

Ruano-Central-America-Pork

SPEAKERS

Lucia Ruano, John Herath

John Herath 00:00

U.S. pork exports to Central America were outstanding last year, and that momentum has continued in 2024. U.S. Meat Export Federation Regional Representative Lucia Ruano says consumer education programs funded through USDA and the National Pork Board have helped drive this growth.

Lucia Ruano 00:17

in Central America, they used to think that pork needs to be overcooked and maybe it's not as healthy as they would like. But we have been educating and making all of these workshops where they can learn the nutritional facts because we bring experts to these type of workshops where they can have all that information firsthand from doctors, nutritionists -that give them the correct information of what pork proteins represent. We also teach them how to manage it, how to cook it. So we did this program, Girls Can Grill. It was a very successful program. We trained around 300 women and it was very nice to see how surprised there were when they tried the pork cooked in the correct way.

John Herath 01:10

This year's Consumer workshops have expanded to include additional cooking methods and continue to focus on the pork loin.

Lucia Ruano 01:16

Now we are coming in 2024 with another program that is called Inspire Us. It's like the second edition of Girls Can Grill, but in other methods of cooking U.S. pork cuts. And we focused on loin because loin is a very versatile muscle, let's say. We not only make chops, but we did like ribeyes, you know, thicker cuts that visually it has a better look than is just a thin chop. Also we have been using the tenderloin. So they learned that in with the loin if it's well managed and not over cooked and you have like the correct side dishes it has a great taste.

John Herath 01:59

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