

Voluntary Report – Voluntary - Public Distribution

Date: May 09, 2022

Report Number: PE2022-0014

Report Name: FAS Lima Bolsters Opportunities for US Pulses with 12 Promotional Activities

Country: Peru

Post: Lima

Report Category: Agricultural Trade Office Activities, Agricultural Situation, Agriculture in the News

Prepared By: Miluska Camacho

Approved By: Dwight Wilder

Report Highlights:

Throughout mid 2021 to early 2022, FAS Lima conducted twelve activities under the "Eat More Pulses" campaign to promote consumption of pulses nationwide. The goal of the campaign is to expand the Peruvian market for pulses. FAS Lima collaborated with 20 private and public stakeholders to boost the campaign.

FAS Lima Expands and Maintains the Peruvian Market for U.S. legumes and pulses with local partnerships

FAS Lima created the “Come Mas Menstras” or “Eat More Pulses” campaign to promote legume consumption in generic. The campaign started in July 2021 and ended in March 2022 with a women’s day celebration. But several private and public stakeholders are using the materials generated to promote a healthy eating trend, to boost the pulse consumption, and the campaign to last longer than expected.



Come Mas Menstras campaign allies & partners

FAS-Lima activities conducted through the “Eat More Pulses” campaign:

1. National Legume Day on July 12, 2021:

FAS Lima partnered with Peru’s Ministry of Agricultural Development and Irrigation (MIDAGRI) to celebrate the National Legume Day and raise awareness of pulses’ contribution to health, nutrition, and agricultural sustainability with key stakeholders. Virtual attendance reached 853 people. FAS-Lima’s Agricultural Attaché, Mr. Zeke Bryant presented the downloadable version of the collaborative Pulses Coloring Book.

CONFERENCIA VIRTUAL

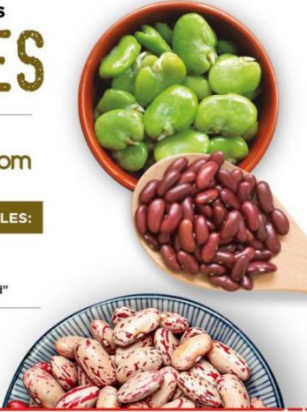
**Día Nacional de las
LEGUMBRES
2021**


Fecha: 12 de julio
Hora: 10:00 am 

EXPOSITORES INTERNACIONALES:

Eduardo Peralta 🇨🇺
Ponencia: "El juego como un elemento educativo para conocer la biodiversidad"

Zeke Bryant 🇺🇸
Presentación de material para niños
"Conociendo la biodiversidad de las legumbres"





2. Financial Education for women entrepreneurs:

With the support of the Embassy-Lima's public diplomacy program, the campaign trained 150 women. Adriana Urbina, American chef and entrepreneur prepared a manual, five module videos, and two synchronic classes. All the materials created are available within this link: <https://www.larevolucion.org/educacion-financiera>
Password: comidaparatodos


Educación Financiera

El programa de educación financiera básica para las beneficiarias del proyecto **Comida Para Todos** consta de un manual y de capacitaciones virtuales sincrónicas y asincrónicas.

El programa de educación financiera básica está compuesto de 5 módulos y cada módulo cuenta con contenido escrito y contenidos audiovisuales.


Las capacitaciones están diseñadas para que primero se estudie el contenido escrito que luego se complementará con los videos y los ejercicios que ayudarán a llevar la teoría a la práctica con mayor facilidad.

Las 2 capacitaciones virtuales sincrónicas servirán para que nuestra experta, **Adriana Urbina**, pueda reforzar las cosas aprendidas, intercambiar conocimientos, despejar dudas y pueda conocer virtualmente a las beneficiarias.



DESCARGA AQUÍ EL MANUAL DE EDUCACIÓN FINANCIERA

Indicaciones generales



3. Food literacy and training on how to start a business in COVID times:

Food Literacy downloadable material:

<https://www.larevolucion.org/curso-eres-lo-que-comes>

Password: comidaparatodos

15 Videos: [Eres lo que come](#) (You are what you eat)



How to start a business in COVID times downloadable material:

<https://www.larevolucion.org/curso-tu-esencia-gestionando->

Password: comidaparatodos

12 Videos: [Tu Esencia: Gestionando Negocios Más Humanos](#) (Your essence: Managing your business with a humane approach)



4. **Downloadable kids' materials and workshops** <https://www.larevolucion.org/super-menestras:> Three hundred kids from community kitchens received a kit plus a sensory workshop. Also, FAS Lima printed 3,000 kits to be presented in 2022 Embassy activities and by pulse importers. Three importers have printed, on average, 10,000 coloring books for their province's distributors.



5. **Instagram IG social media:**

Created in October 2021, this account aims to put all allies and partners in one site including all activities.



6. **US Dry Bean and US Dry Pea and Lentil Councils' virtual event on October 13, 2021:**

The Legume Alliance for Health, a regional initiative funded by the US Dry Bean Council and US Dry Pea and Lentil Council, hosted a virtual event for Peru to promote the consumption of beans, lentils, peas, and chickpeas through a training program among influence groups that can help disseminate their qualities and what they provide as food. Agricultural Attaché Zeke Bryant participated in the opening remarks and e-vitations. The attendance reached 230 people.



7. **EXPOMENESTRAS on December 13, 2021:**

FAS-Lima's Agricultural Counselor Dwight Wilder participated in the opening remarks of this business event showcasing U.S. products. Attendance reached 57 people, mainly supermarket purchasers, distributors, wholesalers, packers, and government programs.



8. Farmers market workshops for kids:

In December 2021, each weekend the Farmers Market hosted 50 kids on site workshops. COVID government restriction posed a challenge on the planned activities.



9. 2022 World Pulses Day:

On Feb 10, 2022, two activities took place: A two-day event organized by the MIDAGRI and FAS Lima, and a cooking demo with Ambassador Kenna showcasing U.S. lentils in a salad recipe. Using Sabor USA Peru engagement, Ambassador and a local chef highlighted the benefits of consuming legumes in a healthy diet. See the video

here: <https://www.instagram.com/tv/CZzVkizF63L/>



Evento Internacional virtual
Día Mundial de las Legumbres
10 y 11 de febrero
Inscripción: <https://forms.gle/ggWbweHTijPcEjCR9>
📅 10/02/2022 9:00 am



10. Ambassador Kenna’s 2022 [Women’s Day Video](#) and community kitchen event:

Community kitchens in Lima provide food for half a million people daily. Over 100,000 women work collectively each day to feed their children, families, and neighbors, seeking mutual support to overcome poverty. As food inflation hits Peru, community kitchens provide support to the neediest families, offering meals to the community at large. Pulses are an affordable source of protein and a staple.

Since September 2021, the U.S. Embassy has carried out a joint, six-month program promoting a public-private partnership with the Municipality of Lima (MML) and NGO La Revolución to help community kitchens within Lima to recover from the pandemic. The six-month program has aimed to increase economic opportunity and inclusion for women, improve nutrition, and promote consumption of pulses in Peru.


The 10 selected community kitchens were part of “Comida Para Todos (CPT),” a larger social project implemented by NGOs La Revolución and Peruanos Unidos por la Cocina y la Alimentación (PUCA) and funded in its first stage by the Mapfre Foundation (without U.S. funding). In the last six months, CPT donated food rations to 4,200 people from 46 community kitchens in San Juan de Lurigancho and Rímac. For information on the event please visit: <https://www.munlima.gob.pe/2022/04/10/mml-la-revolucion-y-la-embajada-de-ee-uu-en-el-peru-apoyan-a-ollas-comunes-de-san-juan-de-lurigancho/>



Source: Lima Municipality Website

11. 2022 Coloring book promotion:

On April 2, Ambassador Kenna invited social media followers to download the coloring book

"Super Menestras" "Super Pulses!  so that kids can learn in a fun way more about Super Menestras and their properties, and promote their consumption.

Free download here: <https://www.larevolucion.org/super-menestras>  



12. First in-person event for Legume Alliance for Health:

On May 26, 2022, the Legume Alliance for Health will arrive in Peru for the first in-person event in partnership with the FAS Lima, MIDAGRI and PROMPERU. The event is expected to host 200 invitees and to have extensive media coverage.

Acompáñanos al Programa de Seminarios para el Consumo de Menestras 26 de Mayo 2022

9:00 h (GMT -5),
(Audiencia Online)

¡Regístrate ahora!
buscando el vínculo de registro en el texto de abajo

<https://bit.ly/3vEx5Yg>

PALABRAS DE BIENVENIDA

MARIO OCHARAN
Director de Promoción de las Exportaciones, PromPerú

INAUGURACIÓN

OSCAR ZEA CHOQUECHAMBI
Ministro de Desarrollo Agrícola y Riego

APOYO A LAS MENESTRAS DESDE LA OFICINA DE AGRICULTURA DE USDA

DWIGHT WILDER USDA
Consejero Oficina de Asuntos Agrícolas USDA

LAS MENESTRAS EN LA AGRICULTURA FAMILIAR EN EL PERÚ

AUGUSTO APONTE M.
Director General - DGDA

¿QUÉ ES LA INICIATIVA ALIANZA MENESTRAS?

RAUL CABALLERO
Director Alianza Leguminosas USDRC / USA-ADPLC

USO DE INGREDIENTES DE MENESTRAS EN FABRICACIÓN DE ALIMENTOS

MARIANA REPETTO
Consultora Ingenuera Química en Alimentos

EVIDENCIA DEL CONSUMO DE LEGUMINOSAS DESDE UNA PERSPECTIVA MÉDICA

LETTY GUJARDO
Médica / Nutricionista / Bariatra

TECNOLOGÍA PARA PROCESOS CON LEGUMINOSAS

REP BUHLER
Director Ventas México y Latam. Bühler

INICIATIVA "COME MÁS MENESTRAS PERÚ"

KARISSA BECERRA Y BEATRIZ LLERENA
Directoras La Revolución.org

Attachments:

No Attachments.