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John Herath

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When the final shipments are tallied, 2021 will be a record here for pork exports to Mexico, besting the previous high mark of a billion and a half dollars in 2017. In this USMEF report, Regional Director Geraldo Rodriguez explains the work behind that record growth.

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Gerardo Rodriguez

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Number one is the expansion on the different channels that we are promoting in working in Mexico, especially the retail sector. The clubs, which is Sam's Club, Costco, City Club, among many others, they are supplying the food service in that family owned type of restaurants. So it's a good channel to promote pork. But at the same time, that recovery in the foodservice, the last 18 months, it has been certainly challenged. But at the same time, it has opened a number of business opportunity for expanding pork in the food service. Working with our partners in the home delivery service, pork has been the shining star. But at the same time, we can just cannot forget about working with the processors in the research and development, which nowadays, we're able to say that we have certain amount of new products that they were not existing early this year.

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According to Rodriguez, following months of pandemic lockdown, Mexican consumers are looking to indulge in higher quality products.

GR

Gerardo Rodriguez

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And we can see these on the sales on the retail sector. They say 'I deserve better. I have been in this lockdown for so long, that when I go and do my groceries and I buy my meat, I deserve better quality, I receive a better option for me and my family.' There is more and more interest on trying new dishes, in learning about new ways new techniques. Why is that? Because not only the attributes of the product, but also the fact that we have been doing joint ventures with kitchen appliance such as Ninja, such as airfryer, such as instant pots, that we can educate the consumer about new ways of eating pork.

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