ACTIVITY REPORT



SOUTH AMERICA OFFICE | AUG-SEP 2024

U.S. BEEF
Funded by the Beef Checkoff

U.S. MEAT EXPORT FEDERATION

U.S. PORK

OBJECTIVE

· USMEAT CONNECT · seeks not only to commercially connect US red meat importers/distributors with HRI accounts, but also to connect with their needs. Knowing how this channel operates: its scale, equipment, processes, product knowledge, etc. will help us to better understand the US beef and pork cuts that are best suited to their operations. Cuts and presentations that the restaurant can use to grow a profitable business and *increase* the day's table turnover while still offering high quality dishes.



PERU

DATE: August 20th

TIME: 11 AM – 6:00 PM

LOCATION: Lima, Peru

PARTICIPANTS: 7 importers

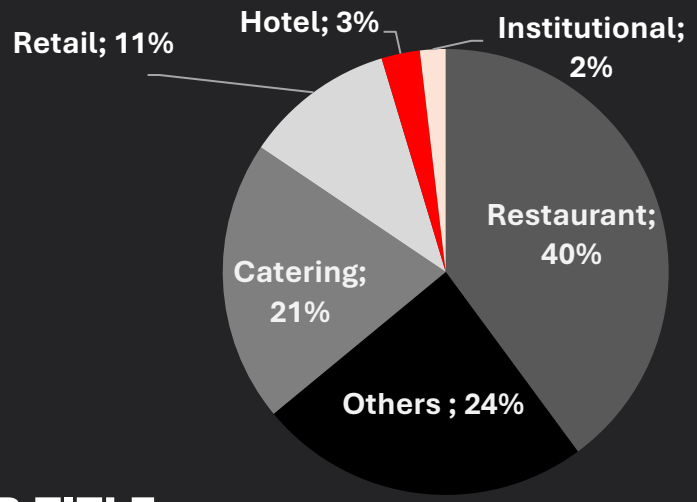
- Consorcio Chemo
- Corporación Jordi
- Halema
- Inpelsa
- Oregon Foods
- Sigma
- South Pacific International



E-mail invitation

GUEST PROFILE

BUSINESS TYPE



JOB TITLE

- General Manager
- Owner
- Executive Chef
- Commercial Manager
- Others (importers, distributors, butchers, traders)





DYNAMICS

- Connection and commercial exchange throughout the event at the 7 importers' booths
- **12** tastings with US beef and pork preparations
- **2** presentations aimed at foodservice and importers
- **1** pork station, throughout the event the innovative idea of cooking “Roasted pork loin” was presented, replacing the chicken with US pork loin in this popular Peruvian dish.





PORK STATION

TASTINGS


CONNECT
PINCANHA


CONNECT
TRI-TIP
CHEMO


CONNECT
SHORT-RIB
Sigma


CONNECT
DENVER STEAK
OREGON FOODS




CONNECT
BRISKET
CHEMO


CONNECT
ST. LOUIS


CONNECT
SPARERIBS


CONNECT
HAM


CONNECT
LOIN


HAM



WORKSHOP: BOOSTING YOUR RESTAURANT'S SUCCESS THROUGH VALUES

Speaker: Christian Bravo, Chef and Mentor









PRESENTATION: BENEFITS OF PORTIONED MEAT FOR YOUR BUSINESS

Speaker: Ralph Ávila, Director of Beef sales at Sysco International









IMPORTERS


SPI
South Pacific International


UNIENDO SABORES
CHEMO
USXMEAT
CONNECT


UNIENDO SABORES
Halema
USXMEAT
CONNECT


UNIENDO SABORES
Sigma
foodservice
USXMEAT
CONNECT


UNIENDO SABORES
OREGON FOODS
USXMEAT
CONNECT


UNIENDO SABORES
JORDI
PRIME GRILL
USXMEAT
CONNECT

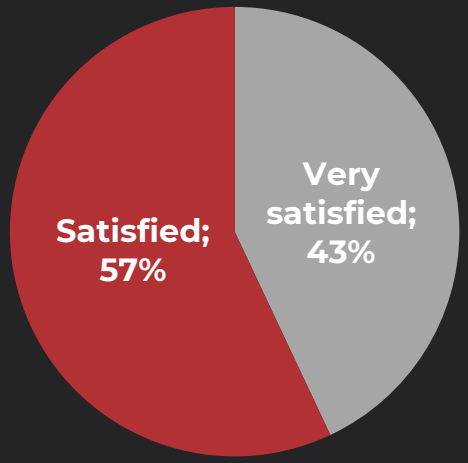

UNIENDO SABORES
USXMEAT
CONNECT

PRODUCTS

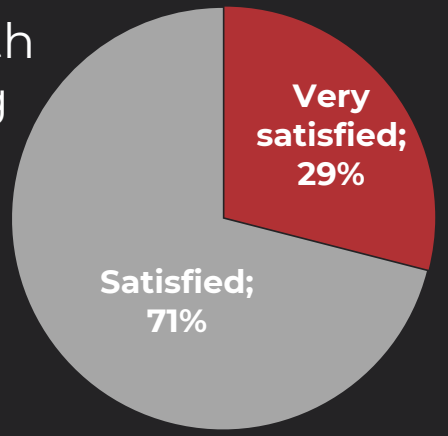
	CHEMO	JORDI PRIME GRILL	Halema	INPELSA	OREGON FOODS	Sigma foodservice	SPI South Pacific International
Beef	SRF SNAKE RIVER FARMS	✓		CERTIFIED ANGUS BEEF BRAND; SRF SNAKE RIVER FARMS	ANGUS PRIDE; Sterling Silver	BLACK CANYON ANGUS BEEF	CERTIFIED HEREFORD BEEF
Pork			✓	✓			
Results	**3** New leads with sales	**18** New leads	**50** New leads	**12** New leads	**15** New leads	**25** New leads	**7** New leads

SURVEY TO IMPORTERS

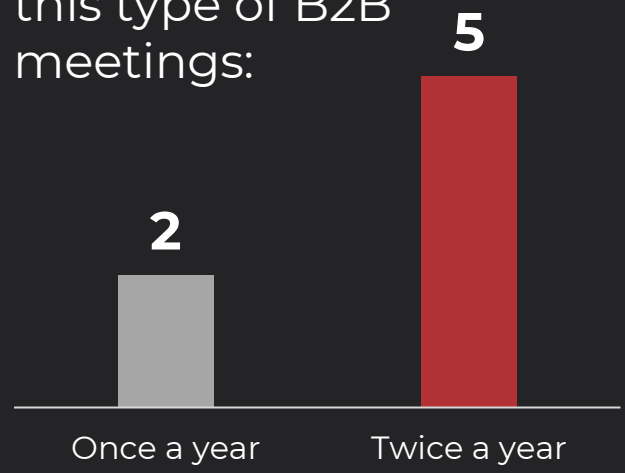
Satisfaction with the overall organization of the event:



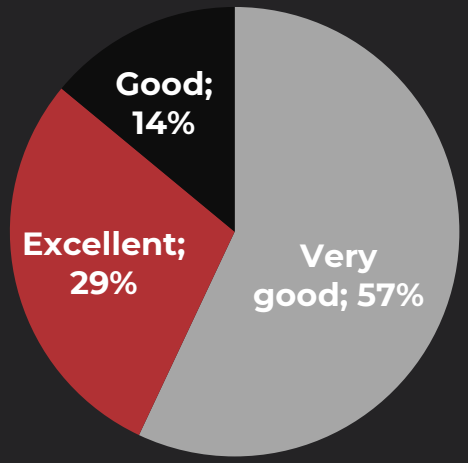
Satisfaction with the networking opportunities offered by the event:



Frequency with which they consider having this type of B2B meetings:



Perception of the quality of the attendees (foodservice channel):



100% of importers would attend events of this type organized by USMEF and are interested in replicating in other regions of Peru (Arequipa, Cusco, Trujillo, Piura).

CHILE

DATE: September 10th

TIME: 12 PM – 6:00 PM

LOCATION: Santiago, Chile

PARTICIPANTS: 6 importers

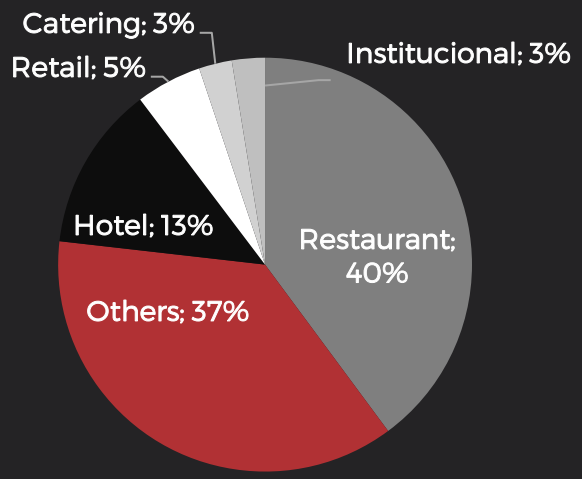
- Buena Carne
- ICB
- Keyfoods
- Mil Sabores
- Nutrisco
- Ñuble



E-mail invitation

GUEST PROFILE

BUSINESS TYPE



JOB TITLE

- General Manager
- Owner
- Main Chef
- Commercial Manager
- Purchase Manager
- Others (Importers, traders, distributors)



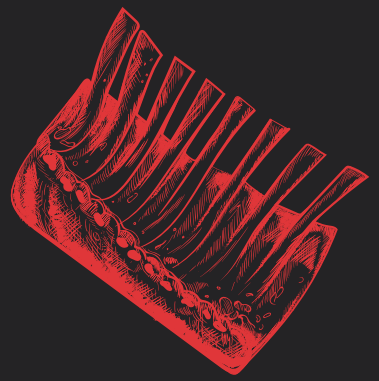
TOTAL ATTENDEES

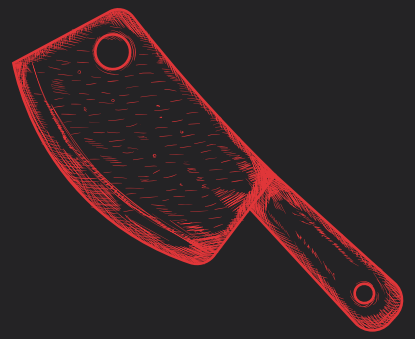
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DYNAMICS

- Connection and commercial exchange throughout the event at the 6 importers' booths
- **12** tastings with US beef and pork preparations
- Each importer was free to use a grill and explain further about their products.
- **2** presentations aimed at foodservice and importers













TASTINGS


CONNECT
SHORT RIB


CONNECT
FLAT IRON


CONNECT
ST LOUIS








CONNECT
BRISKET


UNIENDO SABORES
CONNECT
PICANHA




CONNECT
BACON

MASTERCLASS ABOUT INNOVATION AND GASTRONOMIC TRENDS

Speaker: Nicolas Garate, Chef and Director of the Academia Gastronómica in Chile











HANDLING IN THE KITCHEN: AN IMPORTANT CONTRIBUTION TO THE QUALITY OF RED MEATS

Speaker: Homero Recio, USMEF Director





IMPORTERS


UNIENDO SABORES
Smithfield
STEAK CALM
USXMEAT
CONNECT


UNIENDO SABORES
CERTIFIED ANGUS BEEF
USXMEAT


UNIENDO SABORES
USXMEAT
CONNECT


UNIENDO SABORES
USXMEAT
CONNECT


UNIENDO SABORES
BLACK ANYON
USXMEAT

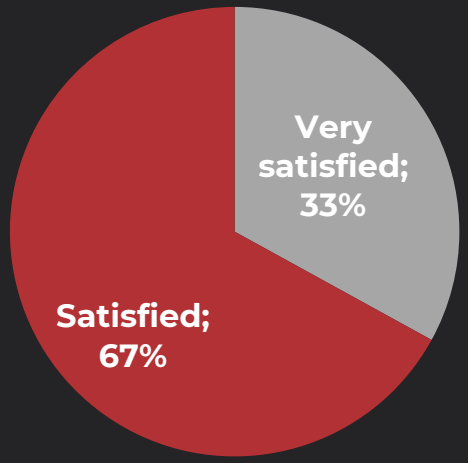

UNIENDO SABORES
Hormel
USXMEAT
CONNECT

PRODUCTS

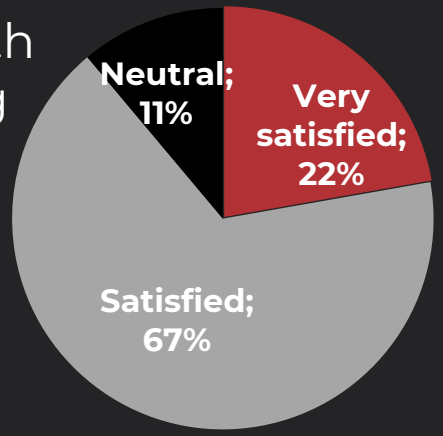
	BUENACARNE	ICB FOOD SERVICE	Keyfoods	MIL SABORES	nutrisco Better Food Better Future	ÑUBLE ALIMENTOS
Beef	Swift	CERTIFIED ANGUS BEEF	BLACK CANYON ANGUS BEEF	✓	✓	✓
Pork	Smithfield Good food. Responsibly.	Sugardale	✓	✓	Hormel / Smithfield Good food. Responsibly.	✓
Results	**15** New leads	**12** New leads	**19** New leads	**14** New leads	**15** New leads	**15** New leads

SURVEY TO IMPORTERS

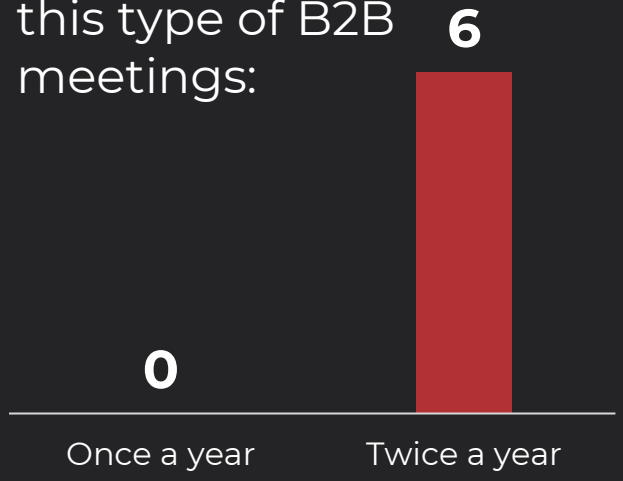
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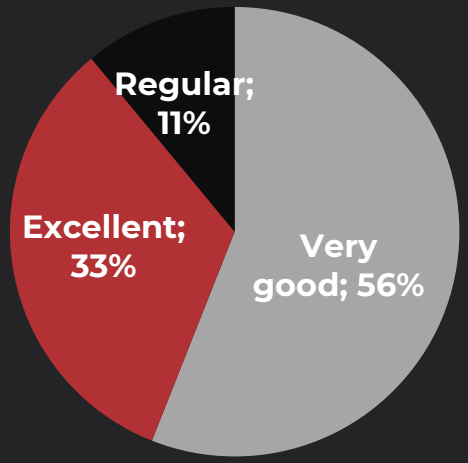
Satisfaction with the networking opportunities offered by the event:



Frequency with which they consider having this type of B2B meetings:



Perception of the quality of the attendees (foodservice channel):



100% of importers would attend events of this type organized by the USMEF and are interested in replicating in other regions of Chile:

1. Iquique
2. Valdivia
3. Viña del Mar
4. La serena
5. Concepción
6. Antofagasta