sustainable, high-efficiency future for the Brangus breed on both sides of the Pacific.

Success Story 2

Brangus Becomes a (Frozen) Hot Commodity in Australia – Part 2

Building upon the foundational market development frameworks established during the 2024 BEEF Australia outbound mission funded by USDA Market Assessment Program funds and administered by USLGE, cutting-edge genetic data integration paved the way for elite genetic exports to Australia. A central piece of this ongoing success story is the data evaluation partnership formalized between the International Brangus Breeders Association (IBBA), the Australian UltraBlack group, and Angus Australia: a contract for genetic data service that is worth US\$100,000 as reported in a 2025 success story and is fully active today.



By anchoring advanced data systems via this agreement with high-value, highly vetted frozen genetics, and demonstrating the power of collective industry collaboration, a U.S. Brangus cooperative group pooled resources to fill a specialized order for 503 units of elite Brangus semen straws worth US\$29,988 and a premium order for 300 units of premium Brangus semen (value of US\$10,000) and 14 ultra-elite Brangus embryos (value of US\$6,600) for Palgrove, an Australian company that supplies high-performance genetic stock to commercial Australian beef producers, **The combined return was US\$46,588 for small Brangus breeders in the United States.**

The multiyear agreement is just in its early stages, and the future is bright for the Brangus breed in Australia.



Success Story 3

Future of Beef Genetics Is Bright in Chile



The Montana Department of Agriculture led the first phase of a beef genetics mastery Regional Agricultural Promotion Program (RAPP) mission to Chile in November 2025 using an allocation of UD\$17,171 from USLGE. This initial phase of the RAPP project included collaborators such as Missouri Department of Agriculture, Nebraska Department of Agriculture, Trans Ova Genetics, Montana State University, and the American Hereford Association.

Participants toured ranches in the Magallanes and Osorno regions of Chile. In each location, a seminar called Beef Cattle Reproduction Mastery was conducted, with over 50 Chilean producers in attendance. The different topics covered in this series of seminars included beef cow nutrition, benefits of association membership, and reproduction technologies to improve production. This first stage of the project was deemed extremely successful. A direct result was **immediate sales of nearly US\$100,000** of semen and embryos, and **US\$200,000 of sales was projected** for the following 12 months ... **an impressive expected return on investment of 1,647%.**



Crowd gathered for 2nd annual bull sale in Magallanes, Chile



Group photo after cattle workshop at INIA near Osorno, Chile

Success Story 4

Wisconsin Genetic Exports Double Dramatically in Kazakhstan



In 2024, Wisconsin's livestock genetics industry achieved a jaw-dropping export growth in Kazakhstan thanks to USDA Market Access Program (MAP) funding allocation of US\$8,210 through USLGE. With those funds, the Wisconsin Department of Agriculture, Trade and Consumer Protection (WI DATCP) facilitated an outbound trade mission to Kazakhstan in April 2024. This was the first State-led trade mission to Kazakhstan, the largest landlocked country in the world with a growing livestock and dairy industry and serving as a gateway to central Asia. WI DATCP alongside



representatives from GenOvations, Ever-Green-View Farms, Sawagro, VES-Artex, GENEX, and the American Soybean Association explored the potential for the introduction of dairy products and genetics from Wisconsin to Kazakhstan. This outbound trade mission was followed by an inbound buyer delegation to World Dairy Expo in Madison, Wisconsin, in October 2024.



Both activities created crucial opportunities for Wisconsin exporters to build relationships with leading Kazakhstani buyers. For both missions, WI DATCP collaborated with another USLGE member, Livestock Exporters Association of the USA, ensuring strong Federal, State, and member collaboration. Based on WISERTrade Statistics, Wisconsin's exports of animal-origin genetics to Kazakhstan grew from **\$3.2 million in 2022 to \$6.5 million in 2024** —more than doubling in just 2 years. This dramatic increase reflects the direct impact of the connections forged through these missions as Kazakhstani buyers initiated new imports of U.S. bovine semen following their engagement with Wisconsin exporters. This success story highlights how MAP funding and USLGE membership enabled Wisconsin to showcase U.S. genetics while building long-term partnerships that drive sustainable export growth. By linking Wisconsin suppliers with Kazakhstani buyers, these missions have established a foundation for continued collaboration and expansion in Central Asia.

Success Story 5

Strengthening Global Partnerships and Expanding Genetic Sales for the Beefmaster Breed



Beefmaster Breeders United (BBU) continues to build strong international relationships and promote the global expansion of U.S. Beefmaster genetics through education and strategic collaboration. The 2024 BBU Inbound Beef Cattle Short Course, which was funded through USDA Foreign Market Program as administered by U.S. Livestock Genetics Export (USLGE), proved to be an outstanding success and brought together international producers, educators, and industry leaders for a week of training, networking, and business development.

Delegations from Turkey, Nicaragua, Austria, Ireland, Philippines and Costa Rica participated in specialized training sessions that covered topics such as Beefmaster breed selection, reproductive technologies, genetic improvement, and ranch management in collaboration with the Texas Department of Agriculture. The participants also attended the Beef Cattle Short Course at Texas A&M University, thus gaining access to world-class instruction and exposure to U.S. beef industry innovations.



The results of this effort were both immediate and impactful. The **Philippines delegation finalized the purchase of over US\$300,000 in U.S. Beefmaster genetics**, marking one of the largest international Beefmaster sales to Southeast Asia to date. Buyers from **Costa Rica also committed to US\$85,000 in genetics**, reinforcing BBU's growing presence and influence across Central America.

Beyond the financial outcomes, the convention's training component strengthened technical knowledge and fostered long-term partnerships. Participants left with a deeper understanding of the Beefmaster breed's adaptability and profitability — and with renewed enthusiasm to grow the breed in their respective regions. The success of the BBU Inbound Beef Cattle Short Course demonstrates the power of education and collaboration in advancing global beef production. BBU remains committed to supporting international partners through continuous learning, relationship-building, and access to superior Beefmaster genetics.

Success Story 6

Inbound Mission Success in Oklahoma and Texas

Within the framework of Regional Agricultural Promotion Program (RAPP) activities, USLGE consultants Enrique Crotto and Carlos Peña led an inbound trade mission to Oklahoma and Texas in April 2025 for Argentine cattle and horse ranchers. The mission focused primarily on Brangus and Angus cattle and American Quarter Horses but included collaboration with the American Angus Association, American Paint Horse Association, American Quarter Horse Association, International Brangus Breeders Association. Oklahoma Department of Agriculture, Food and Forestry, and Texas Department of Agriculture.



This highly successful inbound mission included visits to different ranches and “44 Farms.” Even before the mission ended, 3 horses had been purchased from 3 different breeders, including 1 from a USLGE member. Shortly after the mission, participants placed an order for 600 straws of Angus bull semen from ST Genetics (also a USLGE member), with an additional order for 740 straws of Brangus bull semen. The RAPP funds allocated to this trip were US\$14,000, but the resulting sales totaled **US\$58,000, a return on investment of 314%.**

This success is just the beginning. Crotto states: “I’m confident that these represent the first steps in what will become a broader network of professional relationships and business opportunities. The level of engagement and enthusiasm we’ve seen so far clearly signals that more activity is on the horizon—both in livestock genetics and equine prospects”.



Success Story 7

Strengthening Commercial Ties Through Cochran Fellows



Ali Hamoumi, Agricultural Services Senior Manager for Nestlé Morocco, participated in the Cochran Fellowship Program “Overview of U.S. Bovine Genetics,” which was hosted by USLGE in Madison, Wisconsin, on October 1–15, 2022.



Building on expertise gained on bovine genetics, fertility management, and herd performance, Hamoumi returned home and shared this knowledge with local dairy farmers through structured training programs. Between 2022 and 2026, he **successfully trained over 2,000 local producers**, significantly improving their understanding of genetic selection, animal performance, productivity, and sustainable dairy practices. As a direct outcome of this training, 2 dairy farmers (who now supply milk to Nestlé Morocco) have bought **US\$201,460 of semen (over 7,000 straws) since 2023** through ABS Global and the local distributor NOVENA.

Hamoumi’s participation in the program also allowed for strong connections between local heifer importers and members of U.S. heifer exporter associations, including companies such as Stamey Cattle Company in North Carolina. He also was pivotal in arranging a high-level meeting in December 2024 for Randy Romanski, Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection, with Moroccan agricultural chamber and Ministry of Agriculture representatives. This meeting reinforced dialogue and collaboration between public institutions and encouraged the adoption of best practices inspired by the U.S. dairy model, thus paving the way for further commercial exchange between Morocco and the United States.



Hamoumi states: “I am deeply grateful for this experience and proud to be an alumnus of the Cochran Fellowship Program. I strongly encourage the USDA to continue such initiatives, as they create shared value by connecting international farmers with leading U.S. dairy institutions, particularly in Wisconsin, a world-class dairy region.”

Success Story 8

How Cochran Fellows Plan to Transform the Tunisian Dairy Herd

Cochran Fellows Sana Zitouni and Henda Hanafi, representatives of the Office of Livestock and Pasture (OEP) from the Ministry of Agriculture, Water Resources, and Fisheries in Tunisia, took part in the specialized training “Bovine Genomic Indexing,” which was hosted by USLGE in Madison, Wisconsin, in 2023.

Following this transformative U.S. training experience and applying expertise gained, Zitouni and Hanafi designed a **pilot project for genomic indexing of bovine resources in Tunisia**. Tunisia relies heavily on imported semen for the genetic improvement of its dairy herd, and genomic indexing can be used to improve functional traits such as health, fertility, and heat stress resistance, thus allowing improved productivity and resilience in the livestock sector.

Their ambitious 6-year project has an **estimated budget of US\$1.056 million and includes** 2,000 heifers and 200 bulls, lab analysis (genotyping and fingerprinting), DNA chips, and the services of genetic experts. To ensure scientific rigor, the Tunisian team (research institutions, OEP, and local breeding firms) is actively engaging **U.S. experts** to provide specialized technical assistance to create a synergy between international technical standards and local scientific expertise. Additionally, the project requires **importing specialized sampling equipment from the United States and relying on U.S. laboratories for genomic analysis**.

This initiative **driven by Cochran alumni leadership** promises **long-term benefits such as food security, climate adaptation, and global integration**. The transition from knowledge acquisition to design of a national genomic project demonstrates the high return on investment of the Cochran Fellowship Program.



Success Story 9

First Shipment of U.S. Bovine Semen Lands in Algeria

For over a decade, USDA's Foreign Agricultural Service (USDA-FAS) and Animal and Plant Health Inspection Service (USDA-APHIS) have endeavored along with the U.S. artificial-insemination industry to open the Algerian market for U.S. bovine semen. This collaborative effort reached a significant milestone in 2023 when the U.S. Embassy, APHIS, and USDA-FAS hosted a groundbreaking event in Algeria with the intent to unlock the potential of the bovine genetics market. During this gathering, after nearly a decade of persistent negotiations, a bilateral health certificate for bovine semen was finally signed.

Following the 2023 event, funding from USDA's **Foreign Market Development program** that was facilitated by U.S. Livestock Genetics Export (USLGE) allowed the National Association for Animal Breeders (NAAB) to make 2 important trips to Algeria. Those trips were instrumental in determining the logistics and conditions necessary for initial exports of U.S. bovine semen to Algeria. Through these engagements, valuable market information was gathered, and a relationship was established with the local Algerian importer and collection center, CNIAAG.

In May 2024, these concerted efforts culminated in a historic achievement: the first shipment of U.S. bovine semen to Algeria by ST Genetics and Texas Cattle Importers. **This inaugural shipment valued at US\$70,000** marked a significant entry into the virtually untapped Algerian market.



Source: [CNIAAG Algeria](#)

NAAB and USDA-FAS have since analyzed the data and feedback from this first shipment to provide critical insights that will be essential for streamlining and enhancing future shipments. Exports of U.S. bovine semen to Algeria are projected to increase in coming years, ensuring a robust and sustainable presence in the Algerian market. This success story is a testament to the **power of collaboration, persistence, and strategic planning in expanding U.S. agricultural exports.**

Success Story 10

Paving the Way for Small Breeders to Export to Thailand



The International Brangus Breeders Association (IBBA) discovered an exciting new territory through a strategic expansion into Southeast Asia. This initiative has paved an incredibly promising pathway for premium U.S. beef (and swine) genetics to enter Thailand. This inspiring journey began in December 2023 with a dedicated market assessment trip using **US\$11,460 from USDA's Market Access Program (MAP) funds**, which were facilitated by USLGE. The tremendous insights, warm connections, and vibrant potential discovered during this mission ignited enthusiasm across the industry and educated U.S. breeders on the wonderful new trade horizons that are opening in the Thai market.

Navigating an entirely new international market always presents unique hurdles—from intricate health protocols to complex logistics. Yet, where others saw challenges, a visionary Brangus breeder from West Point, Mississippi, saw a brilliant opportunity. Market exploration culminated in a major commercial milestone in 2025, with the export of 200 sexed-semen straws (**sale value of around US\$30,000**), all while establishing a baseline for future high-value genetic exports.

Since then, economic ties that were established have helped breeders from Lockesburg, Arkansas, and College Station, Texas, sell 100–200 straws and 50–100 straws, respectively, each year, **representing tens of thousands of dollars in sales** for each breeder. Additionally, this IBBA exploratory visit has boosted swine genetic exports, an extremely valued product in Thailand. The same buyers of beef genetics have begun buying tens of thousands of straws of swine semen, **representing additional hundreds of thousands of dollars annually for U.S. breeders**.

This economic impact illustrates the true commercial value of introducing elite genetics overseas, and this success story highlights the power of global collaboration in laying the groundwork for long-term genetic exchange, deeper economic ties, and a prosperous, sustainable future for the Brangus breed in Southeast Asia.

Success Story 11

U.S. Ayrshire Outreach to United Kingdom Results in Embryo Sales

The U.S. Ayrshire Breeders' Association (US ABA) has had a strong focus on advancing its relationship with the United Kingdom for several years, including yearly activities with United Kingdom breeders using USDA Market Access Program funds facilitated through USLGE. Breeders from the United Kingdom were invited in 2023 to attend the US ABA national convention and tour U.S. herds. In 2024, the US ABA sent representatives to the United Kingdom, which was hosting the World Ayrshire Conference. They toured herds there for several weeks, met with United Kingdom breeders, distributed informational materials, and shared the advantages of U.S. Ayrshire genetics.

In 2025, US ABA hosted the Executive Secretary of the Ayrshire Cattle Society of Great Britain and Ireland as well as a United Kingdom breeder at a reverse mission that included attending World Dairy Expo in Madison, Wisconsin, and touring U.S. herds. The United Kingdom guests had many opportunities to meet with U.S. breeders, learn more about U.S. bloodlines, and see firsthand the advantages that they can gain from U.S. genetics. Hosting visitors during World Dairy Expo is one of US ABA's most influential marketing tools as previous international guests at this event all have become buyers of U.S. genetics.

The United Kingdom is quickly becoming the largest buyer of exported U.S. Ayrshire embryos. **Ayrshire embryo sales in the United Kingdom totaled \$24,300 in 2025**, and sales are projected to increase in following years.



Success Story 12

Strengthening Relationships with Key Dutch Dairy Partners

The Netherlands is a mature, technically sophisticated dairy market and an important destination for U.S. dairy genetics exports. Although demand for high-quality genetics is strong, sustained growth requires ongoing education, technical exchange, and relationship building with farmers, industry leaders, and institutional stakeholders. Maintaining U.S. competitiveness in this environment depends on clear communication of U.S. genetic indexes, breeding objectives, and the value of U.S. genetics relative to other global suppliers, including the strong local ones.

With funding from USDA's Foreign Market Development (FMD) program as enabled through USLGE, Holstein Association USA facilitated a week-long technical engagement in the Netherlands in March 2026. Its Genetic Evaluation and Research Scientist, Dr. Jason Graham, was the keynote speaker at a regional farmers' event and focused on the benefits of U.S. genetics, with particular



Spreker Dr. Jason Graham
Wie ben ik?
Genetisch Evaluatie- en Onderzoekswetenschapper, Holstein Association USA

Dr. Jason Graham is een vooraanstaand onderzoeksgeneticus bij de Holstein Association USA, waar hij en zijn team genetische evaluaties ontwikkelen en uitvoeren, waaronder TP1, exterieur en nieuwe eigenschappen. Hij leidt ook onderzoek om de genetische vooruitgang voor melkveehouders te bevorderen. Voordat hij bij de Holstein Association USA kwam, werkte hij als dierenwetenschapper bij USDA-ARS-AGIL, waar hij methodologieën ontwierp en verifieerde voor de Amerikaanse Nationale Genetische Evaluatie en in de VS vertegenwoordigde in internationale discussie groep over veeteelt. Hij werkte ook als consultant genetisch onderzoek en ontwikkeling bij de Council on Dairy Cattle Breeding (CDCB), waar hij de ontwikkeling van nieuwe vruchtbaarheidseigenschappen voor de nationale evaluatie leidde.

Dr. Graham behaalde zijn doctoraat in de dierenwetenschappen aan de Purdue University, waar zijn onderzoek zich richtte op de genomische achtergrond van de weerstand van kalveren en melkproductie-eigenschappen met behulp van geautomatiseerde voerdata bij Holstein-runderen. Hij heeft ook een master van de North Carolina State University, waar hij onderzoek deed naar de impact van kruisings op de prestaties van melkoeien. Zijn publicaties omvatten onderzoek naar de conformatie, gezondheid en vruchtbaarheid van melkvee, en precisielandbouwstechnologieën voor vee. Hij heeft onderzoek gepresenteerd op diverse wetenschappelijke conferenties. Hij is een lid van de Foundation for Food & Agriculture Research en heeft een opleiding gevolgd bij INRAE AgroParisTech in precisielandbouw en geavanceerde wiskundige modellering van vee.

Source: ki-zwf.nl/tour-de-boer-laatste-plekken-beschikbaar/

emphasis on the Total Performance Index and linear trait evaluations. In addition to this presentation and a subsequent farm visit, Graham conducted a series of strategic meetings throughout the week, including engagements with the U.S. Embassy in The Hague and CRV, the leading Dutch genetics organization. These activities supported both technical education and relationship development at multiple market levels. New relationships were established and existing relationships strengthened with key market partners, including institutional and industry leaders.

The Netherlands currently ranks among the top U.S. export markets for bovine semen (number 13 out of 124 based on total export value). Between 2024 and 2025, U.S. exports to the Netherlands increased by nearly \$2 million, reflecting strong market momentum and growing interest in U.S. genetics, making **the return on investment for this type of program funding in the tens of thousands. FMD support was critical in enabling this type of neutral, educational engagement focused on long-term market development rather than short-term commercial promotion.** Public funding allowed for broad-based outreach that benefited the entire U.S. dairy genetics sector and facilitated high-level technical exchanges that individual companies would not have been able to support independently.

Success Story 13

How One Visit Sparked a Long-Term Partnership



In 2023, the Missouri Department of Agriculture (MDA), a member of USLGE, used \$10,367 in USDA Market Access Program funding through USLGE to bring Ecuadorian cattle producers to Missouri. During this inbound trade mission, Taylor Adamek, the Program Manager for MDA's Ag Business Development Division, took the Ecuadorian delegation to several Missouri farms and ranches. There they visited a variety of beef cattle operations that featured breeds such as Angus, Wagyu, Beefmaster, and Red Angus.

The mission was a success and resulted in **sales of \$4,500 worth of semen each** by Craig Johnson, owner of St. Clair Beefmasters in El Dorado Springs, Missouri, and Mike Kerby, owner of Buck Mountain Ranch (Wagyu and Akaushi) in Warsaw, Missouri, to J.J. Aguayo, owner of Aguayo Farms, and Carlos Encalada, owner of Hacienda Don Manuel, in Guayaquil, Ecuador. A shipment of one tank of semen from Hawkeye Breeders Services, Inc., in Adel, Iowa, included Beefmaster semen from St. Clair Beefmasters and Wagyu semen from Buck Mountain Ranch.

Aguayo was extremely impressed with Johnson's Beefmaster semen. Traditionally, Aguayo's family has raised dairy cattle but would like to expand into beef. With this new focus, he noted that adding the Beefmaster breed will help improve meat production. Aguayo was confident that he would place another order with Johnson, possibly **100 straws of semen for a total of \$2,500**.

The future visits and commercial partnerships developed between the ranchers who participated in this inbound trade mission proved this visit to be a very savvy use of USDA funds for promoting and strengthening the export of U.S. livestock genetics.

Success Story 14

How One Visit Sparked a Long-Term Partnership – Part 2



In 2025, the Missouri Department of Agriculture (MDA), led an outbound trade mission to Guayaquil, Ecuador. This mission was a follow-up to the successful 2023 inbound trade mission of Ecuadorian cattle producers to Missouri. MDA is a member of USLGE, and one of the benefits of membership is access to USDA Market Access Program (MAP) funding. MDA took advantage of \$8,934 in MAP funding to finance the 2025 mission, which was led by Taylor Adamek, Program Manager for MDA's Ag Business Development Division, and included Mike Kerby from Buck Mountain Ranch near Warsaw, Missouri; Kevin Johansen, owner of 5J Charolais in Syracuse, Missouri; J.D. Bellis Family Herefords in Aurora, Missouri; and Madi Ridder from Falling Timber Farm in Marthasville, Missouri. This delegation visited the Ecuadorian cattle producers that had come to Missouri in 2023, who were very welcoming and excited to see each other again. Throughout the visit, explanations about differences between Ecuadorian and U.S. agriculture were facilitated by experiences during the 2023 inbound mission.

One of the mission's visits was to Carlos Encaladas's ranch. Encalada had expressed interest in the Akaushi cattle that Mike Kerby raises. He remembered visiting Mike's farm and sampling the Wagyu meat served there. Encalada is part of a group of investors that is opening a beef harvesting plant in Ecuador. He noted that meat quality is important because several countries were interested in importing meat from Ecuador, and Akaushi cattle could help him achieve that quality. Kerby sent Encalada **a proposal for 250 Akaushi embryos with a value of \$137,550** and prepared them for export. Kerby and Encalada are excited about this partnership and believe it will eventually pave the way for bigger and more profitable projects.

MDA, a proud member of USLGE, is grateful for USDA MAP funding. The 2025 outbound trade mission was a great step towards introducing Missouri beef cattle genetics into Ecuador. Kerby reported: "A few weeks ago, we visited Ecuador with Taylor Adamek. It was an amazing trip that ended with an Ecuadorian breeder requesting a proposal for embryos."

Success Story 15

U.S. Ayrshire Embryos Travel to Australia



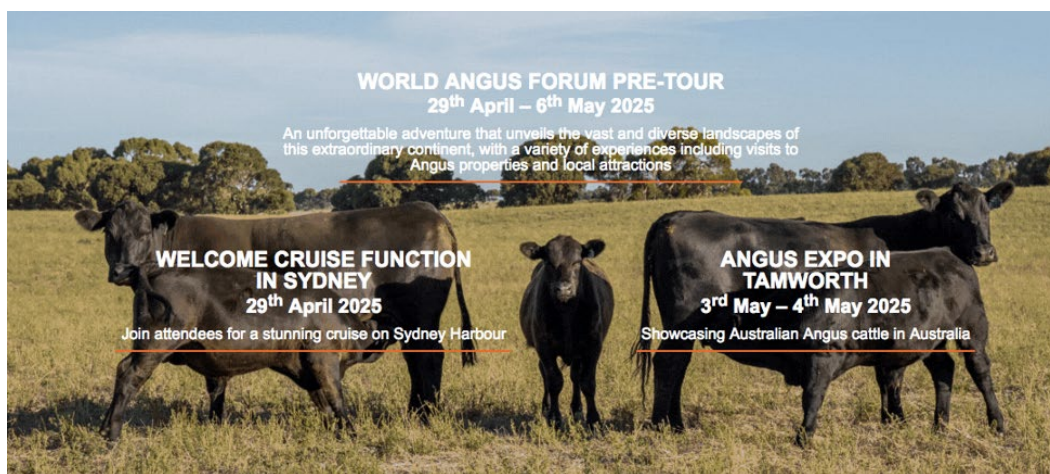
In January 2025, Kurt Wolf of the U.S. Ayrshire Breeders' Association along with representatives from the American Jersey Cattle Association, Brown Swiss Cattle Breeders' Association of the USA, and Holstein Association USA, participated in International Dairy Week (IDW) 2025 in Australia using Market Assessment Program funds administered by USLGE. IDW attracts over 4,000 exhibitors and visitors from all over the world, including the United States, Canada, Italy, Germany, New Zealand, Japan, Korea, Taiwan, China, Mexico, Argentina and Brazil. At a joint USLGE exhibition booth, the purpose of the dairy breeds team was to meet new trade leads, connect with existing customers, and educate booth visitors on the benefits for U.S. dairy cattle genetics. Wolf also judged the Ayrshire show and shared with many attending breeders how strong and reliable U.S. Ayrshire genetics have become.

Following the event, **Ayrshire embryo orders were received that totaled US\$12,000**, and the embryos were successfully exported to the buyers in Australia. U.S. breeders have greatly benefitted from U.S. participation in IDW for many years. Although Australian Ayrshire breeders have always been open to U.S. genetics, they have become more focused on the quality of U.S. genetics and are committing to improving their herds by importing U.S. Ayrshire embryos. Semen sales to Australia are also expected to increase because of interest generated at Australia's IDW.



Success Story 16

Angus Takes Over Australia

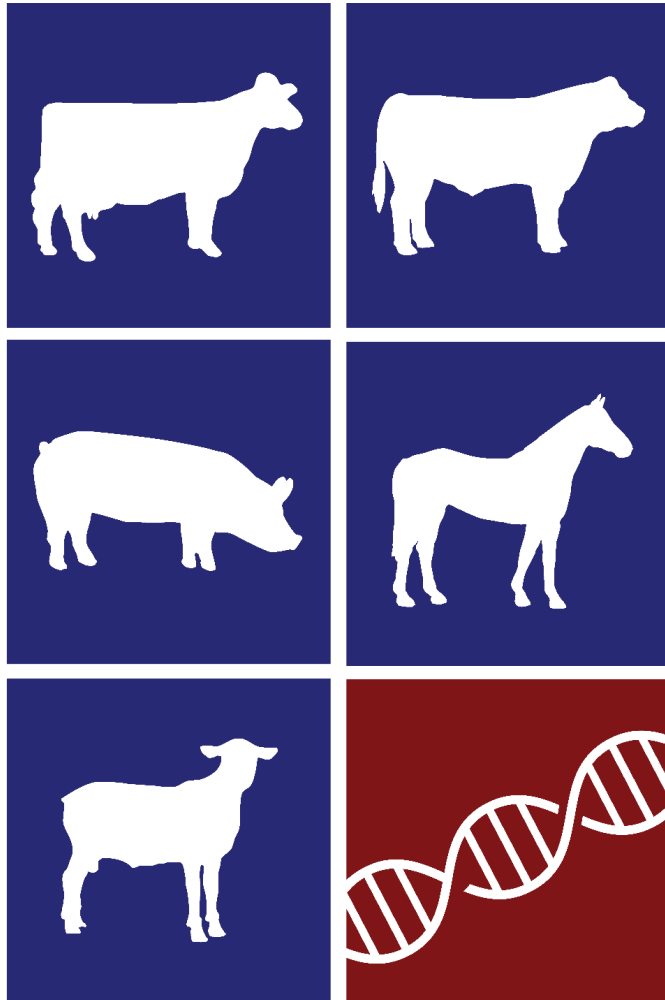


[World Angus Forum and Expo, Tamsworth, Australia](#)

The Montana Department of Agriculture led a beef genetics trade mission to participate in the World Angus Forum in Australia in May 2025 with the support of USLGE. Australia has long been a player in the world beef supply chain and an exciting market for U.S. beef genetics, with a very promising and robust future in the international beef market.

The Zoetis Angus Expo boasted the largest gathering of registered Angus cattle in the history of Australia with over 600 head exhibited, which made a perfect space for breeder-to-breeder connection for the participants from 26 countries who took part in the expo and forum. The Montana Department of Agriculture, with an allocation of US\$17,100 from USLGE, sponsored the airfare of 8 U.S. Angus breeders. Immediate sales from the event included 500 units of semen for a total of US\$10,000 and projected sales of US\$30,000 over the next 12 months, resulting in an **expected return on investment of 134%**.





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