

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
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POLICY

Voluntary Public

Date: 9/22/2015

GAIN Report Number:

Philippines

Post: Manila

2015 Great American Barbecue—A Showcase of U.S. Fine Foods

Report Categories:

CSSF Activity Report

Market Promotion/Competition

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Report Highlights:

As part of its continuous effort to maximize U.S. agricultural exports, FAS Manila teamed up with the U.S. Meat Export Federation, U.S. exporters, local importers and guest chef Pete Geoghegan to showcase U.S. fine food and beverage (f&b) products at the “2012 Great American Barbecue” trade reception hosted by Ambassador Philip S. Goldberg at his residence. Media coverage extended the reach of the event. Despite stiff competition, exports of U.S. f&b products are expected to reach a record \$1.2 million by the end of the year, almost double 2010 levels.

2015 GREAT AMERICAN BARBECUE

MENU

Pass-Around Appetizers

California jalapeno cheese
poppers with salsa
U.S. Chicken balls with Buffalo Mayo

Barbecue Stations

Cajun Chicken Fajitas
Tortilla wrap, red and green bell
peppers, caramelized onions,
cheese, sour cream, guacamole
Mini Cream Cheese Burgers
Seafood Kebab

Carving Stations

Chargrilled U.S. Angus Corned Beef
served with sauerkraut and
horseradish
Pork sausages
U.S. Baked Ham
Pan de sal and Four Sauces

Side Dishes

Coleslaw
Corn on the Cob
Baked Beans

Mashed Potato Bar

U.S. potatoes, bacon bits, chives,
sour cream, cheese
Mac & Cheese

Dessert Station

Make-your-own-s'mores
Fruit kebabs with Chocolate
Ganache

Beverages

U.S. wines, craft beers and non-
alcoholic beverages

Background on the Philippine Market:

U.S. food and beverage (f&b) exports to the Philippines grew 11 percent in 2014, reaching a record \$1.1 billion. As the number one market in Southeast Asia and the 10th largest market in the world for U.S. f&b products, the Philippines purchased enough value-added goods in 2014 to fill roughly 27,000 container trucks stretching more than 360 kilometers. Growth across the sector is exceptionally broad-based, with more than half of the products that comprise the f&b category setting new records. The top five exports in 2014 were dairy products, meat & poultry products, prepared food, processed vegetables, and fresh fruit. While sales for these products are expected to remain strong in the coming years, prospects are excellent for a wide variety of f&b products particularly those that can be classified as “healthy,” “convenient” or “gourmet.”

Activity Name: “2015 Great American Barbecue” Trade Reception

Promoted Products: U.S. beef, pork, turkey, sausages, cheeses, potatoes, beans, peas, lentils, dried fruits nuts, wines, beers and non-alcoholic beverages

Date: September 15, 2015

CSSF Amount: \$5,000

Event Photos and Media Releases Generated:



The Hungry Kat

A hungry cat is a happy cat

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US Embassy Hosts The Great American Tortoise



The US Embassy in Washington, DC, hosted a special event on Tuesday, October 1st, celebrating the 10th anniversary of the Great American Tortoise. The event was held at the Embassy's main dining room and featured a variety of delicious dishes, including the 'Great American Tortoise' itself. The tortoise was a large, multi-layered sandwich or pizza, topped with various meats, cheeses, and vegetables. The event was a great success and was attended by many guests, including members of the local community and the Embassy staff.



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Kat Catapusan shared The Hungry Kat's photo
September 16 at 10:46am · 🌐



The Hungry Kat at North Forbes Park, Makati City

Good food and good conversations together with the US Ambassador to the Philippines, Mr. Philip Goldberg at the Ambassador's residence! I can honestly say that The Great American Barbecue is one of the highlights of my food blogging career. This event showcases premium quality products from America. I definitely love all those juicy steaks, burgers, and ribs. Such a wonderful evening. #TheGreatAmericanBarbecue

👍 Like 💬 Comment ➦ Share

Arpee Lazaro
September 16 at 11:28am · Makati · 🌐

I had a lot of fun with yesterday's American barbecue event with the wonderful people of the U.S. Embassy, Manila Philippines. I had the best ribs ever. Now I need to find a restaurant that will serve the same great ribs. That could be a problem for me 😊



The Great American Barbecue: Why I Buy USDA products - Pinoy Life At Large | Pinoy Life At Large

I had the privilege of joining yet another foodie event by the US Embassy which they fondly dubbed as The Great American Barbecue.

ARPEELAZARO.COM

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The Visayan
Daily Star
Electronic Edition

Monday, September 21, 2015 in Bacolod City, Philippines

Negros Oriental Business Opinion Sports StarLife People & Events



US Ambassador Philip Goldberg and US Agricultural Counselor Ralph Bean (5th and 4th from left) host sugar leaders CONFED-Negros-Panay Chairman Francisco dela Rama, UNIFED President Manuel Lamata, Sugar Regulatory Administrator Ma. Regina Martin and NFSP President Enrique Rojas (l-r) during the recent Great American Barbeque at the US Embassy.*

Etiquette De Manille added 6 new photos.
September 16 at 7:11pm

091515. At "The Great American Barbecue" hosted by the Ambassador of the United States of America Philip S. Goldberg. Reception at the residence. U.S Meat Export Federation, Cargill, Beringer Wines, St. Francis Wines, Happy Living Fine Wines, PTC Commercial, Kara Reyes #ThePlaza, #elegantprotocols #PaulAntoineOnline

Like Comment Share

From yesterday's Great American Barbecue at the residence of Ambassador Philip Goldberg. Event was catered by @theplaza inc featuring chef Pete Geohagan. I had a cajun chicken fajita station, mini creamcheese burgers, seafood skewers, all grilled on-site as well as chef Pete's pork ribs and beef rib eye. Full menu will be up on QuicheTheCook.ph soon. @kakakarotta

In photo: @kakakarotta

September 16 2015

Karl Hayer @Hayerman · Sep 15
The chef has outdone himself! Tender and tasty rib eye!

Karl Hayer @Hayerman · Sep 15
Corn on the grill! Gonna be a great barbecue!

Karl Hayer @Hayerman · Sep 15
There's the beef!

The Great American Barbecue: Why I Buy USDA products

By Agnes on Sep 18, 2015

I had the privilege of joining yet another fiasco event by the US Embassy which they fondly dubbed as The Great American Barbecue. (Indeed the word "barbecue" is not the same across different cultures. Our barbecue is almost always slow-cooked, if it's not on a stick, it's not barbecue. We share the same concept of barbecue with our Asian neighbors, the Malaysians and the Indonesians. Maybe even the Thais.)

This was my first painful, complete with cowboy hat and Billy Ray Cyrus singing in the background.



From [greatamericanbarbecue](#)

The Americans have a different version of barbecue. According to Master Grillie Raymond Reyes, barbecue is an umbrella term of practically anything cooked over hot coals. The Americans have regional variations of barbecue, some that's cooked using smoke and others barbecue by digging a hole in ground, bury the meat, then burn wood aboveground. The method and flavor of barbecue varies from one American state to another.

This master grillie himself, Raymond Reyes.



From [greatamericanbarbecue](#)

Aside from what we know to be barbecue in the Philippines, there are other forms of barbecue in other countries that we are most familiar with, such as Shashiki Kabab or skewered meat, and vegetable grill over an open fire, such as Shawarma, which is also another kind of barbecue. There is the Malaysian Satay which is skewered grilled meat, with peanut sauce. The American pork rib barbecue doesn't have sauce and is best eaten with your hands rather than with a fork and a knife.



From [greatamericanbarbecue](#)

Before we get lost in the myriad of barbecue events, the process of the word, The Great American Barbecue was to showcase US agricultural products that relate to potatoes, pork and beef. Some of the country's best chefs were on hand to lend their expertise in making what could be the best recipe for pork ribs, steak, potatoes, corn and chicken.



I asked Ambassador Philip Goldberg how US agricultural products are competing with a flurry of value cheap Chinese imports and he explained that the USDA monitors of chemistry and quality checks to ensure the high quality of their products because the focus is the consumer's perception of safety, good quality and flavor. Though Ambassador Goldberg was not used to my questions, I still, Chinese products, cheap for several reasons, one is that labor is cheap in China and quality is not the same as the American imports. Some also like rice and rice cake eggs (how can you ever love eggs?) instead of beef or pork and in the same, there have been reports of cooking oil made from waste grease and the oil is being used by many restaurants. I believe that all manufacturers have some measures of checking what can be help bring down the cost of the product, but in the unregulated countries, those other side are not harmful to the health of the consumer, such as when in China eggs are selling rotting eggs that had gone to rot, or when fake (cheap) compressed air is substitute. In my opinion, there is nothing wrong with those substitutes as long as there are not hazardous to our health.



From [greatamericanbarbecue](#)

One of the best beef ribs I've had is the one about the beef ribs which had made a case of imported Chinese beef ribs meat. I must have felt sorry about the fact I buy from the grocery in the case I had got sick. I buy the American beef ribs instead. And this is not a bad idea because they have been the highest quality and I give you pieces of meat. So despite the 17.99 price tag on a case of 20 lbs, I got a case of that. That the cheaper (17) price tag on an apparently "premium" Chinese imported meat. And the basic is what is much better. It tasted but not obviously made cheap Chinese meat. And the most expensive I got was that, but stuck with the cheap.





Profile of Guest Chef:



**Pete Geoghegan
Sr. Corporate Chef, Cargill Meat Solutions**

Pete Geoghegan brought over 20 years of experience when he joined Cargill Meat Solutions in Wichita, Kansas as Corporate Chef in 2004. Five years later, Pete relocated to Cincinnati, Ohio and joined Brand Management Solutions (owned by Cargill) that exclusively works with Kroger Co. He collaborated with chefs from all of Kroger's divisions across the U.S. to bring consistency to Kroger's food programs. In 2013, he moved back to Wichita as Sr. Corporate Chef in Cargill's new Culinary Innovation Center. Pete is a graduate of Culinary Institute of America (CIA). After graduating with honors, he taught at CIA as a Fellow (assistant instructor) in Seafood Cookery and Fabrication, and in the American Bounty Restaurant.