# Rodriguez-Mexico-Symposium-V1

**SPEAKERS**
Gerardo Rodriguez, John Herath

**John Herath** 00:00
U.S. beef, pork and lamb exporters will meet with buyers from across Mexico this week in the second U.S. Red Meat Symposium, U.S. Meat Export Federation Regional Director for Mexico and Central America Gerardo Rodriguez, explains the symposium was started two years ago to provide the best prospects for sales.

**Gerardo Rodriguez** 00:16
There were plenty of different trade shows, but you know, we were not feeling that comfortable regarding the measurement and the results that we have when the investment was done in these kind of trade shows. So we decided to reduce our activities in those kind of generic shows and create our own events. The exporters that are going to be having their product being showcased, they are going to be able to meet people from all over the country, Chihuahua, Guadalajara, Tijuana, Mexicali, Cancun, Veracruz, Monterrey. And if they're there, it's because we invited them and we know the amount of product that they're buying, the kind of company that they are.

**John Herath** 00:58
A delegation of U.S. producers and other industry leaders will travel to the symposium, and will also see firsthand how U.S. red meat is promoted in Mexico.

**Gerardo Rodriguez** 01:07
First of all, we will start with a traditional market. Remember that Mexico still is certainly dominated to be selling meat products in the traditional market. So we will start there, visiting and talking to the owners in a market, in a traditional market, where they can see variety meats, they can see the product that is being sold by combos. Then we will go and visit the second step, which is the modern supermarket chains. We will visit several of these. And we will finish these retail visits with the meat boutiques. And the meat boutiques, it is this concept of outlets that the core business is the meat, and everything that is surrounding the meat and the barbecue, for example.

**John Herath** 01:31
The U.S. Red Meat Symposium is made possible through the support of USDA, the National Pork Board, the Beef Checkoff Program, and the Nebraska Beef Council. For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.


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