

2-27-23-Monterrey

SPEAKERS

John Herath, Keith Miller, Jim Douglas, Gerardo Rodriguez

John Herath 00:00

A U.S. Meat Export Federation trade team recently returned from Monterrey, Mexico, where they participated in the Expo Carnes food show, visited a processing facility and saw the broad range of food retail offered in Monterrey ranging from wet markets to high-end boutique groceries according to USMEF Mexico Regional Director Gerardo Rodriguez.

Gerardo Rodriguez 00:19

The way that people usually buy their meat in the traditional carnicerías, in the wet market. But also we went to a modern supermarket chain - the way the meat has been merchandise there, how the digital era is getting into this channel about working through the difference, platforms, then we went to the high end stores, and also we were able to visit some of them made boutiques.

John Herath 00:48

The group visited a processor that uses exclusively U.S. pork, Keith Miller, who was on the tour representing the Kansas Soybean Commission, notes the processor worked with USMEF to switch from pork belly to more affordable pork jowl for its chicarrón products.

Keith Miller 01:02

The pork jowl makes a good product for them that is a lot cheaper because that's a product that we typically don't use a lot of in the United States. And they really like it down here because it cooks up real nice and tender and they can season it and they really enjoy it so the price is cheaper so it fits in in all categories.

John Herath 01:27

Mexico is a key customer, particularly for U.S. pork, and the trade trip is an important tool to maintain a strong trade relationship according to Indiana farmer Jim Douglas, who represents soybean growers on the USMEF board of directors.

Jim Douglas 01:40

And I think it just shows the awareness of how sincere we are to work in these markets, and we really appreciate their business. Tremendous customer, Mexico is and so we really appreciate everything they've done for us.

John Herath 01:56

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