

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Peru

Post: Lima

First FAS Lima Pet Food Event Co-Hosted by U.S. Pet Food Brands

Report Categories:

CSSF Activity Report

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Report Highlights:

During the evening of July 14, FAS Lima hosted 210 participants for a pet food promotion event focused on communications between veterinarians and pet food shop owners and their clients. The guest speaker, Mr. Jaime Lertora, is a well-known Peruvian communication facilitator. The pet food industry and consumers in Peru are an untapped market for the U.S. industry. This event marks the first time FAS Lima has promoted U.S. pet foods in the country. We even conducted a written survey that over 100 participants completed. Sales of U.S. pet foods to Peru reached about \$7 million in 2015, and this event is intended to stimulate additional sales.

General Information:

During the evening of July 14, FAS Lima hosted 210 participants at a Lima hotel for a pet food promotion event focused on communications between veterinarians, pet food shop owners and their clients. The pet food industry and consumers in Peru are an untapped market for the U.S. industry, and this event marks the first FAS Lima promotion event for U.S. pet foods in the country. Sales of U.S. pet foods to Peru reached about \$7 million in 2015, and this event is intended to stimulate additional sales.

The guest speaker, Mr. Jaime Lertora, is a well-known Peruvian communication facilitator. Mr. Lértora's talk covered topics such as how to best engage customers through body language, active listening, and showing genuine interest in their concerns. The engaging presenter kept the audience engaged during an hour and a half session.

The event was organized by FAS Lima, and sponsored by importers of American pet food brands. Event participants mainly represented small, independent veterinarian businesses. Other guests worked in pet supply stores, pet grooming services, and universities or the veterinary medical college.

Results and Outcomes:

As a result of this seminar, 210 attendees were exposed to effective communication methods for sales and had an opportunity to interact with importers of quality American pet foods. As participants exited the seminar, 79% reported that they felt the information in the talk was "useful" or "very useful" for their businesses.

Observations:

Interest in attending this event was extremely high, as evidenced by 67 of the attendees were not on the original list of invitees but who heard the event through their networks and made arrangements to be present. Many attendees remarked on their exit surveys that they try to attend educational chats like this at least once a year, and that they would like to attend similar talks on other pet food sales topics in the future. FAS Lima plans to organize similar events in the future.



FAS Lima Counselor Casey Bean welcomes participants to Pet Food Matters



Communications expert Jaime Lertora teaches communications skills to 210 audience members



Representatives from importers of six American pet food brands sponsored and attended Pet Food Matters. Their three representatives are pictured here on the right. Pictured left is FAS Lima's Agricultural Marketing Assistant Miluska Camacho and the evening's speaker Jaime Lertora.