

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Guatemala

Post: Guatemala

U.S. Lamb Promotion Event

Report Categories:

Livestock and Products

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Report Highlights:

FAS hosted a dinner at the U.S. Ambassador to Guatemala's residence to announce the reopening of the market for U.S. lamb to Guatemalan consumers. U.S. lamb started shipping to Guatemala in December 2016. The United States is currently the only country authorized to export lamb to Guatemala.

General Information:

On Tuesday, April 25, FAS hosted a dinner at the U.S. Ambassador to Guatemala's residence to announce the reopening of the market for U.S. lamb to Guatemalan consumers. The event was sponsored by the U.S. Meat Export Federation (USMEF) and brought importers, food service distributors, and hotel and restaurant chefs together to sample different lamb dishes.

U.S. lamb started shipping to Guatemala in December 2016. Although Guatemala is not a large consumer of lamb, there is a niche market within the hotel and restaurant industry where consumers are willing to pay for it and chefs are excited to have another meat option to showcase.

On April 05, 2017, the Guatemalan Ministry of Agriculture (MAGA) officially notified FAS that the FSIS export certificate (9060-5) will be accepted for U.S. lamb imports. This was in response to FAS efforts to get a clear import protocol in place from MAGA, after they began accepting the product last year. The United States is currently the only country authorized to export lamb to Guatemala. (see GAIN report 12/07/2016).

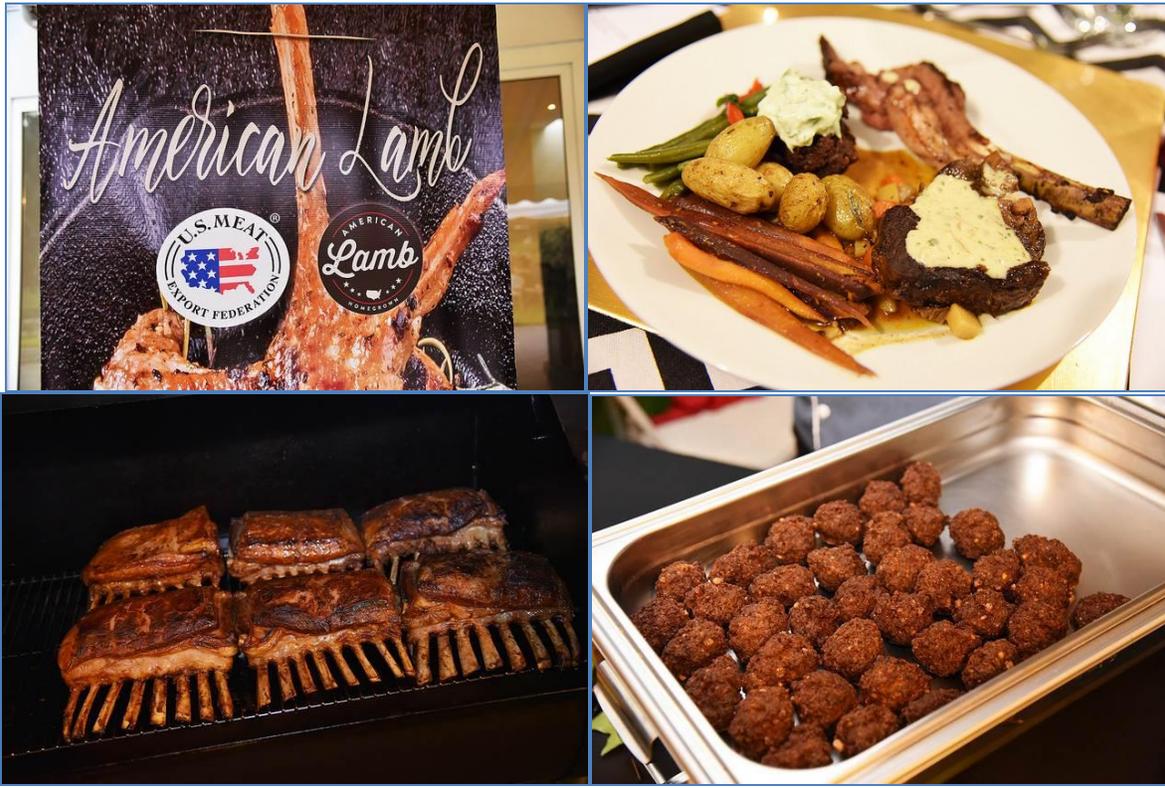
USMEF will follow up the event with marketing activities and chef demonstrations to develop new recipes for upscale restaurants and hotels. In addition, Walmart expressed interest in adding lamb as a new product to sell at their high-end stores in Guatemala City and potentially around the country. The event received extensive press coverage and was featured on the Embassy's social media pages.

Following are some of articles published by the U.S. Embassy and the local press:

1. <https://www.facebook.com/Embajada.EEUU.Guatemala>
2. <http://www.prensalibre.com/economia/empresarios-americanos-buscan-reactivar-mercado-de-carne-de-cordero>
3. <http://elperiodico.com.gt/inversion/2017/04/27/ee-uu-quiere-reactivar-los-envios-de-carne-de-cordero/>
4. <https://www.publinews.gt/gt/guatemala/2017/04/25/promueven-reanudacion-carne-cordero-mercado-guatemalteco.html>
5. <https://www.flickr.com/photos/usembassyguatemala/albums/72157683087723125>

Pictures

Lamb recipes



U.S. Ambassador to Guatemala, Mr. Todd Robinson

