

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Taiwan

**Post:** Taipei

### U.S. Beef Sees Another Record Year in Taiwan

**Report Categories:**

Livestock and Products

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**Report Highlights:**

With November trade reports, 2014 is confirmed as another record year for U.S. beef exports to Taiwan, valued at over USD \$269 million.

## General Information:

### Author Defined:

### Overview:

Taiwan November customs reports confirm 2014 to be another record year for U.S. beef exports to the island, valued at over USD \$269 million. This is expanded by 5% from the 2013 year-end total \$255 million. 2014 trade began to outpace 2013 numbers in mid-Summer, despite high U.S. beef prices; strong numbers continued through the fall holiday buying season.

While the United States has long been the preferred source for high quality, chilled beef product, 2014 has, so far, seen an increase in U.S. frozen beef exports to the island. Through November, U.S. frozen beef exports to Taiwan are up 23% over the same time period in 2013. This is likely a result of high U.S. beef prices and regional competition for favorable cuts. As reported in GAIN TW14029, high prices for in demand cuts may force importers to seek economical alternatives including cheaper cuts or favor frozen product over fresh chilled. Still, high prices, regional supply and demand competition, and lingering trade barriers continue to constrain U.S. beef and beef product exports to Taiwan.

