

**Voluntary Report** – Voluntary - Public Distribution

**Date:** October 12, 2023

**Report Number:** CO2023-0024

**Report Name:** SaborUSA in Colombia Amplifies Activities to Promote US Meat Exports

**Country:** Colombia

**Post:** Bogota

**Report Category:** Export Accomplishments - Other, Promotion Opportunities, Livestock and Products

**Prepared By:** Adriana Uribe, Agricultural Specialist and Ana Salinas, Agricultural Marketing Specialist

**Approved By:** Mark Rosmann

**Report Highlights:**

FAS Bogota (Post) and the SaborUSA initiative continue to increase efforts that support the USDA cooperator participants and connect with an even greater number of Colombian consumers. In collaboration with the U.S. Meat Export Federation (USMEF), on August 24, 2023, SaborUSA organized an educational and tasting program for over 60 Medellin's hotel and the food service industry professionals to promote U.S. beef and pork products. In addition, SaborUSA conducted an innovative social media program to engage Colombian consumers on U.S. meat products, which reached over 246 thousand consumers and demonstrated the importance of non-traditional marketing tools to increase sales. Combined, these activities have further improved the trust of the “SaborUSA” brand that supports increased U.S. meat exports and positive consumer behavior.

## Background

On August 24, 2023, in collaboration with the U.S. Meat Export Federation (USMEF), Post and the SaborUSA initiative conducted a promotional event for Colombia's hotel, restaurant and institutional industry at Cielo Alto restaurant in Medellin to promote U.S. beef and pork products. The event educated 71 Medellin-based chefs on the quality and versatility of U.S. meat products, and how restaurants can incorporate U.S. cuts into their menus. Participants were treated to U.S. meat products including beef brisket, bottom sirloin (flap meat, tri-trip), liver, bone-in pork loin, baby back ribs, and bacon. The superbly curated products showcased the exciting and diverse flavors of U.S. meat products, and what can be achieved with high-quality U.S. ingredients (Figure 1). In 2022, U.S. pork products to Colombia reached \$247 million with beef exports totaling \$48 million, a new record. This year (January-July), U.S. pork and beef exports to Colombia have totaled \$131 million and \$18 million, respectively.

**Figure 1. [Event Highlights](#)**



(Left to Right: USMEF representative demonstrating the versatility of U.S. pork; participating chef attendees).

## Cutting-Edge Social Media Contest

In addition to the in-person Medellin event, SaborUSA devised a social media contest (Figure 2) on Instagram and Facebook to promote U.S. meats, with the purpose of collecting data on consumer preferences and engaging consumers. For the contest, the social media community were required to indicate their three favorite U.S. meat cuts, and to follow the SaborUSA and USMEF social media accounts. The contest selected three winners, who received a U.S. hamburger kit, a grill tool set, recipe booklet, and a barbecue party decoration kit.

Figure 2. SaborUSA [Social Media Contest Publications](#)



### Accomplishing Contest Goals

Over 7,400 contestants participated in the activity, with most social media engagement on Instagram. In addition, consumer participation provided valuable marketing information for consumer profiles and preferences to enable the importer to better target potential customers.

### Contest Results

- **Consumer Trends**
  - Most contestants were male, between 18 and 45 years old.
  - Most contestants preferred New York steak, ribeye, and pork ribs as their favorite meat cuts (Figure 3).
  - Some contestants mentioned their wine pairing preferences.
- **Increasing SaborUSA Social Media Engagement** (Table 1).
  - The SaborUSA contest reached over 246,244 consumers.
  - Attained 71,930 engagements.

Table 1. Social Media Performance Measures

Key Performance Indicator	Instagram	Facebook
Reach	141,982	104,262
Impressions	181,832	139,673
Interactions	5,056	58,467
Reactions	4,649	3,144
Comments	229	153
Shares	82	54
Post Saves	96	-
Views	117,000	85,482

**Figure 3. Select Social Media Comments**



### **Forging Ahead with Cooperators**

This positive engagement via in-person and social media activities has further improved the trust of the “SaborUSA” brand and has enhanced positive consumer behavior. The SaborUSA campaign continues to learn new creative methods and utilize new tools that promote the wide range of U.S. food products in Colombia. Post’s joint campaign with USMEF also demonstrates that non-traditional marketing, including social media, are effective tools to engage with consumers, and helps understand their interests. This gives SaborUSA the ability to develop content and messaging that actively engages consumers and lead to increased sales. Demand for U.S. consumer-oriented food products continues to grow in Colombia, and exporters who remain interested in this market may see significant results when developing targeted, high-quality social media content to advertise their products. Through SaborUSA, Post will examine future opportunities that utilize creative media content that draws consumers and boosts U.S. agricultural exports to Colombia.

#### **Attachments:**

No Attachments.