

DateLine Calendar

SUSTA has a calendar full of trade events. Most are scheduled to be in-person, but as events change, we are updating our website: susta.org/events. Trade missions are easier to shift to a virtual format than trade shows. Here is a list of Q3 Trade Missions:

China Outbound Mission

August 16-20, 2021
Dalian, Shenyang &
Guangzhou, China

Hong Kong Outbound Mission

August 22-24, 2021
Hong Kong & Macau

Colombia Outbound Mission

August 23-24, 2021
Bogota, Colombia

**India Yellow Pine Log
Outbound Mission**
August 23-27, 2021
New Delhi & Mumbai, India

Peru Outbound Mission
August 26-27, 2021
Lima, Peru

**India Outbound Mission
and ANUFood India**
September 6-10, 2021
New Delhi & Mumbai, India

**Brazil, South Africa
& Taiwan Inbound
Missions to Americas
Food & Beverage**
September 23, 2021
Miami, Florida

**Canada & Europe
Trade Missions to Texas
& Fancy Food**
September 24-26, 2021
Texas & New York

InSight

SUSTA
Southern United States Trade Association

Spring 2021

Global News, Perspectives & Updates
for the International Agribusiness Trade

A Publication of the Southern
United States Trade Association

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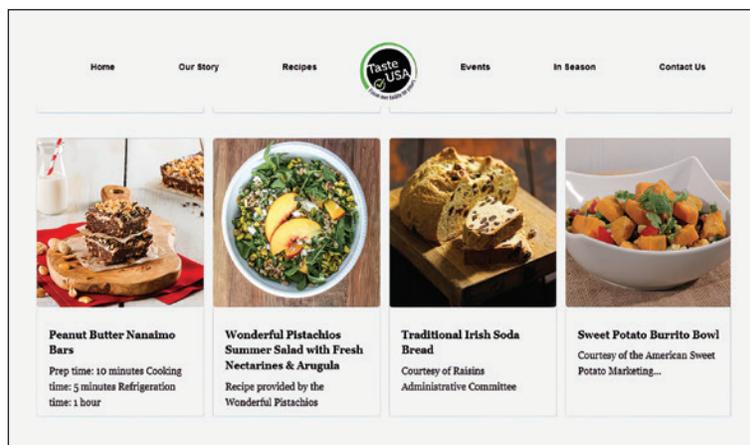
FAS Consumer Outreach Strategies

Promoting U.S. Agriculture among Global Consumers

You may know that the USDA's Foreign Agricultural Service has staff in Agricultural Trade Offices (ATOs) located around the world working on behalf of U.S. agriculture. You hear SUSTA talk about the GAIN reports they write and the support they offer in over 175 countries. But did you know that they also create consumer-focused outreach strategies delivered on websites, social media and via video campaigns? With expert knowledge of the consumer base in their respective markets, the ATOs develop targeted marketing campaigns that include recipes, product information and positive messages to promote U.S. agricultural products and to combat negative misperceptions.

Here are a handful of the many FAS-led marketing campaigns taking place around the world:

Canada: FAS Canada developed a bilingual website, Taste USA (tasteusa.ca) in English and Prenez goût aux États (tasteusa.ca/fr/) in Canadian French. The site showcases over 40 U.S. trade associations, such as SUSTA, that offer a selection of high quality American food and beverage products. The site includes relevant content,



The Taste USA website is part of a larger branding campaign that includes social media and advertorials in Canadian trade publications.

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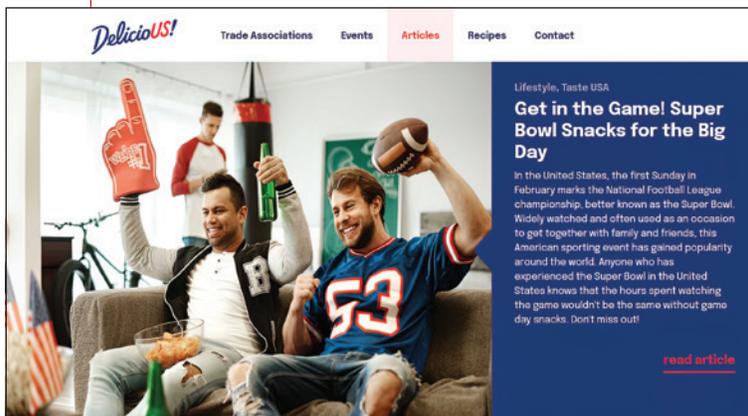
Promoting U.S. Agriculture among Global Consumers

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such as the health benefits of Florida oranges or when to introduce peanuts to your children. Over 200 recipes, such as Texas Grapefruit and Avocado Tortillas, are also posted to encourage consumption of U.S. products.

Taste USA even addresses the competition between the two countries, noting that U.S. products complement the local Canadian production cycle. Most U.S. commodities are available in the Canadian market before and after the local peak season to ensure Canadians enjoy locally grown food when in season. Find them also on Facebook ([@tasteusa.ca](https://www.facebook.com/tasteusa.ca)) and Instagram ([@tasteusa.ca](https://www.instagram.com/tasteusa.ca)). ■

Europe: In Europe, the ATO in Berlin is working on a series of 40 videos to combat misperceptions among European consumers that our farms are corporate and care about profit over quality or sustainability. The videos will show that American farmer and rancher families share common food production concerns with EU and UK consumers. The messages will be that many American farms are family-owned and worked, as well as multi-generational; that our farmers care about sustainability, animal welfare and quality rather than just focusing on revenue.



The DelicioUS! website highlights the link between American food and our culture, inspiring European consumers to seek out U.S. products.

The website DelicioUS! (delicious-usa.com) shares the stories behind a wide variety of high-quality American-grown products available in the EU market. Through this platform, consumers have the opportunity to learn about where and how U.S. food and agricultural products are produced and enjoyed. Find them also on Facebook ([@DelicioUSfoodUSA](https://www.facebook.com/DelicioUSfoodUSA)) and Instagram ([@delicious_food_usa](https://www.instagram.com/delicious_food_usa)). ■

Hong Kong: In 2019, the ATO in Hong Kong initiated Delicious USA, a brand-building promotion that focuses on the food service sector. This strategy addresses the need of a unified branding program for U.S. food and beverages in Hong Kong, strengthening our position among other countries that are launching aggressive promotions. It also counteracts the under-appreciation of the quality, versatility, and availability of U.S. food and beverage products.



In 2020, a virtual chef event in Hong Kong replicated an in-person culinary event. Each participant received a delivery of a tasting set, a box of artisanal cheese, and a bag of agricultural products an hour prior to the event.

Delicious USA consists of a month-long menu promotion across restaurants; a chef event that introduces U.S. ingredients and facilitates participation at the menu promotion; and a media event that publicizes the program. Even though this food service campaign faced difficulties due to COVID-19, they were still able to reach 2.17 million end users, close to a third of the total population, through the digital media campaign. Delicious USA is on Facebook ([@DeliciousUSAHK](https://www.facebook.com/DeliciousUSAHK)) and Instagram ([@delicioususa_hk](https://www.instagram.com/delicioususa_hk)). ■

India: While U.S. products are highly regarded in India, most consumers are unaware of the full range of U.S. foods and beverages available. To seize this opportunity, FAS India launched the #TasteOfAmerica campaign, a multi-media platform through Instagram ([@TasteOfAmericaIN](https://www.instagram.com/TasteOfAmericaIN)), Twitter ([@USDAIndia](https://twitter.com/USDAIndia)), and a



TASTE OF AMERICA MASTERCLASS SERIES WITH CHEF SANJEEV KAPOOR



STARTING TODAY UNTIL DECEMBER 31

Where: Instagram @tasteofamericain @sanjeevkapoor @foodfootv

Celebrity chef Sanjeev Kapoor created fusion dishes with American ingredients during a Masterclass series on the FOODFOOD channel.

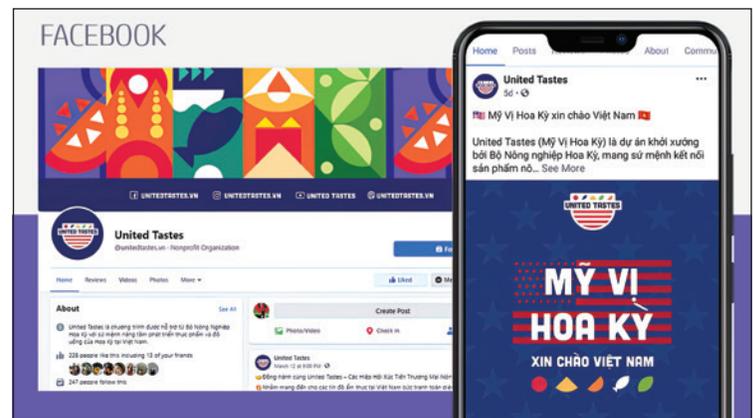
network of Indian bloggers, food influencers, chefs, and Bollywood stars to enhance brand awareness for U.S. food products and raise the profile of the trade promotion activities of U.S. cooperator groups and FAS. This campaign included a variety of innovative initiatives in 2020, including a virtual baking series, an American Whiskey Masterclass program, and, more recently, a Taste of America Masterclass Series with India's most popular celebrity, Chef Sanjeev Kapoor. In 2021, FAS India plans to bring this campaign to the e-commerce space by partnering with India's largest online grocery retailers, such as BigBasket and Amazon India. ■

Japan: In December 2020, the ATO in Tokyo kicked off a #TastetheRealAmerica campaign and launched a series of 12 custom videos with Tastemade Japan (@tastemadejp). Some of the videos feature U.S. food ingredients in traditional U.S. or Japanese recipes - for example, the December video featured recipes for Kwanza, Chanukah and Christmas; while the January video featured seafood ingredients that Japanese consumers enjoy during New Year celebrations. Other videos take an interview format featuring local restaurant owners, chefs, or bakers who have a personal connection to the U.S. The third series of videos will be filmed in the U.S., and are intended to highlight broader, positive messaging of U.S. agriculture, like sustainability, reliable quality and supply, and being responsible caretakers of the land. Those videos will subtly let Japanese consumers know that they have been enjoying U.S. foods their entire life, and re-affirm a strong connection for these viewers with the United States. ■

Latin America: SaborUSA is one of the longest running and most active consumer-facing campaigns led by FAS. It is a multi-platform marketing campaign that effectively promotes U.S. food and beverages in Latin America through social media (@SaborUSA), TV advertisements on the Discovery Home and Health (H&H) network, an interactive website (saborusa.com), and by creating content including recipes and webisodes. Spearheaded by the ATO in Colombia, this strategy targets a large portion of Spanish-speaking Central and South America (Argentina, Bolivia, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela.) ■

Thailand: The TastyUSA Facebook page (@TastyUSAOfficial) was launched in November 2020 and is a customer-focused source of information on U.S. food and beverage products in the Thai market. The page gives followers information on products, cooking inspirations, dining places, food trends, events and promotions, and other knowledge on American food culture. TastyUSA also works closely with U.S. trade associations, Thai chef associations and other U.S. food and beverage operators. The main objective of the Facebook page is to create awareness of highlighted products and activities, promote the American food culture, and increase demands on American food and beverage products among Thai people. ■

Vietnam: In March of 2021, FAS Vietnam launched United Tastes, an integrated marketing initiative designed to promote U.S. agricultural products in Vietnam. United Tastes will connect, educate, and inspire Vietnamese consumers about high-value, high-quality, safe, and healthy products from the U.S. Through the use of multiple social media platforms and websites, United Tastes aims to reach a wide and diverse demographic of Vietnamese consumers. It is the first-ever digital marketing program led by FAS in Vietnam and can be followed on Facebook (@unitedtastes.vn), Instagram (unitedtastes.vn), and the Website (unitedtastes.vn). ■



Through United Tastes, the Vietnam ATO aims to connect with consumers, particularly a younger demographic who is active on social media.



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InSight is a publication of the Southern United States Trade Association. SUSTA is headquartered in New Orleans and works to promote the export of agricultural and food products from 14 southern states and Puerto Rico. The organization helps food and agricultural producers and distributors target potential overseas markets and assists their marketing efforts by administering federal funds for international market development.

SUSTA Member States

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Maryland • Mississippi • North Carolina • Puerto Rico • South Carolina • Tennessee • Texas • Virginia • West Virginia

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require reasonable accommodations or alternative means of communication should contact SUSTA.

Do you have a success story to share? Contact Danielle@susta.org

World of Chia Makes Gains in Taiwan

Are you guilty of sampling products while grocery shopping? Many shoppers leave the store half full and with several items that were not on their list. In 2020, Texas-based Space Enterprises, LLC used in-store promotions to increase sales of their World of Chia fruit spreads at key retailers in Taiwan. With their distributor, they developed a marketing campaign to drive product awareness, teach consumers multiple ways to use the product and engage consumers in the quality of the product. Using SUSTA's CostShare program, Space Enterprises was able to receive 50% reimbursement of expenses tied to this campaign. The result? An increase its sales in Taiwan of more than 30% year over year.

Learn more about CostShare at susta.org. ■



Export Helpline

New!

This spring, SUSTA rolled out the Export Helpline, where our participants can get answers to specific questions related to the export process. Whether a company is new to exporting or has years of experience, help from a trusted resource is needed from time to time. Through SUSTA's Export Helpline, companies can ask an industry-recognized expert with over 15 years of experience questions related to the export process. Topics might include the following: Export readiness, Foreign market research, Finding foreign buyers, Export pricing, Shipping and logistics, Trade event prep, Free Trade Agreements and Export documents. SUSTA's complimentary Export Helpline is one more service designed to ease the export process. ■