

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **Mexico**

**Post:** Mexico ATO

### **ATO Mexico City supports 2015 Feria de las Culturas Amigas**

**Report Categories:**

Agricultural Trade Office Activities

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**Report Highlights:**

ATO Mexico City was part of the largest cultural event in Mexico City, Feria de las Culturas Amigas.

**General Information:**

In its seventh edition, the *Feria de las Culturas Amigas*, the largest international cultural event in Mexico City, where more than 90 countries have the opportunity to promote their culture, traditions and gastronomy with the Mexican community, ATO MEXICO CITY recruited a host of cooperators and contributed to the events success.

The event started in 2009 as result of the support given by the diplomatic missions, represented in Mexico, when the capital city had the AH1N1 flu virus.

Each year the Feria has a guest country and in 2015 it was the United Kingdom, Mexico is celebrating 120 years of bilateral relations with the UK and they were the main attraction at the Feria.

A total of 95 countries hosted unique pavilions located at the downtown main square (Zócalo). The US as one of the original countries that started this event, promoted the benefits of consuming healthy snacks. According to the WHO, Mexico has the first place worldwide in childhood obesity and so the ATO encouraged the organizers to promote a healthier lifestyle at the *Feria*. Over one million visitors attended the expo during the first three days and an equal amount during the weekend, making it a new attendance record.

ATO Mexico City recruited a group of cooperators that participated in the event. The Pear Bureau Northwest-USA Pears, American Peanut Council, Washington Apples, California Cling Peach Board, U.S. Potato Board, Cranberries Marketing Committee, USA Rice Federation and U.S. Popcorn all had specific days and times when they gave out samples, informational flyers and had representatives who were on hand answering questions about their products.

We had an overwhelming positive response from our visitors who are now aware that little changes in their diet represent a better and healthier life quality. Our Ambassador commented on the success of our cooperator community responding to our call for active participation. We plan to do it again in 2016.