

# FNBA trip to Argentina

## Brief report

Saul Mercado  
October 14, 2010.

### **Background:**

As a follow up action from an agreement reached at the FNBA Conference held in New Zealand in February 2010, we organized a "Midterm" FNBA CEOs meeting. Considering that some of them were attending the World Meat Congress in Buenos Aires, Argentina, it was agreed to have the meeting there a day after the congress on September 30, 2010.

We also approached Pedro Nazar from AACREA, one of the Argentinean producer organizations that has attended as observer some of the FNBA Conferences. AACREA organized a program of meetings and field visits for our group. The purposes were for FNBA group to learn about the Argentina's cattle industry, meet the different producer organizations and explore the possibility to add Argentina to our Alliance.

### **Participants:**

- |                           |                              |
|---------------------------|------------------------------|
| 1. Bill and Betsy Donald. | NCBA President elect.        |
| 2. Forrest Roberts.       | NCBA CEO.                    |
| 3. Scott Champion         | B+L New Zealand CEO          |
| 4. Dennis Laycraft        | CCA Exec. Vice president.    |
| 5. Ryder Lee              | CCA                          |
| 6. Andres Piedra          | CNOG economist               |
| 7. Scott Hansen           | Cattle Council Australia/MLA |
| 8. Saul Mercado           | FNBA Exec. Secretary         |

### **Program:**

#### Tuesday and Wednesday, September 28 and 29:

Bill, Forrest, both Scotts and Ryder attended the IMS World Meat Congress.

#### Wednesday, September 29:

The group met with two leaders of the Paraguayan Cattlemen's Organization, Carlos Pereira and Carlos Pedretti in the afternoon. Saul presented an overview of FNBA history, organization and actions. We extended an invitation to their organization to belong to our Alliance. Carlos and Carlos showed interest and will present the proposal to their Board in Asuncion in their next meeting. We will have an answer from them within two weeks.

Reception at Pedro Nazar's home in the evening. Pedro invited the group to his home for a drink and *Hors d'œuvre*. Other local guests attended, among them officers from AACREA and Sociedad Rural Argentina (Rural Association).

Thursday, September 30:

7:00 – 9:00 CEOs breakfast/meeting at the Meliá Hotel. We discussed some of the issues listed in our agenda, but most of the time was spent on the WWF Conference on Sustainable Beef (see Minutes).

9:30 – 2:30 Meeting at AACREA:

The session was attended by representatives from all four producer organizations:

1. CONINAGRO
2. Sociedad Rural Argentina
3. CRA
4. Federación Agraria Argentina

They explained their structure and objectives.

Saul made a presentation on FNBA. We also responded to questions related to our Alliance and discussed the possibility to add Argentina to our group.

3:00 – 5:00 Meeting at SENASA (National Animal Health Agency). General Director, Jorge Dillon welcomed the group and presided the meeting. Dr. Rodolfo Botini, head of Sanitary Programs, presented their FMD program. Ximena Veron explained the BSE control program and Mr. Solis showed their traceability and data management systems.



Figure 1. Meeting at SENASA (Animal Health Agency)



Figure 2. Meeting at SENASA with Jorge Dillon

- 5:30 – 7:00 Visit IPCVA (Argentinean Institute for Beef Promotion). Dardo Chiesa, President and Carlos Vuegen, general manager, received the group and talked about their Institution.
- 8:30 – 10:30 Dinner and continuation of CEOs meeting (see Minutes).

Friday, October 1:

- 8:00 – 9:00 Visit the Liniers live cattle market. We walked the aisles and witnessed fed cattle auction sales. Then, the general manager explained the history of the market, current situation on cattle prices, logistics, data management and administration systems.



Figure 3. Cattle auction sale at Liniers Market in Buenos Aires, Argentina

11:00 – 2:00 Visit to Santa Maria feedlot located in Payro, Buenos Aires Province. We were greeted by owner Jose Luis Trivino and his family. Six flags (FNBA countries + Argentina) were set up at the gate! The operation has 8000 steers on feed. They produced most of their crops in 370 hectares. Cattle were mostly British breeds (Angus and Hereford) with light finish weights. Rodrigo Troncoso, manager of the Argentina Feedlot Association, made a presentation on the situation of the feedlot industry in their country.



Figure 4. Santa Maria Feedlot

4:00 – 6:00 Visit “La Verde” ranch. Javier Galli, manager, showed us the cattle, pastures and management practices. The ranch feeds about 2000 steers on 450 hectares of grass. They also produce grain in 600 hectares to supplement the feeding.



Figure 5. "La Verde" Ranch

Saturday, October 2:

10:30 – 2:30 Visit "Tres Cruces" Brangus cattle ranch in Lujan. Martin Goldstein, owner and president of the Argentinean Brangus Association, greeted the group. The six flags were also displayed at the pens. Martin Garcia Fernandez, Secretary of the Brangus Association made a presentation on the cattle industry situation in Argentina as well as the origin and development of the Brangus breed in the country. Goldstein showed some of his young bulls and heifers with their genetic information. The quality of the animals was impressive! Martin Goldstein is also member of the Board of SRA (Sociedad Rural Argentina), one of the 4 producer organizations and probably the most powerful. During lunch we talked about FNBA mission, purpose, organization, etc..



Figure 6. "Tres Cruces" Brangus Ranch

**Comments:**

- The objective of having a midterm CEOs meeting as agreed on our last Conference in New Zealand was met.
- Because of our trip, there is now a strong possibility to add one or two countries (Paraguay and Argentina) to the Alliance.
- The program put together by AACREA was very interesting and educative. Pedro Nazar and his team did a great job! The hospitality offered by all the people we visited was outstanding!
- We found genuine interest in the different organizations to participate in FNBA.
- We gave exposure of FNBA to important players in the cattle industry of Argentina and Paraguay.
- We had the opportunity to promote our Young Ranchers Program
- The four producer organizations in Argentina will discuss how and/or who will represent the cattlemen of their country in our Alliance.

