



Export Newsline

July 12, 2010

The Latest Trade News, Information and Insights for USMEF Members

JAPAN

- USMEF Teams with Web Giant Guru-Navi for Beef Cutting Seminar 1

SOUTH KOREA

- Leading Seoul Chefs Enlist in USMEF Meat Culinary Camp 2

CHINA

- US Pork Showcased at Shanghai Expo..... 3

ASEAN

- USMEF Hosts Chefs, Restaurateurs from Red-Hot Filipino Market..... 5

DENVER

- USB Domestic Marketing Committee at USMEF..... 6

TRADE SHOWS

- WorldFood Moscow 6
- Expo Carnes 2011 6
- Hong Kong: Restaurant & Bar Show 6
- One Booth Available at SIAL — Europe’s Major Trade Show..... 7
- Fine Food Australia, 2010 7

JAPAN

USMEF Teams with Web Giant Guru-Navi for Beef Cutting Seminar

To say that Guru-Navi is Japan’s largest restaurant-related Internet search engine is a bit of an understatement. The Web portal is estimated to have been viewed by more than 10 million separate users. Its monthly page view count is a remarkable 850 million – or about 28 million per day.

To capitalize on this amazing popularity, USMEF has twice conducted promotions in cooperation with Guru-Navi — a U.S. pork menu promotion in August-September 2009 and a U.S. beef promotion in December 2009. Post-promotion questionnaires showed many of the participating restaurants were interested in a U.S. meat seminar, complete with cutting demonstrations.

With support from the Beef Checkoff Program, a beef cutting seminar was conducted with Guru-Navi on June 28 in Tokyo. The seminar attracted chef/owners from 53 Guru-Navi affiliate restaurants. Guru-Navi had planned to accept applications for one month, but the seminar proved so popular that the registration period had to be closed after only one week. Even then, the number of applications was more than double the event’s actual capacity.



Chef Shishikura holds a cutting demonstration for restaurateurs affiliated with Guru-Navi

The first segment of the seminar was led by Chef Takeru Shishikura, owner of four popular restaurants and president of a food consulting firm. Chef Shishikura conducted a cutting demonstration using chuck eye roll and rib finger and how to tailor these cuts into attractive menu items.

USMEF Senior Marketing Director Takemichi Yamashoji closed the seminar with an overview of the U.S. beef industry, including the unique characteristics that make U.S. beef particularly appealing to Japan’s foodservice industry. He also provided examples of successful foodservice and retail promotions conducted in Japan, to illustrate for the restaurateurs in attendance the competitive advantages provided by U.S. beef.

“Our feedback from the seminar has been extremely positive,” said Yamashoji. “This is the type of event that allows USMEF to capitalize on the incredible exposure provided by Guru-Navi, but also to use a small-group setting to develop personal relationships with its participating restaurants.”

SOUTH KOREA

Leading Seoul Chefs Enlist in USMEF Meat Culinary Camp

Top chefs from many of the leading hotels in Seoul, South Korea, joined USMEF recently for a three-day U.S. Meat Culinary Camp designed to deepen relationships between the U.S. beef and pork industries and the foodservice industry leaders who help set trends in Korea.

Chefs from the Hilton, Ritz Carlton, Grand Ambassador, Intercontinental, Hyatt, Westin Chosun, JW Marriott, Walkerhill, Shilla and Lotte, as well as chefs from popular individual restaurants including GOSTK528, Bistecca and Cine de chef of CGV participated in the program that was developed with funding from the Beef Checkoff and Pork Checkoff Programs.



Seoul’s leading chefs attended a USMEF culinary camp

Celebrity barbecue chef Jay McCarthy of the Beaver Creek (Colorado) Chophouse and Dr. Fred Ray, quality control and food safety director for Outwest Meat Company in Las Vegas, were lead presenters for the camp, which was held at the popular Jeju Island resort.

“Dr. Ray introduced his ‘New Menu Frontiers,’ which helped chefs broaden their view of meat cuts and develop new menu uses for cuts like the chuck and round; pork spare ribs; boned, rolled and tied short rib; tomahawk steak and pork belly,” said Jihae Yang, USMEF-Korea director.

“Many of the chefs said this camp gave them a great opportunity to develop new ‘diamond in the rough’ menu ideas,” noted Elly Sung, USMEF-Korea marketing assistant. “Chefs often become dependent on certain cuts of meat, and programs like this open their eyes to new ideas, like dry-aged beef or bacon that can increase both their profitability and customer loyalty. And they need to see the potential of using pork – like beef – as a ‘center-of-the-plate’ menu item.”



The camp opened with overviews of the U.S. beef and pork industries provided by USMEF staff, touching on quality aspects of U.S. products as well as industry-wide safety initiatives. That was followed by a presentation on “American BBQ Trends” by chef McCarthy and Dr. Ray’s discussion of new menu options. Participants were treated to a welcome barbecue dinner that evening where they could sample many of the U.S. pork and beef products they would discuss during the camp.

Camp participants were given an introduction to U.S. beef and pork for Korean foodservice and information on the growing consumer interest in dry-aged beef. That was followed by chef McCarthy’s demonstrations on preparation techniques for different cuts of pork and beef and tasting sessions of both.

“The response of the chefs has been overwhelmingly positive,” said Sung. “Requests from interested participants led us to increase attendance from 30 to 35 chefs, and we will be expanding this to an annual event. The chefs come away from this camp with a much stronger appreciation of the quality and versatility of U.S. beef and pork, and see the profit potential it can give them.”

CHINA

US Pork Showcased at Shanghai Expo

Fresh chilled U.S. “natural” pork was showcased last weekend in the USA Pavilion at the Shanghai Expo as part of a “Taste of America” celebration of U.S. food and agriculture. U.S. chilled CT butts, boneless loins and back ribs were prepared in various styles for a morning food demonstration, media event and VIP dinner reception timed to coincide with the Fourth of July.

Following the trial introduction, MEF is hopeful that more visitors will be able to sample U.S. pork at the USA Pavilion during the six-month run of the Expo, or World’s Fair, which opened May 1 and runs through the end of October. Expo is targeted to attract 70 million visitors during its half-year run. Official attendance at the USA Pavilion already has surpassed 2 million, according to the Pavilion’s official website.



U.S. chilled CT butts and boneless loins on display at the Shanghai Expo

The day's events were organized by the Agricultural Trade Office of the American Consulate in Shanghai. Support for the program is provided through USDA Market Access Program (MAP) funds and the Pork Checkoff.

"We had a very positive response to the taste of U.S. pork products," said Jina Gao, USMEF-Shanghai representative who coordinated USMEF's presence at the event. She noted that the presence of U.S. pork generated inquiries about its availability from visitors and the Pavilion's team of chefs.

At the morning event, traders and Shanghai foodservice operators examined U.S. pork subprimals, while in the evening guests dined on slow-cooked U.S. pork back ribs. The importer of the U.S. chilled pork is in sales discussions with a local high-end supermarket for the new chilled pork line.

"We may see the first featuring of U.S. chilled pork at retail in China within the next few weeks," said Gao.

"The journey of U.S. pork to the Expo is a story in itself and fits the 'Rising to the Challenge' theme of the USA Pavilion," said Joel Haggard, USMEF senior vice president of the Asia Pacific Region. The pork was flown from the United States and cleared the requisite customs and quarantine procedures just hours before the Expo began.

Haggard notes that air shipments of chilled U.S. pork to China have been few, but that the rapid clearance of this shipment for the Expo is encouraging.

"China's personal income level is rising and we expect to see some strengthening of its currency, so this will create more demand for specialized pork products in China," said Haggard.

ASEAN

USMEF Hosts Chefs, Restaurateurs from Red-Hot Filipino Market

The Philippines has one of the world's fastest-growing economies, which is reflected in its growing appetite for U.S. pork and beef. Through April, pork muscle cut and variety meat export value to the Philippines doubled over the same period last year, while export grew by more than 80 percent. Total beef exports are up more than 50 percent in value and more than 75 percent in volume.

With a population of more than 90 million, the Filipino market has immense potential. The challenge, however, is to effectively introduce economically priced pork and beef cuts that will appeal to consumers and gain traction in the Philippines' rapidly expanding foodservice sector.



USMEF-ASEAN Director Sabrina Yin provides a cutting demonstration for Filipino chefs and restaurateurs at the Singapore Culinary Center

USMEF-ASEAN recently hosted a team of nine Filipino chefs and restaurateurs and one importer for a seminar at the Singapore Culinary Center. Selection of the participants was aided by one of Philippines' major importers of U.S. meat, and the seminar was funded through support from the Pork Checkoff and Beef Checkoff Programs and the Market Access Program (MAP).

USMEF-ASEAN Director Sabrina Yin demonstrated three fresh U.S. pork cuts, pork sausages and seven beef cuts. Yin also showed the group how to preserve the freshness of U.S. pork and beef through vacuum packing, allowing for more efficient distribution of meat products and cost savings through reduction of waste. Team members also participated in a plate cost computation exercise that offered keys to improving profitability. Following the seminar, they toured several establishments in Singapore's Orchard Central restaurant belt that feature U.S. pork and beef dishes.

“This seminar provides the participants with great information that can help them utilize U.S. pork and beef in an efficient and profitable manner for their clientele,” Yin said. “In turn, USMEF benefits tremendously by adding to our network of customers in this fast-growing

market. We are very pleased with the results we have seen in the Philippines, and feel this market still has much untapped potential.”

USB Domestic Marketing Committee at USMEF



The United Soybean Board's (USB) Domestic Marketing Committee met with USMEF staff on July 7 at USMEF's headquarters in Denver. The committee, which was in Colorado for USB meetings, is responsible for designating USB financing for international projects for red meat and poultry. "It was a great opportunity for our team to discuss with USB's Domestic Marketing Committee opportunities for U.S. red meat products in key overseas markets," said Phil Seng, USMEF president and CEO, who expressed USMEF's appreciation for the unwavering commitment USB has demonstrated in support of USMEF and U.S. red meat exports.

TRADE SHOWS

WorldFood Moscow

The 19th WorldFood Moscow 2010, September 14-17, is Russia's largest food show. It attracts more than 50,000 buyers from Russia and the states of the Former Soviet Union. If you wish to exhibit with USMEF at this show, contact Tammy Connolly at 303-623-6328 or tconnolly@usmef.org.

Expo Carnes 2011

Members interested in exhibiting at Expo Carnes in Monterrey, Mexico, February 2-5, 2011, should contact Tammy Connolly at (303) 623-6328 or tconnolly@usmef.org. This is an important trade show attracting buyers from all over Mexico.

Hong Kong: Restaurant & Bar Show

Hong Kong's Restaurant & Bar Show 2010 (Sept. 7-9) at the Hong Kong Convention & Exhibition Centre promises to attract chefs, restaurant managers, buyers and executives. This trade show is gaining in popularity and last year's was a resounding success. For information on

exhibiting with USMEF at the show, contact Tammy Connolly at (303) 623-6328 or tconnolly@usmef.org.

One Booth Available at SIAL — Europe’s Major Trade Show

USMEF has a booth available for a member wishing to showcase U.S. beef or pork products in Paris this fall; contact Tammy Connolly at 303-623-6328 for details. SIAL 2010 (Oct. 17-21) brings in importers and distributors from all of Europe and the Middle East and even Africa and Asia. SIAL attracts 130,000 visitors, 1,200 journalists and more than 5,000 exhibitors.

Fine Food Australia, 2010

USMEF-ASEAN is featuring U.S. pork at Fine Food Australia, 2010, at the Melbourne Convention & Exhibition Center, Sept. 13-16. For more information or to apply for a booth, contact Tammy Connolly at (303) 623-6328 or tconnolly@usmef.org.

<p>U.S. Meat Export Federation: 1855 Blake St., Suite 200 Denver, CO 80202 Phone: 303-623-6328 Fax: 303-623-0297 E-mail Michael Igoe at migoe@usmef.org. Visit the USMEF Web site www.usmef.org The written policies and practices of this organization include the nondiscriminatory bases required by the USDA.</p>
