Ruano-CA-Pork-V2

SPEAKERS
John Herath, Lucia Ruano

John Herath 00:00
Pork exports to Central America are showing tremendous growth, up 11% in volume and 15% in value from last year's record pace. U.S. Meat Export Federation Central America Representative Lucia Ruano says her team has been working to move U.S. pork to the center of the plate in the region.

Lucia Ruano 00:15
We see that U.S. pork is expanding beyond raw material for sausage production and further processing, and is gaining space as a center of the plate protein. And one factor contributing to this change is the educational work that we conduct across different channels. We train importers, we train retailers, chefs, and consumers, and we connect them with product knowledge and preparation. So this has helped change the perception of pork and encourage more consumers to include it in their weekly meals, contributing to more consistent demand.

John Herath 00:57
One country in particular has seen encouraging growth in U.S. pork retail sales.

Lucia Ruano 01:01
In Nicaragua, especially we have been doing strong promotion with La Colonia Supermarket. We have been promoting very strongly there all the cuts from the loin, and the promotion has been very successful. They have presented us a growth of 55% in their sales compared to last year's sales. So that's a very successful story for us because Nicaragua, it's a complicated market because of its political situation. So we're not allowed to do many things like hands-on workshops over there, but we are trying to support them with these type of promotions and trade shows, trade teams, and other activities.

John Herath 01:52
For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.

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