

**Voluntary Report** – Voluntary - Public Distribution

**Date:** March 29, 2022

**Report Number:** HK2022-0020

**Report Name:** ATO Hong Kong Introduces US Foods and Agriculture at Local University

**Country:** Hong Kong

**Post:** Hong Kong

**Report Category:** Agricultural Trade Office Activities, Export Accomplishments - Events, Export Accomplishments - Other

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**Report Highlights:**

On March 15, 2022, ATO Hong Kong gave a virtual lecture on U.S. foods and agriculture at Polytechnic University. The lecture reached around 80 students from different majors as part of the University's course "Evolution of World Cuisine." Organized by ATO, this platform also allowed U.S. Wheat Associates, USA Poultry & Egg Export Council, U.S. Dairy Export Council, and the Raisin Administrative Committee to participate and introduce their products. Originally intended as an in-person event, the virtual seminar facilitated a dynamic question and answer session where U.S. panelists addressed topics such as sustainability, climate change, supply chain issues, and quality standards of U.S. foods. This successful collaboration has paved the way for future opportunities to work with Polytechnic University and continue promoting U.S. foods in Hong Kong.

## Description:

Event: Seminar “U.S. Foods and Agriculture: Generations Committed to Sustainability and Quality” at the Hong Kong Polytechnic University

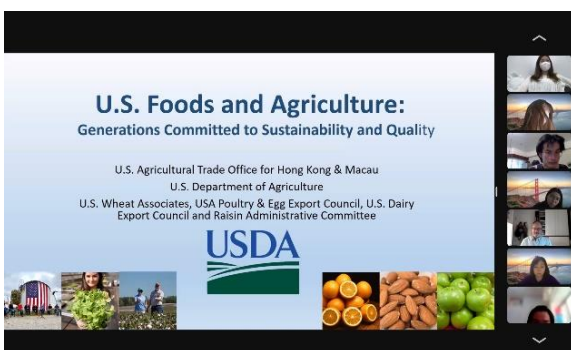
Date: March 15, 2022

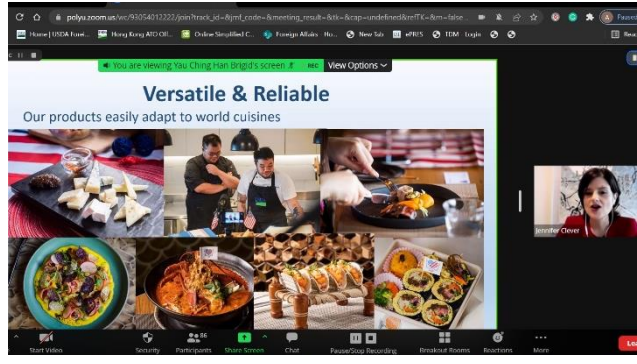
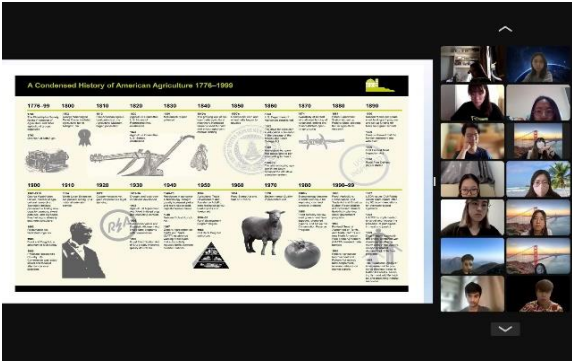
Time: 3:30pm to 6:00pm

In late 2021, ATO Hong Kong and the Hong Kong Polytechnic University discussed and planned a collaboration to educate local students about U.S. foods and agriculture. Previously, ATO reached out to U.S. cooperators to gauge interest in participating in this platform. As the fifth and most deadly wave of COVID-19 hit Hong Kong in January 2022, schools had to change to a virtual class format. In response, Post adapted and organized a virtual seminar on March 15, 2022, as part of the University’s course “Evolution of World Cuisine” and counted on the active participation of U.S. Wheat Associates, USA Poultry & Egg Export Council, U.S. Dairy Export Council, and the Raisin Administrative Committee. During the seminar, ATO Director and U.S. Cooperator local representatives provided a lecture on the history, development, and applications of U.S. foods and agriculture. Around 80 students joined the seminar and actively participated in the question and answer session where the panelists addressed topics such as sustainability, climate change, supply chain issues, and quality standards of U.S. foods. Leveraging a combination of prepared videos and lectures, the seminar allowed ATO to highlight the work and care that U.S. farmers place in producing agricultural products. This successful collaboration is an example of the ATO efforts to increase educational outreach over the years and has paved the way for future opportunities to work with the University and highlighting other U.S. foods in Hong Kong.

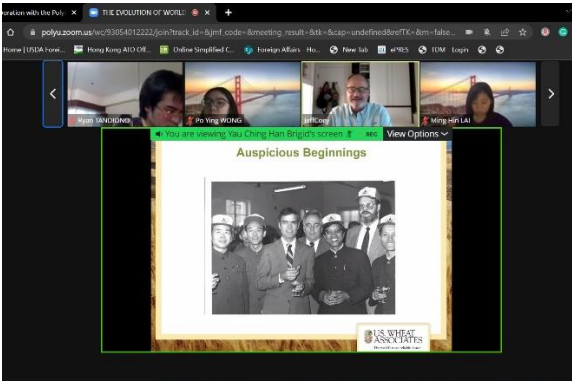
## Photos of the Seminar:

Jennifer Clever, Director, ATO Hong Kong gave an overview of the history and development of U.S. foods and agriculture:





Jeff Coey, Regional Vice President, U.S. Wheat Associates walked students through various aspects of development, production and utilization of U.S. wheats:



Sarah Li, Director, Greater China Region, USA Poultry & Egg Export Council introduced the production, safety, and utilizations of U.S. eggs:



Sylvaine Siu, Representative of the U.S. Dairy Export Council presented on the production, tradition, and the range of cheeses in the United States:

The screenshot shows a Zoom meeting with a presentation. The first slide is titled "USA: The World's Largest Cheese Producer" and features a bar chart comparing cheese production in thousands of metric tons. The USA is the largest producer at 6,812 thousand metric tons. Other countries shown include Germany, France, Italy, Brazil, Argentina, New Zealand, and Australia. The second slide is titled "World Largest Milk Producer" and includes a bar chart showing "Steadily Rising U.S. Milk Supply" from 2010 to 2020. The supply is measured in million metric tons, starting at 87.5 in 2010 and reaching 101.3 in 2020. The chart notes that the supply is steady, with 101.3 million mt in 2020, year-round production with little seasonal variance, and 16% of U.S. milk solids production sold overseas.

Sylvaine Siu, Representative of the Raisin Administrative Committee introduced the California Raisins' industry, production, commitment on sustainability and applications:

The screenshot shows a Zoom meeting with a presentation slide titled "California Raisin". The slide lists the following characteristics:
 

- PH level : 3.5-4.0
- Water activity/ moisture content : 0.50-0.65, 13%-18%
- Dietary Antioxidants: prevent lipid oxidation
- Antibacterial: extend the shelf life of some products

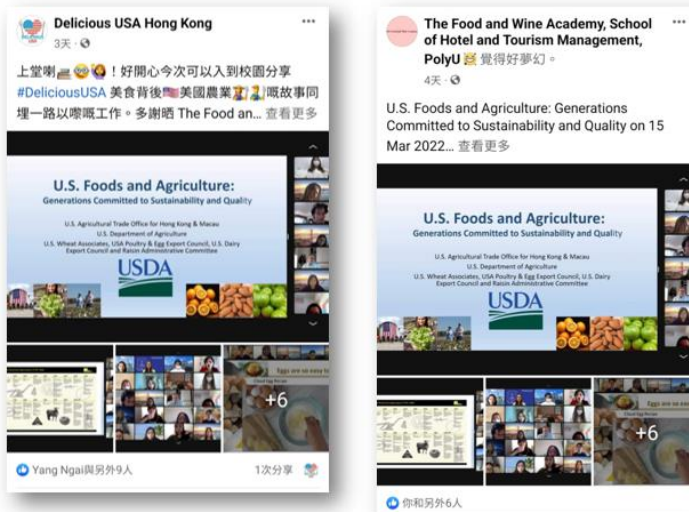
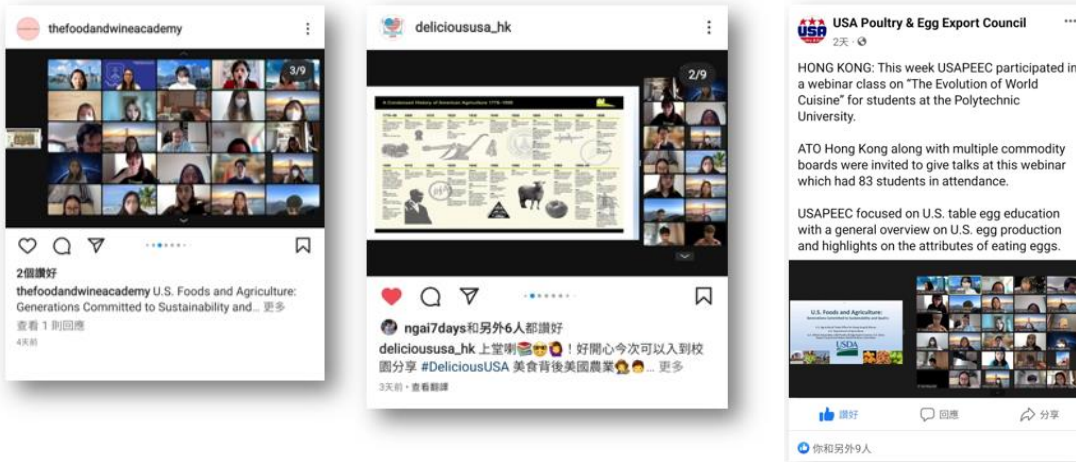
 The slide also features a heart-shaped arrangement of various raisins. To the left of the slide, there is a separate section titled "California" with a list of growing conditions:
 

- Perfect climate and growing condition.
- A dry hot summer and a cool winter.
- Clean energy and water source.

 This section includes images of sun-dried raisins, snow-capped mountains, and an irrigation system.



In addition, the seminar was featured in several social media platforms including the Facebook and Instagram accounts of Polytechnic University’s Food and Wine Academy, Facebook and Instagram accounts of ATO Hong Kong Delicious USA program, and USA Poultry & Egg Export Council’s Facebook page. These accounts reach a combined 5,600 followers.



**Attachments:**

No Attachments.