

Voluntary Report – Voluntary - Public Distribution

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Report Name: ATO Highlights Versatile and Sustainable US Foods 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:

Following the success of our virtual seminar at the Hong Kong Polytechnic University in March 2022, ATO Hong Kong partnered again with the University to co-host an educational cooking demonstration and lecture on July 18, 2022. The class highlighted versatile, sustainable, and delicious USA foods through the culinary presentations of two dynamic chefs. The event also provided a platform for U.S. cooperator representatives from Food Export USA Northeast, Alaska Seafood Marketing Institute, USA Rice Federation, the Raisin Administrative Committee, U.S. Wheat Associates, USA Poultry & Egg Export Council, and U.S. Dairy Export Council to share the sustainable efforts of U.S. producers. Thirty-nine students from a variety of fields joined in-person and fourteen joined online. This collaboration is an example of the successful partnerships the ATO has developed with local institutions providing another avenue to promote U.S. foods among young consumers.

Event: Educational Program “Versatile and Delicious USA Food Workshop” at the Hong Kong Polytechnic University

Date: July 18, 2022

Time: 3:00pm to 6:00pm

In March 2022, ATO Hong Kong held a [virtual seminar](#) showcasing U.S. Wheat, Eggs, Cheese and Raisins to students at the Polytechnic University. The seminar was initiated by a discussion that began in late 2021 between ATO Hong Kong and the Hong Kong Polytechnic University about collaborative opportunities to educate local students about U.S. foods and agriculture. 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 attended by around 80 students. After the seminar, the school expressed interest in having an in-person session in June or July to showcase U.S. products that would include cooking demonstrations and tastings.

In view of the lower number of COVID-19 cases compared to the peak in March, ATO Hong Kong worked with the university to stage an in-person workshop on July 18, 2022, at the Food and Wine Academy, the School of Hotel Tourism and Management at the University. Post invited participation of cooperators, coordinated sponsored ingredients, lined up the demonstration work of two chefs, and liaised with all parties to set up the three-hour workshop program. The event was themed “Versatile and Delicious USA Food Workshop,” and introduced the versatility, sustainability, safety, and exceptional taste of U.S. foods in different cuisines. Hong Kong native Chef Samantha Tam demonstrated two international dishes while American Chef R.J. Asher showed students the technique of making a classic American dessert. Seven cooperators participated and presented nine agricultural products. To enhance learning experiences, chefs invited students to participate in cooking and prepared samples for class tasting.

Thirty-nine students attended the class in person while another fourteen joined virtually. The successful collaboration is an example of the ATO efforts in educational outreach and has paved the way for future opportunities to work with various educational institutions and highlighting other U.S. foods in Hong Kong.

The ATO team, cooperators, students, and faculty members posed for photos after the event:



The workshop was featured in several social media platforms including the Facebook and Instagram accounts of Polytechnic University's Food and Wine Academy, ATO Hong Kong Delicious USA program, U.S. Consulate Hong Kong and Macau, and USA Poultry & Egg Export Council's Facebook page. These accounts total over 67,000 followers.



Participating U.S. Cooperators and their Ingredients Featured in Dishes Prepared by the Chefs

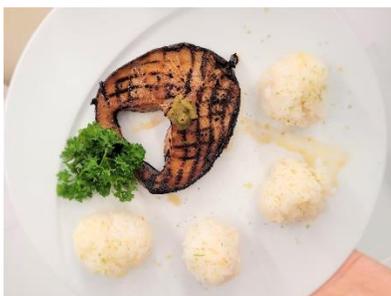
- Food Export USA Northeast – American Lobsters and Atlantic Scallops
- Alaska Seafood Marketing Institute – Alaska Black Cod
- USA Rice Federation – Southern Long Grain Brown Rice and California Calrose
- Raisin Administrative Committee – California Raisins
- U.S. Wheat Associates – Flour
- USA Poultry and Egg Export Council – Shell Eggs
- U.S. Dairy Export Council – Cream Cheese

Dish 1: Lobster, Southern Long Grain Brown Rice and Seared Scallops in Lobster Sauce, by Chef Samantha Tam

Dish 2: Alaska Black Cod Grilled in Yu-an Marinade, Yuzu California Calrose, by Chef Samantha Tam

Dish 3: American Carrot Cake by Chef R.J. Asher, featuring flour, raisins, eggs and cream cheese

Cooperators' products were displayed at the event and incorporated into the dishes prepared by the chefs at the cooking demonstrations.



Photos of the Event

Jennifer Clever, ATO Director and the chefs spoke to students about versatile, safe, sustainable, and delicious U.S. foods. Chefs also shared their experiences in the food and beverage industry:



Chefs guided students through cooking demonstrations and hands-on learning:



Representatives of Cooperators enhanced students' knowledge in the sustainability and reliability of U.S. agricultural products:





Attachments:

No Attachments.