

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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### **SaborUSA Explores the Culinary Richness of D.C. and Virginia**

**Report Categories:**

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**Report Highlights:**

FAS/Bogota recently took *SaborUSA* on the road to Washington, D.C. and Virginia to explore the culinary richness of this historic region. Washington, D.C. is not only the nation's capital but a city that is rapidly becoming a culinary capital as well. Virginia's agriculture is the largest industry in the state and one of the most diverse in the nation. The highlight of the tour was the filming of the show with Cristeta Comerford, White House Executive Chef, and Eric Ziebold, award winning chef. This report summarizes the successful week long trip.

## General Information:

The overall objective of the *SaborUSA* campaign is to increase U.S. consumer-oriented exports to Colombia by building a growing community of Colombian consumers who are interested in U.S. food culture. To showcase U.S. food and agriculture, we took the *SaborUSA* film crew to Washington, D.C. and Virginia from August 28 to September 3, 2016.

During the media mission, we filmed four episodes of *I ❤️ SaborUSA*, which will begin airing in mid-October 2016 on Canal 13 at 7 pm (Colombian time) on Saturday evening. We will also live-stream the show on the *SaborUSA.co* website and will continue to place previous episodes on our website.

The *SaborUSA* team continues to partner with the Public Affairs Section of the U.S. Embassy to expand the campaign's audience. In fact, a Public Affairs officer joined the tour and posted *SaborUSA* activities on the U.S. Embassy's social media.

Our social media coverage increased dramatically during the media tour. There were 237,463 views during the week, with 7,904 engagements. The chart below shows Twitter, Facebook, and Instagram coverage during the media mission.

	No. of Posts/Tweets	Impressions/Reach (No. of views)	Engagement/Reactions Likes
<b>Twitter</b> 	67	153,887	5,250
<b>Facebook</b> 	15	82,078	1,880
<b>Instagram</b> 	31	1,498	774

We want to thank the State Department's Culinary Partnership, USA Rice Federation, the Distilled Spirits Council of the United States, the Office of the Governor of the State of Virginia, and USDA's Agricultural Marketing Service in helping to set-up the outstanding schedule for the trip.

## America's Emerging Gastronomy Scene, Washington, D.C.

Washington, D.C. is becoming a well-known culinary scene in the United States. The *SaborUSA* team showcased this amazing scene by filming an episode with Cristeta Comerford, the first woman to become the Executive Chef of the most famous house in the United States, The White House, and Eric Ziebold, an award-winning American chef and owner of Kinship restaurant that hosted the episode. Chefs Comerford and Ziebold created amazing dishes highlighting beef, fish and wild rice.



*Cristeta Comerford, White House executive chef; Eric Ziebold, Kinship restaurant owner and chef, and Karina Correa, SaborUSA host*

The strong friendship between the United States and Colombia was evident during *SaborUSA* filming at the Colombia Ambassador's Residence. Gladys Rodriguez, the Colombia Embassy Executive Chef, and the *SaborUSA* host Karina Correa created a fusion dish of American pork loin and Colombian golden berry sauce and salad.



*Gladys Rodriguez, Colombia Ambassador's Residence Executive Chef and Karina Correa, SaborUSA host*

We also filmed at the famous D.C. restaurant Ben's Chili Bowl. Virginia Ali, the owner of the iconic restaurant, hosted *SaborUSA* team and shared with us why Ben's Chili Bowl has been an integral part of the neighborhood's history.



*Virginia Ali, owner of Ben's Chili Bowl restaurant and Karina Correa, SaborUSA host*

Washington, D.C. offers a booming food truck scene. The *SaborUSA* film crew had the opportunity to film footage of this scene at Farragut Square that featured host Karina trying a Philadelphia cheese steak sandwich. Moving on with our tour, we filmed a cooking show at a USA Rice suggested restaurant, Rosa Mexicano, highlighting the versatility of American rice as an ingredient that adds value to any recipe.



*Left: SaborUSA team at food truck area in Farragut Square / Right: Francisco Pablo, chef at the Rosa Mexicano restaurant, showcasing achiote rice and shrimp*

*SaborUSA* joined JP Fetherston, Columbia Room mixologist and co-owner, and Rock Harper, Culinary Diplomacy chef, to explore the richness of emblematic American liquors. Host Karina learned from JP how to prepare Jack Daniel's and Maker's Mark cocktails paired with innovative recipes created by Rock Harper.



*JP Fetherston, Karina Correa and Rock Harper*

The USDA's Agricultural Marketing Service arranged a visit for us to USDA Farmers Market, which was the perfect place for *SaborUSA* to feature the freshness, quality and assortment of American agriculture.



*Annie Ceccarini, USDA Farmers Market manager and Karina Correa, SaborUSA host*

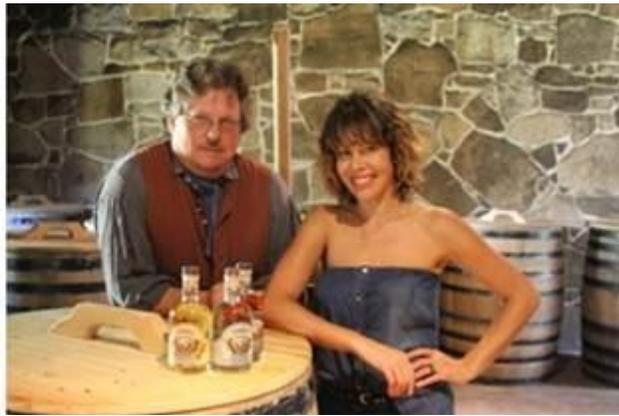
The *SaborUSA* crew also filmed at the most iconic locations in the city (the National Mall, the Tidal Basin and the White House) as a backdrop for the TV show, and video clips.



*The SaborUSA team filming by the National Mall*

## Virginia is for lovers of food, drink and agriculture

Virginia is known as the Mother of Presidents because eight U.S. presidents were born in the state, including George Washington, the first President of the United States. The *SaborUSA* team had the opportunity to walk around Mount Vernon and explore Washington's mansion, one of the most iconic 18th-century homes in America. The crew shot footage of the beautiful house and gardens and interviewed Mount Vernon's Vice-President for Marketing about the history of the mansion. In addition, Steve Bashore, Mount Vernon's Director of Historic Trade, walked the *SaborUSA team*, step by step, through the process of making whiskey the way it would have been made during the time of George Washington and shared with us the history of spirits in America.



*Steve Bashore, Director of Historic Trade of Mount Vernon and Karina Correa, SaborUSA host at George Washington's distillery*

Following the recent visit of Virginia's Governor to Colombia, *SaborUSA* was invited to the Governor's Executive Mansion in Richmond where Edward Gross, the Executive Chef, not only prepared a wonderful meal featuring a variety of Virginia's agriculture products (oysters, wine, apples and peanuts) but also led a tour for us of the oldest governor's residence in the United States where we enjoyed the beauty, architecture and history of this historic building.



*Edward Gross, Virginia Governor's Mansion Executive Chef and Karina Correa, SaborUSA host*

Continuing our journey, the *SaborUSA* crew filmed an amazing episode at the Rappahannock Oyster farm in Topping, Virginia where the owners explained the reason why Virginia is fast becoming a leader in oyster farming and showed us their farm operation.



*Travis and Ryan Croxton, owners of Rappahannock Oyster Company at their farm*

The *SaborUSA* team could not leave Virginia without visiting Virginia wine country where we filmed footage of Veritas Vineyard and Winery. Andrew Hodson, the owner of Veritas, hosted the crew and described for us his family business. He also led a tour of the cellars, the production area and vineyards. Emily Pelton, Verita's wine maker, also invited the TV show's host to the tasting room that featured a wide range of selected red, white and sparkling wines.



*Andrew Hodson, Veritas winery owner, Emily Pelton, Veritas winemaker and Karina Correa, SaborUSA host*