

USA Rice Federation Consumer And Foodservice Tactics

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MexPromos, working exclusively for the USA Rice Federation since the 1990's, employs the demand-pull marketing strategy. Efforts to increase the demand for U.S. rice includes hands-on education and awareness activities targeting the working/middle class consumers and the foodservice sector. Promoting the nutrition and economical advantages of U.S. rice is the message MexPromos spreads to the consumers and foodservice sector throughout Mexico.

Through its programs, USA Rice Federation annually reaches approximately 100,000 consumers directly through its hands-on training approach (educational seminars, cooking contests, social service events, in-store promotions & seminars, regional festivals, etc).

Via the national media, messages about U.S. rice reach consumers tens of millions of times annually. U.S. rice is featured on 80 television shows every year, each with an estimated viewership of six million people per show. U.S. rice is also featured in cooking magazines, women's magazines, and various foodservice magazines an average of eight times each month (or twice every week).

In the foodservice sector, USA Rice Federation programs reach upwards of 3,000 professional chefs, chefs-in-training, and restaurant buyers/managers each year.

As a result of these targeted promotional activities, rice consumption in Mexico has grown steadily since 1998 (40 percent) and is expected to continue growing, albeit at a slower pace (11.4 percent), through 2010, according to Euromonitor. Consumption now stands at 7-5 kg per person, up from 6.8 four years ago.

Consumer Tactics

1. Consumer Education Seminars: 80-100 seminars each year.

2. Rice Goes To School: visits to 60-80 elementary schools throughout Mexico each year.

3. Social Service Seminars: reaching those with modest incomes in coordination with Mexican Government's Family Social Development Agency.

4. In-store Seminars: 25-30 seminars in leading supermarket chains such as Wal-Mart, SAM's Club, Chedraui, Soriana and Gigante.

5. Cooking Shows on TV: 80-100 television segments on cable TV stations nationwide. Often feature winners of USA Rice chef compe-

titions.

6. Regional Rice Festivals: participation in festivals in distinct regions of Mexico. Sponsor of three most well attended events.

7. Restaurant Promotions: month long promotions at Mexico's leading casual dining chain restaurants; including TOKS and Sanborns.

8. Media Tours: two or three media tours annually. Featuring chefs and experts on rice, these interviews are aired on local TV and radio stations. Press kits distributed to print media.

9. Magazines/Cookbooks: create and publish four special rice editions of leading gastronomic magazines annually. Fifty-thousand copies of each printed and sold in supermarkets and newsstands.

10. Media Placements: U.S. Rice featured an average of 80 times per year in leading gastronomic magazines and national and regional newspapers.

11. Recipe and Photo Development: an average of 300 recipes are developed annually, appetizers, soups, main dishes, Mexican regional dishes and desserts. Create upwards of 90 editor quality rice recipe photographs for use in promotional purposes.

12. USA Rice Website: www.usarice.com.mx

Foodservice Tactics

Trade Shows: booths at all leading hotel, food service and tourism sector trade shows: ABASTUR, EXPHOTEL, ALIMENTARIA and EXPO-TUR.

Rice Chef of Year Contest: contest for professional chefs in Mexico City. Incorporated into other media events throughout the year such as media tours, festivals etc.

Regional Chef Seminars & Competitions: contests conducted in Monterrey, Guadalajara, Puebla, and Sinaloa and often in Cancun and Puerto Vallarta. Winners invited to enter Rice Chef of the Year contest.

Food Service Newsletter: 500 copies of NOTIARROZ are printed and distributed monthly to top foodservice professionals.

Student Chef Seminars/Competitions: approximately 25 rice-cooking seminars/contests held annually for graduating students at leading culinary schools and universities.

Foodservice Seminars: seminars conducted for culinary school administrators and students also students in the fields of restaurant and hotel management.

Trade Servicing: USA Rice Federation maintains close and constant contact with Mexican rice trade and the Government of Mexico. Δ