US Meat Export Sentiment

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Sentiment Indices

This month's US Meat Export Sentiment survey was conducted from April 15-28[1] in collaboration with the North American Meat Institute.[1] A total of 19 partial responses were received and six provided enough information to utilize in this report. Accordingly, comparisons to January responses should be made with caution given the limited observations to-date in this new series.

The *US Meat Export Overall Sentiment Index* score in April was 138. This value being above 100 indicates the industry overall holds a positive sentiment regarding US meat exports.

The *Current US Meat Export Sentiment Index* score was 117 while the *Future US Meat Export Sentiment Index* score was 158. This reveals that strength in the *US Meat Export Overall Sentiment Index* reflects more optimism regarding the future US meat export situation than the current situation.

Sentiment Indices			
	US Meat Export Overall Sentiment	**Current US Meat Export Sentiment**	**Future US Meat Export Sentiment Index**	**Responses Used**
Jan. 2020	150.00	130.00	170.00	10
Apr. 2020	137.50	116.67	158.33	6

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[1] A separate file (titled *US Meat Export Sentiment - Methodology*) outlines survey methodology, specific survey questions asked, etc.

Respondent Characteristics and Role of Exports

Respondents predominantly self-identified as either a "Processor" or "Packer/Processor" and indicated that either Pork or Beef was the meat product providing the largest total value source of their export business. There was a wide range of responses reflecting varied relative importance of exports as a share of total company business. Looking over the next 12 months, 83% expect only a small change in their company's total value of exports.

Best Business Description					
	Packer/Processor	**Packer**	**Processor**	**Distributor**	**Other**
Jan. 2020	40.0%	0.0%	40.0%	0.0%	20.0%
Apr. 2020	50.0%	0.0%	33.3%	0.0%	16.7%

Meat Product, Largest Total Value Source of Export Business						
	Beef	**Pork**	**Chicken**	**Turkey**	**Lamb**	**Other**
Jan. 2020	30.0%	50.0%	0.0%	0.0%	10.0%	10.0%
Apr. 2020	50.0%	33.3%	0.0%	0.0%	0.0%	16.7%

Share of Total Business from Exports (for largest meat)							
	None, 0%	**1-10%**	**11-20%**	**21-30%**	**31-40%**	**41-50%**	**Over 50%**
Jan. 2020	10.0%	60.0%	10.0%	10.0%	0.0%	0.0%	10.0%
Apr. 2020	16.7%	33.3%	33.3%	0.0%	16.7%	0.0%	0.0%

Change in Company's Total Export Value Expected Next 12 Months (for largest meat)							
	Decline Over 20%	**Decline 11-20%**	**Decline 1-10%**	**Small Change**	**Increase 1-10%**	**Increase 11-20%**	**Increase Over 20%**
Jan. 2020	0.0%	0.0%	10.0%	40.0%	30.0%	10.0%	10.0%
Apr. 2020	0.0%	16.7%	0.0%	83.3%	0.0%	0.0%	0.0%

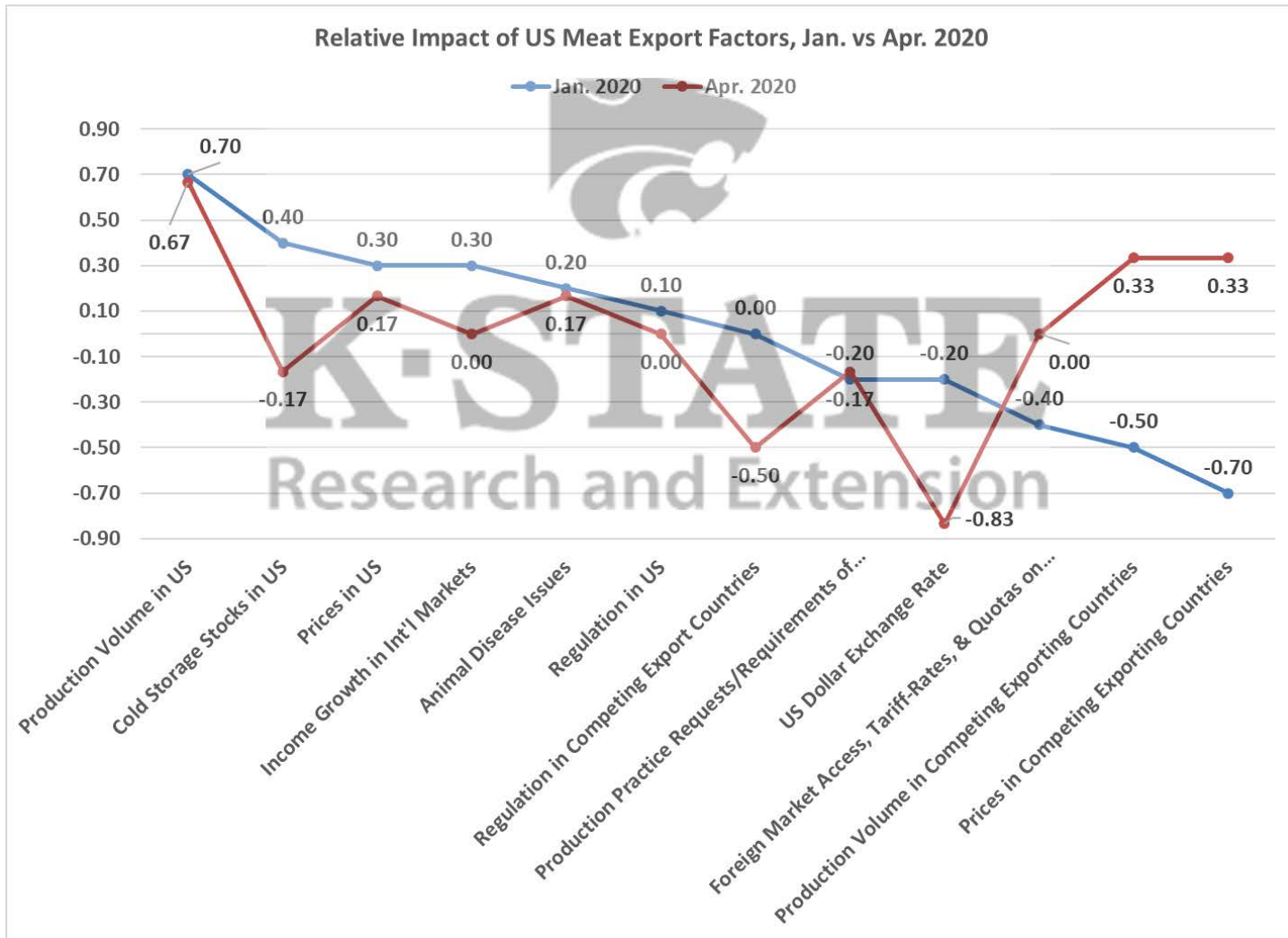**Country Expected to Most Increase Imports of US Meat**

Respondents were asked which country they anticipate will most increase US imports of the meat product they indicated was predominant in their export business. China was the predominant response provided.

Country Expected to Most Increase US Imports Over Next 12 Months (for largest meat)							
	China	Japan	Japan, China, EU	China, Japan, S. Korea, Mexico	France and Germany	Other	Skipped
Jan. 2020	50.0%	20.0%	10.0%	0.0%	0.0%	0.0%	20.0%
Apr. 2020	50.0%	16.7%	0.0%	16.7%	16.7%	0.0%	0.0%

Factors Supporting and Restricting US Meat Exports

Given a list of 12 factors, respondents were asked to identify the four most supporting and the four most restricting US exports currently. A relative scale of impact was created by calculating the proportion of times a factor was selected in the most supporting category minus the proportion of times a factor was selected in the most restricting category. This results in relative impact scores ranging from a possible value of -1 to +1 where a higher, more positive value implies more support and a lower, more negative number implies more restriction.

The figure below presents the 12 factors for January sorted in descending order from most support to most restriction. In April, Production volumes in the US, Prices in competing exporting countries, Production volumes in competing exporting countries, and Prices in the US were most supportive factors. Conversely, the US dollar exchange rate, Regulation in competing export countries, Cold storage stocks in the US, and Production practice requests/requirements of candidate importers were most restricting factors.

Relative Impact of US Meat Export Factors, Jan. vs Apr. 2020

Legend: ● Jan. 2020   ● Apr. 2020

Categories (x-axis): Production Volume in US; Cold Storage Stocks in US; Prices in US; Income Growth in Int'l Markets; Animal Disease Issues; Regulation in US; Regulation in Competing Export Countries; Production Practice Requests/Requirements of...; US Dollar Exchange Rate; Foreign Market Access, Tariff-Rates, & Quotas on...; Production Volume in Competing Exporting Countries; Prices in Competing Exporting Countries

Jan. 2020 values: 0.70, 0.40, 0.30, 0.30, 0.20, 0.10, 0.00, -0.20, -0.20, -0.40, -0.50, -0.70

Apr. 2020 values: 0.67, -0.17, 0.17, 0.00, 0.17, 0.00, -0.50, -0.17, -0.83, 0.00, 0.33, 0.33