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Date: 2/6/2015

GAIN Report Number:

China - Peoples Republic of

Post: Chengdu ATO

U.S. Agricultural Products Menu Promotion 2014

Report Categories:

CSSF Activity Evaluation

Agricultural Trade Office Activities

Market Promotion/Competition

Food Service - Hotel Restaurant Institutional

Livestock and Products

Fishery Products

Poultry and Products

Tree Nuts

Potatoes and Potato Products

Citrus

Grain and Feed

Wine

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Report Highlights:

ATO Chengdu carried out a joint U.S. Agricultural Products Menu Promotion Event with a national western-style restaurant chain for 4 weeks in Chengdu, Chongqing, Xi'an and Shenyang in September

2014. The event featured U.S. pork, seafood, turkey, pecans, potatoes, citrus fruit, corn, California wines, and U.S. craft beer. Over 20 media outlets attended, ensuring a high level of TV, newspaper, and social media exposure.

To access the full report, please contact atochengdu@fas.usda.gov

General Information: