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Voluntary Public

Date: 9/22/2015

GAIN Report Number:

Philippines

Post: Manila

2015 Great American Barbecue—A Showcase of U.S. Fine Foods

Report Categories:

CSSF Activity Report

Market Promotion/Competition

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Report Highlights:

As part of its continuous effort to maximize U.S. agricultural exports, FAS Manila teamed up with the U.S. Meat Export Federation, U.S. exporters, local importers and guest chef Pete Geoghegan to showcase U.S. fine food and beverage (f&b) products at the “2012 Great American Barbecue” trade reception hosted by Ambassador Philip S. Goldberg at his residence. Media coverage extended the reach of the event. Despite stiff competition, exports of U.S. f&b products are expected to reach a record \$1.2 million by the end of the year, almost double 2010 levels.

2015 GREAT AMERICAN BARBECUE

MENU

Pass-Around Appetizers

California jalapeno cheese
poppers with salsa
U.S. Chicken balls with Buffalo Mayo

Barbecue Stations

Cajun Chicken Fajitas
Tortilla wrap, red and green bell
peppers, caramelized onions,
cheese, sour cream, guacamole
Mini Cream Cheese Burgers
Seafood Kebab

Carving Stations

Chargrilled U.S. Angus Corned Beef
served with sauerkraut and
horseradish
Pork sausages
U.S. Baked Ham
Pan de sal and Four Sauces

Side Dishes

Coleslaw
Corn on the Cob
Baked Beans

Mashed Potato Bar

U.S. potatoes, bacon bits, chives,
sour cream, cheese
Mac & Cheese

Dessert Station

Make-your-own-s'mores
Fruit kebabs with Chocolate
Ganache

Beverages

U.S. wines, craft beers and non-
alcoholic beverages

Background on the Philippine Market:

U.S. food and beverage (f&b) exports to the Philippines grew 11 percent in 2014, reaching a record \$1.1 billion. As the number one market in Southeast Asia and the 10th largest market in the world for U.S. f&b products, the Philippines purchased enough value-added goods in 2014 to fill roughly 27,000 container trucks stretching more than 360 kilometers. Growth across the sector is exceptionally broad-based, with more than half of the products that comprise the f&b category setting new records. The top five exports in 2014 were dairy products, meat & poultry products, prepared food, processed vegetables, and fresh fruit. While sales for these products are expected to remain strong in the coming years, prospects are excellent for a wide variety of f&b products particularly those that can be classified as “healthy,” “convenient” or “gourmet.”

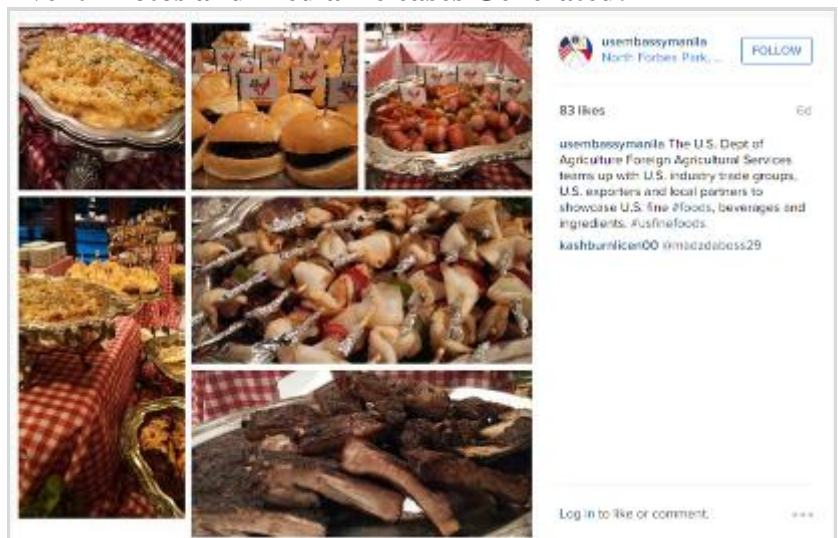
Activity Name: “2015 Great American Barbecue” Trade Reception

Promoted Products: U.S. beef, pork, turkey, sausages, cheeses, potatoes, beans, peas, lentils, dried fruits nuts, wines, beers and non-alcoholic beverages

Date: September 15, 2015

CSSF Amount: \$5,000

Event Photos and Media Releases Generated:





Etiquette De Manille added 6 new photos.
September 16 at 7:11pm

091515. At "The Great American Barbecue" hosted by the Ambassador of the United States of America Philip S. Goldberg. Reception at the residence. U.S. Meat Export Federation, Cargill, Beringer Wines, St. Francis Wines, Happy Living Fine Wines, PTC Commercial, Karla Reyes #ThePlaza, #elegantprotocols #PaulAntoineOnline



Like Comment Share

From yesterday's Great American Barbecue at the residence of Ambassador Philip Goldberg. Event was catered by @theplaza inc featuring chef Pete Geohagan. I had a cajun chicken fajita station, mini creamcheese burgers, seafood skewers, all grilled on-site as well as chef Pete's pork ribs and beef rib eye. Full menu will be up on QuicheTheCook.ph soon. @kakakariotta

In photo: @kakakariotta

September 16 2015



Kurt Hoyer @Hoyerman · Sep 15

The chef has outdone himself! Tender and tasty rib eye!



Kurt Hoyer @Hoyerman · Sep 15

Corn on the grill! Gonna be a great barbecue!



Kurt Hoyer @Hoyerman · Sep 15

There's the beef!



The Great American Barbecue: Why I Buy USDA products

by Anonymous Sep 18, 2015

I had the privilege of joining yet another fiasco event by the US Embassy which they fondly dubbed as The Great American Barbecue. Indeed the word 'barbecue' is not the same across different cultures. Our barbecue is almost always skewered. If it's not on a stick, it's not barbecue. We share the same concept of barbecue with our Asian neighbors, the Malaysians and the Indonesians. Maybe even the Thais.

This was my first painful, complete with cowboy hat and Billy Ray Cyrus singing in the background.



From [greatamericanbarbecue](#)

The Americans have a different version of barbecue. According to Master Griller Raymond Hayes, barbecue is an umbrella term of practically anything cooked over hot coals. The Americans have regional variations of barbecue, some that's cooked using smoke and others barbecue by digging a hole in ground, bury the meat, then burn wood aboveground. The method and flavor of barbecue varies from one American state to another.

The master griller himself, Raymond Hayes.



From [greatamericanbarbecue](#)

Aside from what we know to be barbecue in the Philippines, there are other forms of barbecue in other countries that we are most familiar with, such as Shish Kebab or skewered meat, and vegetables grill over an open fire, such as Shawarma, which is also another kind of barbecue. There is the Malaysian Satay which is skewered grilled meat with peanut sauce. The American pork rib barbecue doesn't have sauce and is best eaten with your hands rather than with a fork and a knife.



From [greatamericanbarbecue](#)

Before we get lost in the myriad of barbecue stories, the purpose of the word The Great American Barbecue was to showcase US agricultural products that relate to potatoes, pork and beef. Some of the country's best chefs were in 1988 to lend their expertise in making what could be the best recipes for pork ribs, steaks, potatoes, corn and chicken.



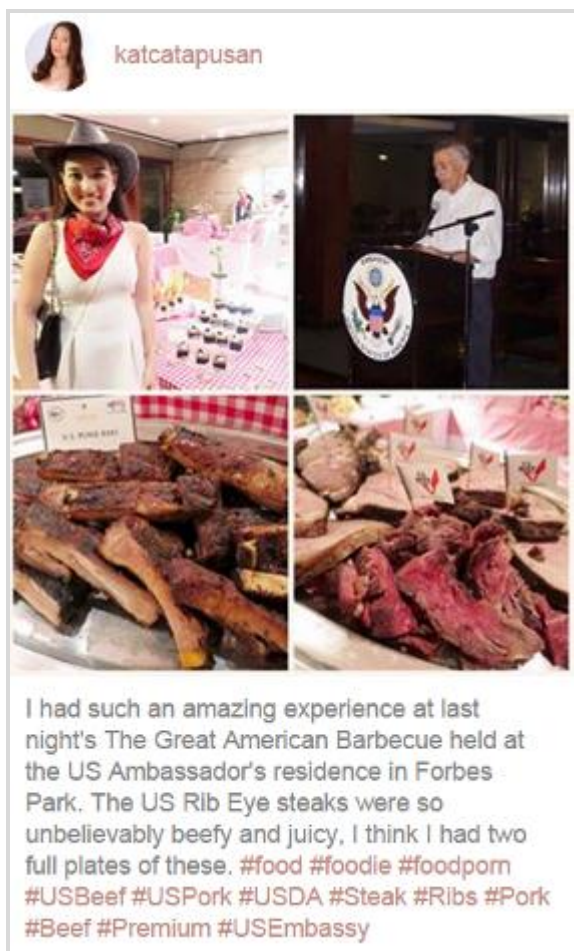
I asked Ambassador Philip Goldberg how US agricultural products are competing with a flurry of ultra cheap Chinese imports and he explained that the USDA's system of checking and double-checking to ensure the high quality of their products makes the focus is the consumer's perception of safety, good quality and flavor. Though Ambassador Goldberg may not want to say this because, I felt, Chinese products are cheap for several reasons, one is that labor is cheap in China and quality is not the same as the American imports. Stories about fake rice and fake eggs (how can you even fake eggs?) abound both in social media and in the press. Others have been reports of cooking oil made from animal parts, and the oil is being used by some restaurants. I believe that all manufacturers have some measures of checking what can be kept being down the cost of the product, but in the unregulated countries, those strict rules are not helpful to the health of the consumer, such as when in China we are getting nothing agents that land there for reasons, or when fake (though compressed) as a substitute. In my opinion, there is nothing wrong with those substitutes as long as there are not bacteria in our food.



From [greatamericanbarbecue](#)

One of the best beef steaks I've had is the one about the beef cowboy hat made a case of imported Chinese beefsteak meat. I must have felt sorry about the fact I buy from the grocery so in the end I don't get sick. I buy the American imported steaks. And like to eat a bit more because they have been the highest quality and it gives me peace of mind. So despite the 17.50 price tag on a case of Steaks, I got a case of that. Then the cheaper (17) price tag on an apparently 'premium' Chinese imported meat. The taste is what is much better. It helped but not obviously makes cheap Chinese meat taste like the most expensive I will ever buy, but I stuck with the Steaks.





Profile of Guest Chef:



Pete Geoghegan
Sr. Corporate Chef, Cargill Meat Solutions

Pete Geoghegan brought over 20 years of experience when he joined Cargill Meat Solutions in Wichita, Kansas as Corporate Chef in 2004. Five years later, Pete relocated to Cincinnati, Ohio and joined Brand Management Solutions (owned by Cargill) that exclusively works with Kroger Co. He collaborated with chefs from all of Kroger's divisions across the U.S. to bring consistency to Kroger's food programs. In 2013, he moved back to Wichita as Sr. Corporate Chef in Cargill's new Culinary Innovation Center. Pete is a graduate of Culinary Institute of America (CIA). After graduating with honors, he taught at CIA as a Fellow (assistant instructor) in Seafood Cookery and Fabrication, and in the American Bounty Restaurant.