

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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:** 5/5/2019

**GAIN Report Number:**

## United Arab Emirates

**Post:** Dubai

## USDA Prime Sirloin Upgraded to Emirates First Class

**Report Categories:**

Livestock and Products

Export Accomplishments - Other

**Approved By:**

Kurt Seifarth

**Prepared By:**

Mohamed Hamza

**Report Highlights:**

Beginning April 2019, Emirates Airlines first and business class passengers will enjoy high quality American beef while they dine at 32,000 feet. With exports of U.S. beef on the rise across the globe, the Emirates Flight Catering Company (EFC) joins the list of food service industries looking to satisfy growing consumer demand by offering USDA prime sirloin for their elite guests.

## **General Information:**

Headquartered in Dubai, UAE, the Emirates Flight Catering Company (EFC) provides in-flight catering and support services to over 100 airlines around the world. In the Spring of 2019, EFC began sourcing two metric tons per month of premium U.S. beef cuts for first and business class passengers departing Dubai International Airport on Emirates Airlines. U.S. beef in the UAE continues to grow in popularity and is found throughout the country's luxury hotels and restaurants. This new menu offering on Emirates Airline has the potential to further sales for U.S. beef in the UAE and beyond.



High Quality U.S. Beef on Emirates Business & First Class Flights

In 2018, U.S. exports of beef and beef products to the UAE were over \$60 million dollars and have grown significantly over the last decade. FAS Dubai works closely with the United States Meat Export Federation (USMEF) and their local representative Arab Marketing and Finance, Inc. (AMFI) to promote U.S. beef in the Gulf region.