

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary Public

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Feria de las Culturas End of Activity Report 2012

Report Categories:

CSSF Activity Report

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Report Highlights:

The Feria de las Culturas Amigas (Friendly Cultures Fair) is a two-week event, featuring international booths from over 70 countries. Organized by the municipal government of Mexico City, the fair takes place along the city's most famous avenue, Paseo de la Reforma.

The Agricultural Trade Office (ATO) sponsored a culinary demonstration at the Feria de las Culturas Amigas held on May 17, 2012. A chef was hired for the event and culinary demonstration, "Flavors of the USA", allowing the ATO to promote some of the high-quality U.S. products exported to Mexico. The chef prepared three dishes featuring U.S. products donated by U.S. cooperators locally.

General Information:

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The Feria de las Culturas Amigas is organized by the government of Mexico City along one of the most important avenues in Mexico City, Paseo de la Reforma. The Feria gave 75 countries a unique chance to display, educate, and promote their cultures (with an emphasis on food) in a well-exposed, informal sidewalk-setting. The culinary demonstration was part of a two-week country fair with the following materials supporting the activity developed by the ATO:

1. Informative flyers to announce the event distributed from the USA booth during the days prior to the culinary event.
2. Recipes of the dishes to be prepared the day of the demonstration were distributed at the event with the objective of getting information about the USDA products into consumers' hands and into their homes.

The ATO took a leadership role in coordinating the different departments of the U.S. Embassy at the general U.S.A booth located directly in front of the Embassy. The USA booth included participation from many areas of the Embassy including: Visas, Public Affairs, Education USA, The Benjamin Franklin Library, and tourism groups from different states. The ATO personnel participated directly as well as with joint efforts from various cooperator groups. Additionally, the ATO managed the efforts of a third-party American caterer featuring U.S. food and beverage for the duration of the fair. The ATO invited the U.S. cooperators to participate in this activity to increase awareness among the Mexican public of U.S. products and their availability in the Mexican market. The following cooperators participated in the U.S. Embassy booth handing out samples and/ or preparing dishes on location:

- U.S. Rice Federation
- Blueberries High Bush Commission
- Washington Apples
- American Peanut Council
- Buy California Marketing Agreement – California Asparagus
- California Cling Peach Board
- Cranberry Marketing Committee
- Pear Bureau Northwest
- Pet Food Institute
- U.S. Potato Board

They gave information about their programs and several giveaways such as, recipe books, flyers, and food samples.

The U.S. booth also hosted a vendor, who sold U.S. beer (Rogue beer from Oregon) and a caterer, who sold typical USA foods, including hot dogs and pulled pork sandwiches. This event drew much attention and thousands of Mexico City consumers visited the fair during the May 12-27 period. The fair reported approximately 1,500,000 visitors this year.

I. EVENT EVALUATION REPORT

Name of Show: Feria de las Culturas Amigas

Date: May 12-27, 2012 – Culinary Demonstration May 17, 2012

City/Country: Mexico City/Mexico

II. STATISTICAL SUMMARY

A. Profile of Visitors

It was an event open to the public. Visitors were Mexican consumers from all the different socioeconomic levels with over 1.5 million people attending over a two-week period. As the location is in a key business district of the city, many office personnel visited the USA booth on their lunch break. Additionally students from nearby schools also attended, many with school projects to be completed at the fair. And finally, families made up a large component of the population, especially on weekends.

B. Event Expenses

Kitchen Module & Design Promotional Material (flyers, recipes, posters)	US\$ 1,162
Chef's fee	US\$ 315
Total	US\$ 1,477

III. FAS FIELD EVALUATION

A. Event Objectives:

ATO objectives for the Feria de las Culturas event included:

- Increase awareness of many different U.S. food products available in the Mexican market
- Give consumers ideas on how to use our products in different recipes
- Gain ATO Office public exposure
- Participate in a U.S. Embassy activity in order to strengthen relations among the Embassy community

B. Event's Success in Achieving the Objectives:

- More than 1,500,000 people visited the Feria, offering the ATO the opportunity to gauge the public's knowledge and awareness of USDA products in Mexico as well as giving the ATO and Cooperator groups an opportunity to increase awareness of their presence in Mexico.
- Over 200 participants at the culinary demonstration "Flavors of the USA" with Chef Giuseppe. Participants expressed their interest in learning new recipes and where the products were available.
- Visitors of the U.S. booth asked where they could buy the different U.S. products promoted during the Feria and were eager to get the recipes we presented at the chef's demonstration.
- The food vendor, Spice Catering, reported an average of \$600-\$800 USD of food and beverages sold per day, totaling \$15,500 USD in total sales during the two-week period. Leading items were 100% Beef Hot Dogs both individually and a lunch combo with iced tea. Brownies and Blueberry Crumble with ice-cream were the favorite desserts.

C. Opportunities for Improving:

- If we participate in this activity next year, we will ask for a bigger booth. We were too many Embassy groups/government departments in a small area
- Find a way to evaluate the activity and measure success
- Develop a stronger food and beverage offering, maximizing the opportunity to increase on-site sales by vendors featuring USA foods
- Increase the dissemination of information to create a stronger USA and USDA presence during the event
- Use the opportunities to implement a questionnaire to the public to see which activities done by USDA and/or cooperator groups are gaining presence with consumers in Mexico.



