

The U.S. Meat Export Federation (USMEF), a subcontractor to the Beef Checkoff, report that recent improvements in U.S. beef production is welcome news for international buyers who have been hampered by supply issues from all red meat-exporting countries. Inconsistent supplies and dramatic changes in demand patterns have created enormous challenges for global buyers of perishable food products for several months now.

Demand will remain a challenge as markets attempt to adapt to structural changes taking place. While retail is strong and e-commerce and delivery are booming, foodservice will remain a major challenge from market to market.

In recent weeks, with social restrictions in place in export markets, USMEF has shifted some resources from traditional offline activities toward digital marketing support for target accounts in the trade, HRI and retail sectors. Efforts to reach consumers directly through social media and e-commerce have also been accelerated.

Below are a few of the ways that the Beef Checkoff is at work in markets impacted by COVID-19:

- Dominican Republic: “Bringing Hope” Kits to HRI Sector – USMEF collaborated with a target account importer to provide direct support to foodservice workers. As elsewhere, staff is without work and pay while restaurants are shuttered during the pandemic. Care packages included U.S. beef, rice, pasta, vegetable oil, salt, sugar, butter, cheese and bread. A total of 300 “Bringing Hope Kits” were distributed to employees of 51 restaurants and six hotels in Santo Domingo during May and June.
- Hong Kong: Video Support for Retail and HRI Partners – USMEF has appointed a popular chef to develop a series of cooking videos about home meal preparation with U.S. beef. The first video was aimed at supporting small retailers. The chef’s first dishes focused on those with an Italian orientation such as U.S. beef tenderloin carpaccio. USMEF is also provided support for the re-launch of Westwood Carvery restaurant in June. USMEF is producing and will post a video promoting delivery for this loyal U.S. beef customer.
- Hong Kong: Retail Promotions for U.S. Beef – USMEF recently concluded the first of two retail promotions for U.S. beef at Yata in Hong Kong. U.S. beef was a featured item during VIP Week in late May and was featured again during the USA Fair later in June. USMEF has committed to providing two thousand of its popular U.S. beef cooler bags to the June promotion.

- Japan: Instagram Live U.S. Beef – To reach people who are dining at home, USMEF has begun a series of cooking seminars featuring a popular Japanese chef. During May and June, cooking demonstrations were aired each week on Instagram Live, teaching audiences about the taste and nutrition of U.S. beef as the chef demonstrated tasty recipes. American beef pound steak was among the featured items in early May. Through Instagram, USMEF has been able to extend its reach for this cooking school as from 600 to a thousand people watched it live, while an additional 10 to 12 thousand watched it on Instagram TV.
- Taiwan: Promoters Back in Stores – As part of its “Go U.S. Beef” campaign, USMEF initiated a retail promotion for U.S. beef at nine outlets of RT Mart in May. The promotion represents a step forward in Taiwan’s retail recovery as USMEF was able to deploy U.S. beef promoters in each of the stores. Although each store determines which U.S. beef cuts to promote, most are featuring boneless short rib and top blade. In June, A-Mart began U.S. beef promotions with in-person promoters.
- Taiwan: U.S. Beef “On the Go” -- USMEF also kicked off a five-week retail promotion for U.S. beef the last week of May at Keeper. Part of the “Go U.S. Beef” campaign, the promotion is at Keeper’s outlet and will also be conducted through their online platform. In addition, tasting events with U.S. beef will be conducted via a mobile cart at six different neighborhood locations during the promotional period. Interactive tools will be utilized at the events to encourage photos and sharing on social media.
- South Korea: Delivering U.S. Burgers – Efforts to support Korea’s foodservice sector continue as USMEF launched a two-week promotion at the end of May with 29 restaurants for craft burgers made with U.S. beef. Customers received discounts on delivery charges if they ordered craft burgers made with U.S. beef through certain delivery apps.
- South Korea: Supporting Healthcare Professionals – In early May, USMEF met with officials at Seoul Red Cross Hospital to discuss ideas for how the U.S. red meat industry could demonstrate its appreciation and support for healthcare professionals in Korea. This resulted in USMEF donating 500 premium meals to hospital staff during the last two weeks of May. The meals were secured from four customer restaurants in Seoul that buy and sell U.S. beef.

- Japan: New Campaign Features U.S. Beef Nutrition – USMEF began a promotional campaign in Japan in May to highlight the taste and nutritional qualities of U.S. beef. Called #AloneTogether, the Instagram campaign utilizes influencers and encourages the sharing of favorite methods for cooking nutritious U.S. beef steak with home-bound seniors and health care professionals.
- Mexico: New App Connects Buyers to U.S. Beef –With many businesses closing and reducing their operations, it has been difficult for distributors, restaurants, retailers and consumers to know what products are available in the market. To help buyers and consumers find and purchase U.S. beef, USMEF developed an app to facilitate this process. Named “U.S. Meat Connect,” the app has been promoted on social media, YouTube and with influencers to encourage download and usage of the app.
- Mexico: New Delivery Service Supports Restaurants – USMEF has partnered with a target account distributor on a new delivery service that supports business for its restaurant buyers. The distributor is using its underutilized delivery trucks to deliver meals directly to consumers. U.S. beef is a featured menu item and USMEF assists with delivery costs.
- Bulgaria: U.S. Beef Promotion Underway – Portion-controlled cuts of U.S. beef were promoted in 29 Metro outlets in Bulgaria in mid-May. Metro is a target account and is one of the largest hypermarket chains in Europe.
- South Korea: Restaurant Chain to Promote U.S. Short Ribs – In May, USMEF partnered with Songchu-Gamagoll, a Korean-style restaurant chain to promote U.S. beef at its 20 outlets in Seoul. Six types of U.S. short ribs were available through a major food purchasing site, featured on delivery and take-out menus and on the app of the largest delivery service in the metro area.
- Japan: U.S. Beef & BBQ – To capitalize on the growing interest in new cooking ideas at home and to build on previous promotional efforts for American-style BBQ, USMEF is supporting a U.S. beef promotion with a Japanese barbecue restaurant. From May 12 through July 30, USMEF will provide delivery support for an e-

commerce barbecue promotion featuring U.S. beef. As part of this promotion, U.S. beef will also be featured in barbecue meal kits during a live social media event.

- Japan: Retail Contest – U.S. beef was featured at more than 500 outlets of several leading supermarket chains in Tokyo from May to June. Comodi lida, Tokyu Store, Fuji Super and Maruetsu hosted a contest in which buyers of U.S. beef were entered into a drawing for a “premium lunch” on July 14. The promotion and contest were promoted on-site and through several social media platforms.
- Central America: Social Media Promotes U.S. Beef – USMEF used social media platforms in Central America and the Dominican Republic to promote consumption of U.S. beef during stay-at-home restrictions in the region. The #StayatHomeRecipes campaign in late April featured USMEF’s Chef Pablo Lou, who shared recipes for breakfast, lunch and dinner during a Facebook Live broadcast. A second Facebook Live campaign, titled #GrillingSecretsAndTips, shared grilling tips for U.S. beef and will continue each week as “Thursday at the Grill.” A third social media effort was specific to Guatemala, where USMEF offered grilling kits to people who liked and followed a specific post on Facebook and Instagram. To earn the grilling kit, a person shared the specific post and tagged friends in an effort to earn the most votes from participating social media users.