



US Industries Team Up for Successful Promotions in the Philippines

To capitalize on a rapidly growing market for U.S. food products in the Philippines, USMEF recently partnered with several U.S. trade organizations for promotional events there.

Explore California Raisins & U.S. Meat was the theme of a culinary seminar held June 8 at the Makati Shangri-la Hotel in Manila with support from the Beef Checkoff, as well as the California Raisin Administrative Committee. The seminar featured demonstrations by well-known guest chef Jay McCarthy and Christine Nicole Nicolas, a highly regarded local chef.



Chef Jay McCarthy prepares U.S. beef dishes at a culinary demonstration in Manila, Philippines

USMEF ASEAN director Sabrina Yin opened the program with an overview of the U.S. industry, including production practices, USDA grading and inspection and foodservice buying specifications. The guest chefs followed with a discussion of popular food trends and demonstrations that included the following dishes:

- Grilled lime pepper-rubbed hanger steak with bacon, onions and raisins
- Cowboy beef chuck with garbanzo beans and raisins

"USMEF's collaborative efforts with the California Raisin Committee have been extremely effective in the Philippines," said Yin. "This year was one of the best events ever, due to the talent and renown of our guest chefs and the delicious dishes they prepared."

Following the seminar, a U.S. barbecue reception was held at the residence of Harry K. Thomas, Jr., the new U.S. ambassador to the Philippines. The reception was a joint effort involving USMEF, the U.S. Potato Board, the California Raisin Administrative Committee, the California Milk Advisory Board and FAS-Manila. About 220 guests attended from the Filipino food industry, the dining and entertainment media and Manila's culinary organizations.



A barbecue reception was held at the home of Harry K. Thomas, Jr., U.S. ambassador to the Philippines

U.S. beef dishes served at the barbecue reception included corned beef brisket, grilled ribeye steak and mini hamburgers.

To reach an even wider audience, a media event was held the following day at the Makati Shangri-la Hotel. This program was also a collaborative effort between the Beef Checkoff and Pork Checkoff Programs and the California Raisin Administrative Committee. David Wolf, acting agricultural counselor with FAS-Manila, presented opening remarks to welcome more than 50 media outlets in attendance.

For this cooking demonstration, Chef Jay McCarthy was joined by Makati Shangri-La Executive Chef Franco Brodini and Executive Pastry Chef Guillaume Bonnetty. The trio of chefs prepared a bounty of delicious dishes, including beef carpaccio, slow-roasted five-spice pork belly, smoked paprika pork loin chop and grilled lime pepper-rubbed hanger steak.

The Philippines is the second-largest market (after Vietnam) in the ASEAN for U.S. beef. Through May, U.S. beef/beef variety meat exports are up 71 percent in volume (to 4,026 metric tons or 8.7 million pounds) valued at \$10.8 million.

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The U.S. Meat Export Federation (www.USMEF.org) is the trade association responsible for developing international markets for the U.S. red meat industry. It is funded by USDA; the beef, pork, lamb, corn and soybean checkoff programs, as well as its members representing nine industry sectors: beef/veal producing & feeding, pork producing & feeding, lamb producing & feeding, packing & processing, purveying & trading, oilseeds producing, feedgrains producing, farm organizations and supply & service organizations.

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