



# Export Newsline

December 13, 2010

The Latest Trade News, Information and Insights for USMEF Members

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## JAPAN

### U.S. Steak Sizzling at Japan's Family Restaurant Chains

While much of Japan's restaurant sector has struggled recently due to the slow economy, family restaurant chains have emerged as a popular, reasonably priced choice for budget-minded consumers. Many family restaurant chains are currently conducting steak menu promotions featuring U.S. beef. In November alone, more than 2,000 such outlets in Japan featured U.S. steak menus.

Gusto, the largest family restaurant chain in Japan and a member of the Skylark Group, is conducting a "Half Pound Steak" promotion at more than 1,300 locations through mid-January. Gusto features U.S. beef chuck eye roll in this menu promotion.

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Restaurant chains Gusto (left) and Joyfull entice diners with U.S. half-pound steaks

Joyfull, Japan's third-largest family restaurant chain, just concluded its fourth "Half Pounder Steak/Lemon Japone Steak" promotion at more than 700 outlets. Joyfull resumed use of U.S.

beef in April 2009, and features the USMEF “We Care” logo on all of its printed menus. The company is planning more U.S. beef menu promotions over the next year.

“In times of tight household budgets, family restaurant chains have retained their popularity, and their sales have held up fairly well,” said Takemichi Yamashoji, senior marketing director for USMEF-Japan. “They provide an excellent dining experience for families who might not otherwise have the opportunity to enjoy U.S. steak.”



*Flying Garden (left) features U.S. ribeye roll, while Denny's offers U.S. sirloin*

Other family restraint chains promoting U.S. beef steak menus include Flying Garden, which utilizes U.S. ribeye roll and outside skirt, and Denny’s, which features U.S. sirloin. USMEF is providing promotional support for some of these menu items through the USDA Market Access Program (MAP). The “We Care” campaign and logo were created through support from MAP and the Beef Checkoff Program.

## **MEXICO**

### **USMEF-Mexico Conducts Sales Training with Regional Supermarket Chain**

The Chihuahua city campus of the Monterrey Institute of Technology and Higher Education (Tecnologico de Monterrey) was the setting for a recent four-day USMEF sales force training seminar for personnel of the regional supermarket chain Al Super.

“The main goal of the training seminar is to give to Al Super’s store personnel, who directly interact with clients, the knowledge required for merchandising U.S. red meat at the point of sale,” said USMEF-Mexico Retail Manager Javier Garcia. “This helps create a more exciting and new shopping experience for customers and builds customer loyalty for U.S. meat.”



*Chihuahua city campus of the Monterrey Institute of Technology and Higher Education*

A total of 89 staff members attended the seminar – at least one employee from each of Al Super’s 39 Mexico store locations. The seminars were funded through support from the Pork Checkoff and Beef Checkoff Programs and the USDA Market Access Program.

“We view the regional supermarket chains in Mexico as an excellent source of additional market penetration for U.S. beef and pork,” said Chad Russell, USMEF regional director for Mexico, Central America and the Dominican Republic. “Chihuahua is a major economic center of northern Mexico and a very important market for U.S. products. It’s very important that we grow the retail presence of U.S. beef and pork in this area.”

Al Super personnel attending the seminar covered a wide range of responsibilities, including perishables directors, meat buyers, meat department staff and supervisors.

Through September, Mexico is this year’s largest foreign market for U.S. beef, importing 179,155 metric tons (395 million pounds) valued at nearly \$584 million. Mexico is also the volume leader for U.S. pork exports at 394,505 metric tons (870 million pounds), and ranks second in value to Japan at more than \$717 million. (All totals include both muscle cuts and variety meat.)

## **JAPAN/TAIWAN**

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### **Register for USMEF International Market Education Program**

Register now to attend USMEF’s International Market Education Program, Feb. 27-March 5, 2011. The key export markets of Japan and Taiwan are the destination for this week-long program which promises an insider’s view of these two dynamic island nations that are home to 150 million affluent consumers of U.S. beef and pork products.

The program includes a visit to FOODEX in Tokyo, one of the largest trade shows of its kind in the world, where participants will see representatives from many of the United States’ international competitors promoting their red meat products alongside those of the U.S. In addition, visits will include meetings with importers and U.S. meat processors, a Taiwanese pork processing plant, retail stores in both nations and Japan’s largest cold storage facility. You will also have the opportunity to explore the culture of both nations by visiting Tokyo’s historic Asakusa temple, traveling from Taipei to Tainan via high-speed rail, and experiencing Taipei’s Shilin Night Market.

The deadline to receive the early-registration discount is Jan. 14, and participation is limited to 15 attendees. Download the [registration brochure](#) to reserve your spot today!

## **CHINA**

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### **Meet the Beef and Pork Buyers in Atlanta, Dec. 21**

Attention, pork and beef exporters! USMEF is planning a “Meet the Buyers” luncheon at the Silk Restaurant in Atlanta on Dec. 21 for a team of Chinese pork and beef buyers. Details are still being finalized, but the group will be led by USMEF’s Donald Song and the luncheon will begin at 11:30 a.m.

This team was carefully selected by USMEF and consists of serious buyers from Hong Kong, Guangzhou, Nanjing, Henan and Jiangsu. USMEF Director, Export Services Kevin Smith will be on hand to moderate.

Members interested in lunching with the Chinese buyers should contact Tammy Connolly by e-mail ([tconnolly@usmef.org](mailto:tconnolly@usmef.org)) or by phone (303-623-6328).

## **NAMP MEAT BUYERS GUIDES**

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### **Meat Buyers Guides Available to Members**

The U.S. Meat Export Federation is pleased to offer its members USMEF's discounted price rate of \$50 per book for NAMP Meat Buyers Guides. This document is the new, revised edition of the Meat Buyers Guide that features new items, updated and clarified item descriptions, new photographs, new graphics and an expanded glossary.

The order form is [online](#). All USMEF members in good standing are eligible to purchase at this price. The discounted rate includes shipping costs, unless express or next day delivery is requested. In that case, additional shipping charges will apply. Please indicate the exact address to which you want the books shipped.

To receive this discount, complete the form and credit card information and fax it to Urner Barry Publishing Co. at (732) 341-0891.

## **TRADE SHOWS**

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### **Food & Hotel Indonesia**

USMEF is planning to promote U.S. red meat products at Food & Hotel Indonesia, in the capital at the Jakarta International Expo Kemayoran, April 6-9, 2011. Indonesia has the fourth largest population in the world — 240 million — and this is the leading trade show.

For more information, contact Tammy Connolly at 303-623-6328 or [tconnolly@usmef.org](mailto:tconnolly@usmef.org).

### **FoodPro 2011 in Sydney, Australia**

The Sydney Convention & Exhibition Centre is the venue for FoodPro 2011, July 10-13, 2011, a major show designed to be the “interface between the food technology sector and the food processing industry,” focusing on “the current trends in food processing and innovation through modern technology.” USMEF-ASEAN will be there and invites members to participate.

For more information, contact Tammy Connolly at 303-623-6328 or [tconnolly@usmef.org](mailto:tconnolly@usmef.org).

### **ProdExpo Moscow**

USMEF is planning on a higher-profile presence at next year's ProdExpo, Feb. 7-11 in Moscow. This is the 18<sup>th</sup> annual ProdExpo, the largest food trade show in Russia.

For more information, contact Tammy Connolly at 303-623-6328 or [tconnolly@usmef.org](mailto:tconnolly@usmef.org).

### **Seoul Food & Hotel 2011**

USMEF-Korea is promoting both U.S. pork and U.S. beef at Seoul Food & Hotel 2011, an amalgamation of Seoul Food and Food & Hotel Korea, April 26-29, 2011.

For more information, contact Tammy Connolly at 303-623-6328 or [tconnolly@usmef.org](mailto:tconnolly@usmef.org).

## **Anuga**

Europe's most important trade shows — Anuga and Sial — take place in alternate years. Next year it's Anuga's turn. The show — Oct. 8-12, 2011 — expects more than 6,500 exhibitors and approximately 150,000 trade visitors from around the world.

For more information, contact Tammy Connolly at 303-623-6328 or [tconnolly@usmef.org](mailto:tconnolly@usmef.org).

## **FHC China 2010, Shanghai November 2011**

USMEF will exhibit at FHC China 2010 — “The most international trade show for food, wine and hospitality equipment in China” — in Shanghai, Nov 11-13, 2011. Because of current restrictions on U.S. beef exports to China, USMEF is concentrating on promoting pork at this show. If you wish to exhibit with USMEF at FHC China 2010, contact Tammy Connolly at 303-623-6328 or [tconnolly@usmef.org](mailto: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](mailto:tconnolly@usmef.org). This is an important trade show attracting buyers from all over Mexico.

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The written policies and practices of this organization include the nondiscriminatory bases required by the USDA.