

CSU-Global-Innovation-V2

SPEAKERS

Paige Parker, John Herath, José Jarpa

John Herath 00:00

The U.S. Meat Export Federation recently brought importers and processors from across Latin America to Colorado State University to learn about developing new products from U.S. beef and pork at the Global Innovation Symposium. USMEF Manager of Technical Programs Paige Parker has the details.

Paige Parker 00:15

Right now, we have about 25 folks all across Latin America from the variety of regions like Central America, South America, Mexico, and Colombia. What the Global Innovation Symposium is - it's really just a way to bring together people who do business with meat and learn new things and learn innovative technologies and concepts that we can continue to use to make premium products. The idea sharing is amazing. They are able to talk of what's working in their market, what's happening in their market.

John Herath 00:43

The teams got hands-on experience developing new products.

Paige Parker 00:46

Really, what we were trying to do is teach a concept of one: how do you grind something properly? Because everyone can grind, not everyone can grind correctly. So, how do we grind correctly to make a really great product that you can use in burgers, sausages, anything like that. But then we went a step further and let's grind it properly, but then, how can we make a value-add product that is a neat item on shelves for consumers or in a food service operation, anything for consumers to get excited about? I have a burger every day, but I don't have a burger with jalapeno in it, or I don't have a burger with red bell pepper. So how can we add things that just create a different product? And what was neat about this is we did burger patties, but really this concept can be used in meatballs, sausages, anything that these companies might be working in. So it's really kind of adaptable to their market and their operation.

John Herath 01:37

Participants like José Jarpa of Chile say the training will pay off with new U.S. red meat offerings for his customers.

José Jarpa 01:43

Yes, yes, innovation, new packaging, new products, new seasoning, like we have a lot of that, so it's really, really interesting. And for me, I really appreciate the invitations.

John Herath 01:56

The symposium was made possible through support of USDA, the National Pork Board, the Beef Checkoff Program, the National Corn Growers Association, and the South Dakota Soybean Checkoff. For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.