Rodriguez -Mexico-Pork-at-Home

SPEAKERS
Ashley Michels, Gerardo Rodriguez, Speaker 1

Ashley Michels 00:00
The taste for pork in Mexico has been growing year over year, but it's not as popular in home kitchens as it has been in restaurants. The U.S. Meat Export Federation is trying to change that, with support from the USDA and National Pork Board. Here's USMEF's regional director of Mexico, Gerardo Rodriguez,

Gerardo Rodriguez 00:16
The percentage is lower than what we thought. So we get to find out that is 12% of the total amount of pork that is only the one that is cooked at home. So what does that mean? It's a great opportunity for us of growing in this niche.

Ashley Michels 00:33
He says getting more people in Mexico to buy pork starts with figuring out why it's being left off of grocery lists.

Gerardo Rodriguez 00:39
Price is not an issue. So availability is not the issue. So the issue is education. The issue is they need to learn how to cook it correctly. So we want to do this venture, or joint venture, with this kitchen appliance, and we can demonstrate to the consumer that at home it is very easy, very convenient, very versatile, how to cook pork.

Speaker 1 01:06
The USMEF team in Mexico has already seen success using food trucks to help increase demand for U.S. pork products across the food service industry. They're rolling out that same strategy to encourage at-home chefs to incorporate more pork to feed their families.

Gerardo Rodriguez 01:21
We are going to adapt those trucks, or the 18 wheeler, in where we are going to include in that how to cook it with an Instant Pot or with a pan fryer, or we're going to be using all the Thermomix and and all this kind of appliance, kitchen appliance. So this is going to be giving us the opportunity to have the same key audience, but to know that the same cut can be cooked in different ways. And if we grow that percentage of pork being cooked at home, I think that it's going to move the needle in a tremendous way.

Speaker 1 01:55

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If you want to learn more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm Ashley Michels.

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