

12-15-23-Mexico-Lamb

SPEAKERS

John Herath, Gary Pfeiffer

John Herath 00:00

With support from USDA and the American Lamb Board, the U.S. Meat Export Federation held a seminar showcasing U.S. lamb for importers and distributors from throughout Mexico. Gary Pfeiffer, executive vice president of sales and marketing for Superior Farms, shares his thoughts on the seminar.

Gary Pfeiffer 00:16

It was a terrific event that the team in Mexico put together. So we were really excited to be able to participate in the event. The event was held at the El Cielo Winery in the wine region of Ensenada, Mexico. So it's just a beautiful setting and had distributors and influencers from throughout Mexico that came in for the event. It started off with a seminar and a demonstration - each of the representatives from from the U.S., we gave a presentation about American lamb, on our company and our products, which was really well received. And we got a lot of good questions. And then from there, we had a terrific lunch, and then really spent the afternoon networking with the different distributors throughout Mexico.

John Herath 00:59

Pfeiffer was especially impressed with the turnout of buyers representing Mexico's food service sector.

Gary Pfeiffer 01:04

Mexico has always been an important export destination for us. But you know, for us what was really exciting about it was this really introduced us to a lot more distributors, and most importantly, a much better understanding of the food service scene in Mexico. So for us, that's where we see our greatest growth potential after our discussions and you know, talking about our products and seeing the quality of it and understanding more about what their needs are and what our capabilities are - there's certainly an opportunity for growth throughout Mexico with American lamb. They were very excited to hear that we offered a fresh option because I think they're used to getting primarily frozen meat from overseas. So really being our next door neighbor and the availability of fresh lamb was very exciting to them. One of our tag lines is "10,000 miles fresher," and that seemed to really resonate with the group that was there.

John Herath 01:56

For more, please visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation, I'm John Herath.