

**SAUL S. MERCADO, DVM**

10954 West Cave Blvd. Dripping Springs, Texas 78620, USA. Tel./Fax: (512)330-4581  
Cell: (512) 632-1471. [IMC@saulmercado.com](mailto:IMC@saulmercado.com)



**RESUME**

**PROFESSIONAL STUDIES:**

**Universidad Nacional Autónoma de Mexico (UNAM)**, Mexico D.F. Mex. (1969 – 1974): Doctor in Veterinary Medicine and Animal Science

**International Agrarish Center (IAC)**, Wageningen, Holland (1977)

Dairy cattle husbandry training.

**Other courses:**

- “Public Speaking”, 1996.
- “Money Management”, 1995.
- “How to Listen Powerfully”, 1987.
- “Powerful Writing Skills”, 1987.
- “Performance Appraisal Seminar”, 1987.
- Manejo del Tiempo (Time Management), Mexico, 1984.
- Administración de Usted Mismo (Administration of yourself), Mexico, 1983.
- Economía Mundial y sus efectos en la Agricultura de Mexico (Effects of the World Economy in Mexico’s Agricultura), 1977.
- Situación de la Industria Lechera de Cuba (Dairy Industry situation in Cuba), 1976.
- Producción y Manejo de Conejos (Production and Management of Rabbits), Mexico, 1974.
- Cirugía y Anestesiología de Equinos (Surgery and Anesthesiology in Horses), Mexico, 1974
- Diagnostico de Gestación en Bovinos (Pregnancy Diagnosis in Bovines), Mexico, 1972.

## **PROFESSIONAL EXPERIENCE:**

**Consultant on International Marketing**, (1993 –present), for organizations such as:

- Five Nations Beef Alliance (US, Can, Mex, Aus, NZ)
- Aova Technologies Inc., Madison, Wisconsin
- National Cattlemen’s Beef Association, Denver, Colorado.
- United States Potato Board, Denver, Colorado
- IMI Global Inc., Denver, Colorado
- 44Farms in Cameron, Texas.
- Texas Farm Bureau, Waco, Texas
- United States Livestock and Genetics Export (USLGE)
- American Brahman Breeders Association, Houston, Texas.
- Colorado Department of Agriculture, Denver, Colorado.
- Cornell University, Ithaca, New York.
- Farmland Industries, Kansas City, Missouri.
- Northeast Texas Farmers Coop., Sulphur Springs, Texas.
- Southern US Trade Association, New Orleans, Louisiana.
- Texas A&M University, College Station, Texas.
- Texas Beef Council, Austin, Texas
- U.S. Grain & Feed Ingredients, San Antonio, Texas.
- Voluntary Purchasing Group, Bonham, Texas.
- USDA, Foreign Agriculture Service, Washington, D.C.
- Penn State University, State College, Pennsylvania.

### **Other positions:**

**Five Nations Beef Alliance.** Secretariat (May 2008 to present)

**AgInfoLink, Inc.,** Longmont, Colorado. Manager for Latin America (1/1999 – 4/2008)

**International Desco Inc.,** Austin, Texas. General Director (11/1997 – 5/2002)

**Specialty Trading Corporation,** Austin, Texas. Vice President (1993 –5/1997)

**Texas Dept. of Agriculture,** Austin, Texas:

- Director for Latin America (1989 –2/1993)
- Vice President of the Mexico-Texas Exchange Commission (1989 –2/1993)
- Deputy director for Latin America (1987 –1989)

**FAO - World Bank, National Dairy Project,** Mexico D.F., Mexico. General Coordinator (1985 – 1986)

**Comisión Nacional de la Leche (National Milk Comisión),** Mexico D.F., Mex. Executive Secretary/Treasurer (1978 – 1986)

**Secretaria de Agricultura y Recursos Hidráulicos,** Mexico, D.F., Mexico. Deputy Director for Livestock (1983 –1984)

**Instituto Nacional de la Leche (National Milk Institute),** Mexico D.F., Mexico.

- Director for Dairy Industries (1979 –1983)
- Head of Marketing Department (1978 – 1979)
- Head of Dairy Zones Coordination (1975 –1976)

**Federación de Pequeños Propietarios (Small Producers Federation)**, Estado de Mexico, Mexico. Chief Veterinarian (1974 – 1975)

**OTHER ASSIGNMENTS:**

**International Stockman's Education Foundation (ISEF)**. Member of the Board (1/2009 to present)

**International Livestock Congress (ILC)**. Member of the Committee (7/2008 to present)

**Texas A & M University, School of Agriculture**, College Station, Texas. Member of the Advisory Council for the Mexico-Texas Initiative (1993 – 2000).

**Unidad Nacional Veterinaria**, Mexico, D.F., Mexico. Member of the Board of Directors (1988 – 1993)

**International Goat Association**, Member of the Board of Directors (1982 – 1992)

**ALICA (Latin American Association of Food Industries)**, Montevideo, Uruguay. Member representing Mexico (1979 – 1986)

**Coordinator and speaker in numerous seminars, committees and trade missions in the United States, Mexico, Central and South America.**

**LANGUAGES:**

Spanish and English (100%)

Portuguese (70%)

Here is a brief description of some of my current professional activities:

**Five Nations Beef Alliance (FNBA):**

I act as an Executive Secretary of this group.

The Alliance is formed by the National Cattlemen's Associations of Australia, New Zealand, Canada, Mexico and the United States.

We are in the process of incorporating the organization from Uruguay. They have accepted to participate in an "Observer Status" in our next Conference.

The Alliance meets every 18 months to discuss issues of interest to the beef industry.

The next Conference will take place in September 2011 in Mexico. In the meantime I am in charge of coordinating a monthly conference call where we discuss current issues of importance to the beef industry. Among other important issues:

- FNBA request to FAO to become an organization approved by FAO to participate in an "Observer Status" in International Forums such as Codex Alimentarius, OIE, etc..
- Animal Welfare standards
- Activists groups vs. beef.
- Climate change
- Animal Health emergencies (BSE, FMD, TB, etc)
- Beef world markets
- Country of Origin Labeling (COOL) Law in the United States.
- Young Ranchers Program
- Sustainable beef production
- Traceability systems and Animal ID programs
- International Standards

**National Cattlemen's Beef Association (NCBA):**

My main responsibility is to coordinate communications and the relationship with NCBA counterpart in Mexico, CNOG. Among other actions, I coordinate, organize, moderate, translate periodical meetings of the NCBA-CNOG Cross Border Bi-lateral Group. We meet about every 3 months alternatively in Mexico and the United States to discuss issues of mutual interest, from animal health to trade/marketing issues.

This group has been meeting since 14 years ago and has been able to build a strong relationship between our two national organizations.

I am also involved in any other issue related to Latin America.

We have organized several meetings with the National Cattlemen's Organizations of Central America.

**Aova Technologies Inc.**

Aova Technologies is a private company based in Madison, WI. They produce a natural feed supplement for poultry, swine, fish and cattle.

My job is to develop a market and to find distributors in Latin America.

One of our objectives is to establish experimental trials in those countries to demonstrate the benefits of the products. We just completed trials in Argentina and Chile and we are working on establishing trials in Mexico and Brazil. Currently working on trials in Peru.

**United States Potato Board (USPB):**

I work in the seed program of the USPB where we promote the exportation of US potato seed varieties to several Latin American countries.

We are currently working in Nicaragua, Uruguay and Dominican Republic. In the past few years we worked in Honduras, Panama and Venezuela as well. The first two markets are now considered "mature" and Venezuela is in a "stand by" situation because of political reasons.

We establish contact with local producer organizations, governmental institutions, importers, research entities, and establish experimental trials to test different varieties in

different environments within the country. The purpose is to find varieties that are better than the ones currently used by the local growers in order to improve their yields and their profits.

We also organize trade missions taking US growers to those countries and reverse trade missions bringing producers/importers to the US to visit potato seed areas. A Symposium and Seed Tour is also organized every two years in the US where we invite several producers/importers from those countries to participate.