

**Voluntary Report** – Voluntary - Public Distribution

**Date:** January 17, 2023

**Report Number:** CO2023-0002

**Report Name:** Make No MiSteak - Digital Marketing Proves an Effective Tool in Promoting US Beef and Pork in Colombia

**Country:** Colombia

**Post:** Bogota

**Report Category:** Export Accomplishments - Other

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**Report Highlights:**

This report summarizes the activities and outcomes of the SaborUSA Colombia project (July 2021 – June 2022) focused on promoting U.S. beef and pork in Colombia. SaborUSA is a digital marketing initiative that promotes American food products and brands through its own website and social media platforms. Since launching in 2015, SaborUSA now has more than 100,000 followers.

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## General Information

After seven years, the SaborUSA Colombia project (SaborUSA) is still recognized as the go-to source for eye-catching digital content that showcases American food products and brands in Colombia on [Facebook](#), [Twitter](#), and [Instagram](#), and an interactive [website](#). Since launching in 2015, SaborUSA now has more than 100,000 followers, a Colombian community that appreciates content about U.S. gastronomy and the food scene in the United States.

Under FY2021, SaborUSA implemented a marketing strategy designed to promote the hashtag and idea #DosPaisesUnSabor (two countries, one flavor). Along with continuing to grow the online community, SaborUSA focused on the customer journey (interactions the consumers have with American product digital content) with the goal of converting this online following into qualified leads and sales of U.S. foods. SaborUSA worked to achieve this by leveraging the e-commerce platforms of importers, distributors, and retailers where online sales of U.S. products occur. SaborUSA does not sell U.S. food products, and therefore, the program relies on the aforementioned stakeholders as partners to help generate trade leads and sales.

## Background on Beef and Pork Demand in Colombia

In 2021, Colombia was the world's sixth largest market for U.S. pork and product exports, reaching \$257.8 million, a 75 percent increase from 2020. From January to November 2022, pork exports totaled \$228.5 million. In 2021, Colombia became the seventeenth top foreign destination for U.S. beef and product exports, reaching \$40.6 million, a 104 percent increase from 2020. From January to November 2022, beef exports totaled \$42.6 million.

### I. Lead Performance Measures

Since SaborUSA does not sell U.S. food products, the program's metrics focus on Market Qualified Leads (MQL) – a lead that has indicated interest in buying by engaging with SaborUSA website content – and a Sales Qualified Lead (SQL) – which is a prospective customer who has been qualified to get in contact with the vendor and close a sale – to demonstrate results and efficacy of the program for U.S. food products.

From July 2021 to June 2022, more than 38,000 followers visited the SaborUSA website to learn about U.S. beef. As a result, 3.8<sup>1</sup> percent of these visitors became prospective customers that contacted U.S. beef vendors in Colombia through the [SaborUSA point of sale landing page](#). SaborUSA's efforts encourage one-time buyers to turn into lifelong repeat customers.

### II. Tailored SaborUSA Digital Content

Based on social listening tools, SaborUSA identified consumer interests and questions regarding beef and pork. According to data provided by marketing intelligence tools, SaborUSA produced high quality content about U.S. beef and pork handling, quality, availability, and versatility, publishing 72 social

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<sup>1</sup> Regarding sales, "a funnel conversion rate above 2% is considered good, and a rate between 3.1% to 5% is great." Source: <https://watchthem.live/funnel-conversion-rate/>

media posts, 22 video recipes, and 20 blogs, and a beef landing page that were extremely popular. This content was published through Facebook, Instagram, Twitter, YouTube, and the SaborUSA website.

**Table 1: SaborUSA Digital Content Designed and Published to Promote U.S. Beef and Pork from July 2021 to June 2022**

Digital Content	Quantity	KPI
Social media publications (Table 2)	72	2,782,341 reach <sup>2</sup> 3,138,618 impressions <sup>3</sup> 71,854 interactions <sup>4</sup>
Video recipes (Table 3)	22	228,967 views
Blogs (Table 4)	20	29,841 visits

**Table 2: SaborUSA Social Media Publication Samples**

*With three U.S. products (pork, rice, and lentils), we prepare a traditional Colombian dish that could be served for breakfast, lunch, or dinner*

<sup>2</sup> Reach: number of people who see content

<sup>3</sup> Impressions: number of times content is displayed

<sup>4</sup> Interactions: number of likes, shares, comments, saves, etc.



*We have the feeling that this U.S. beef burger will become your favorite one*




*Find recipes and tips on how to prepare liver in the link of our bio. It will become your favorite beef cut*



**Sabor USA**  
Publicado por Danna Sanchez · 11 de febrero de 2022 ·



¿Quieres impresionar a tu pareja en San Valentín? Aprende a preparar New York Steak, un corte lleno de jugosidad, ternura y mucho sabor.

Receta completa <https://recetas.saborusa.com/steak-pepper-jack>



*Would you like to make an impression on your beloved one in St. Valentine? Learn how to prepare NY steak, a beef cut that is plenty of juiciness, tenderness, and flavor*

**Table 3: SaborUSA Video Recipe Samples**

 <p><a href="#">Rosemary-Marinated Rib Eye Steak with Butter</a></p>	 <p><a href="#">Liver Casserole</a></p>
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[Jack Daniel's BBQ Pork Ribs](#)



[Beef Steak Fajitas](#)

**Table 4: SaborUSA Blog Samples**



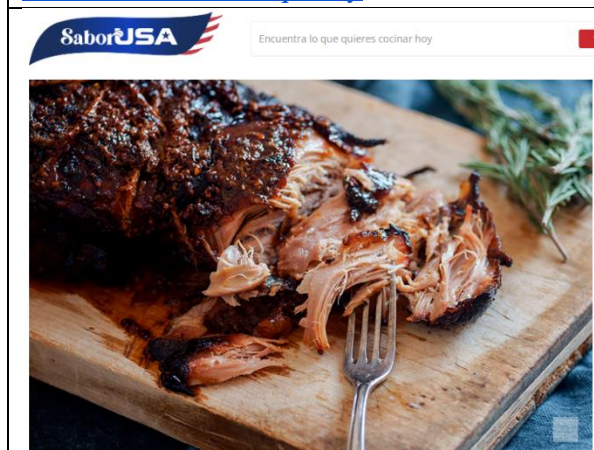
RES  
**Descubre la calidad de la carne de res de los Estados Unidos**

[Discover U.S. beef quality](#)



RES  
**Cuatro formas de disfrutar el hígado de res**

[Four ways to enjoy liver](#)



CERDO  
**5 formas de disfrutar el sabor de la carne de cerdo americano**

[Five ways to enjoy U.S. pork flavor](#)



CARNE - CERDO  
**¿Sabías que éstos son los métodos más seguros para descongelar la carne?**

[Do you know how to safely defrost meat?](#)



SaborUSA designed and developed a [landing page](#) for U.S. beef to educate consumers about product benefits and quality, USDA's beef grading system, production areas, and, most importantly, points of sale.

Encuentra lo que quieres cocinar hoy

Q

INICIO

RECETAS

BLOG

Si los alimentos

tuvieran

profesiones,

este sería un

ingeniero reconocido

Estamos hablando de

la carne de res

La carne de res ayuda a la construcción y mantenimiento de nuestro cuerpo. Esta catalogada como carne roja debido a su color rojo brillante o púrpura; producto del contenido de hemoproteína que contiene su tejido muscular para almacenar oxígeno en las células.

Esto la hace una importante fuente de hierro y un alimento rico en proteínas de alta calidad y de aminoácidos esenciales que, al no producirse de manera natural en nuestro organismo, deben obtenerse de los alimentos.

La carne de res, además de ofrecer un festín a las papilas mediante diversas preparaciones, proporciona vitamina B12, que asiste en la producción de glóbulos rojos y zinc. Lo anterior permite abastecer insulina y prevenir enfermedades como la anemia.

¡Y, eso no es todo!

Aporta al desarrollo de

los músculos

Colabora en el crecimiento de

los huesos

Contribuye a disminuir la sensación de

fatiga y cansancio

De una res se pueden extraer diferentes tipos de cortes.

El éxito en su preparación está, además de saber elegir el adecuado, en escoger carnes que garanticen jugosidad y ternura que se necesita para potenciar el sabor y el efecto lubricante que estimula las papilas gustativas y hace agua la boca.

Un indicador para determinar si la carne seleccionada nos dará el resultado esperado, es fijarse en su nivel de marmoleo, es decir, la grasa que se encuentra en el interior de la carne o también conocida como "grasa intersticial".

Si hay presencia de esta grasa en el corte, al someterse a cocción, se derrite y se mezcla con los jugos de la carne, obteniendo un resultado glorioso.

Una de las carnes de res

más reconocidas a nivel mundial,

por su excelencia en el nivel de marmoleo,





es la producida en Estados Unidos.

Introduction

Product benefits

Product quality



	<p><b>Production areas</b></p>
<p>El Departamento de Agricultura de Estados Unidos (USDA) otorga los siguientes grados de calidad a la carne de res , con base en este nivel: Prime, Choice y Select, siendo Prime la clasificación con mayor grado de marmoleo.</p>  <p><small>Algunos de los cortes que podrás encontrar son el brisket, bone, shank, sirloin, tenderloin, ribeye, porterhouse, cowboy, entre otros, principalmente de la variedad Angus bajo las marcas Certified Angus Beef (CAB) y Swift Black Angus.</small></p>	<p><b>USDA grading system</b></p>
	<p><b>Example of leading followers to points of sale and brands</b></p>

### III. Targeted Activities Designed and Implemented by SaborUSA

#### Market Research

FAS Bogota commissioned the business-consulting firm Dunnhumby to conduct a market study of products promoted through SaborUSA digital platforms. Due to budget constraints, SaborUSA limited the market study to only five products, including beef, based on seasonality, availability, and specific American brand identification.

The market study took place in [Grupo Exito](#), which is one of the largest Colombian food retailers with 648 retail outlets, tracking sales and the number of individual clients that purchased products. Based out of Medellin, Grupo Exito manages several supermarket chains: Exito, Carulla, SurtiMax, and SuperInter. The study analyzed a total of 4.1 million clients who conducted 35.6 million transactions containing at least one of the five target products.

In addition, the market study compared two years' worth of sales (June 28, 2021 to June 26, 2022, and June 29, 2020 to June 27, 2021) of both American and non-American brands in each category. The study gathered information on trends, consumer habits and preferences, and opportunities or availability to purchase any of the five products targeted for the study. The key findings of the market study include:

- Colombian buyers of U.S. beef are passionate about high-end products, give priority to quality over price, have higher purchasing power, and belong to modern households.
- Although new cuts were available in retail, their sales performance did not compensate for the loss in sales, because of significant price increase (Note: Food price inflation reached 27 percent in November 2022).
- While the best opportunities for U.S. beef sales exist in Bogota and Medellin, the wealthiest cities in Colombia, Northern Coast and Santander and Boyaca showed positive sale increases of 76 and 13 percent, respectively.

Complete market research is available at [Market Research](#).

### SaborUSA Cooking Experience and Meat Workshop

On April 29, 2022, FAS Bogota and the U.S. Meat Export Federation (USMEF) held the *SaborUSA Cooking Experience and Meat Workshop* in Medellín, Colombia. While SaborUSA designed the activity, USMEF funded it, both co-shared organizing and promotion. Ambassador Phillip Goldberg prepared hamburgers alongside a USMEF chef, celebrating 200 years of U.S.-Colombian diplomatic relations and highlighting U.S. meat cuts available for purchase in Colombia. Close to 200 students from the Universidad Pontificia Bolivariana participated in-person, and 90 attended virtually. [YouTube](#) views have totaled 1,366. *El Colombiano* newspaper (the second most read journal in Colombia) published a [positive story](#) on the event, quoting Ambassador Goldberg: “in addition to politics and diplomatic relations, food brings us together.”

**Figure 1: SaborUSA Cooking Experience and Meat Workshop**



*Photo caption: Ambassador Phillip Goldberg preparing hamburgers with USMEF chef*

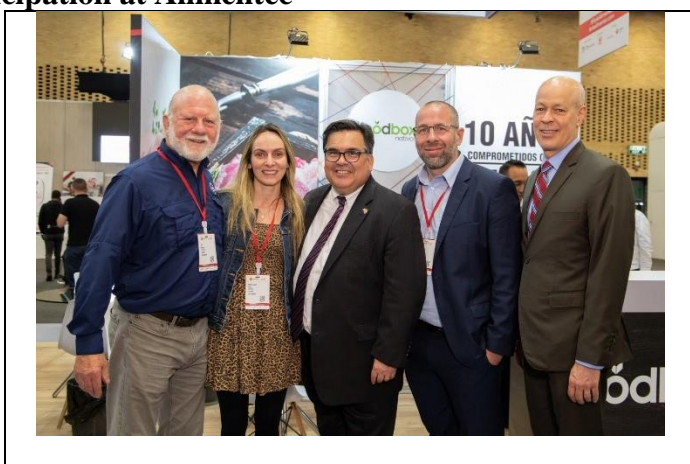
#### IV. Targeted activities designed by USMEF and Supported by SaborUSA

##### Alimentec

USMEF sponsored six Colombian beef and pork importers to exhibit in the Alimentec<sup>5</sup> trade show. The USMEF booth was part of the U.S. pavilion that hosted the largest foreign delegation at the show.

FAS Bogota hosted a reception for the U.S. delegation and relevant Colombian industry contacts at the U.S. pavilion. Over one hundred invitees attended the reception, including local retailers, distributors, importers, chefs, food service and food industry representatives. The reception was led by the Chargé D’Affaires, Francisco Palmieri, who delivered welcome remarks to the audience and visited the U.S. pavilion booths.

**Figure 2: USMEF Participation at Alimentec**



*Photo caption: Charge d’Affaires for the U.S. Embassy in Colombia, Francisco Palmieri, provided remarks at a FAS cocktail reception at the tradeshow and visited each U.S. booth, including the U.S. Meat Exporters Federation (pictured above)*


SaborUSA released 18 social media publications that highlighted the U.S. participation at the Alimentec trade show. These publications reached an audience of 11,108 people and were viewed 13,519 times. In addition to the social media posts, SaborUSA prepared a press release that was distributed among specialized media. Four positive stories were published.

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<sup>5</sup> Alimentec is the largest consumer-oriented product trade show in Colombia



Table 6: SaborUSA Social Media Publication Samples



sabor\_usa • Following  
sickickmusic • Original audio

sabor\_usa ¡ Hoy es el último día de la @feriaalimentec !  
Te esperamos en el pabellón 18, para que conozcas la amplia oferta gastronómica de us @usembassybogota  
30w See translation

chefandresmonkeyguevara

Llevemen a trabajar con ustedes hagan mi sueño realidad tienen el poder 🍕🍔🍕  
30w Reply See translation

davato89

Yo necesito la cita en la embajada y desde el año pasado no me la dan 😞😞...😞

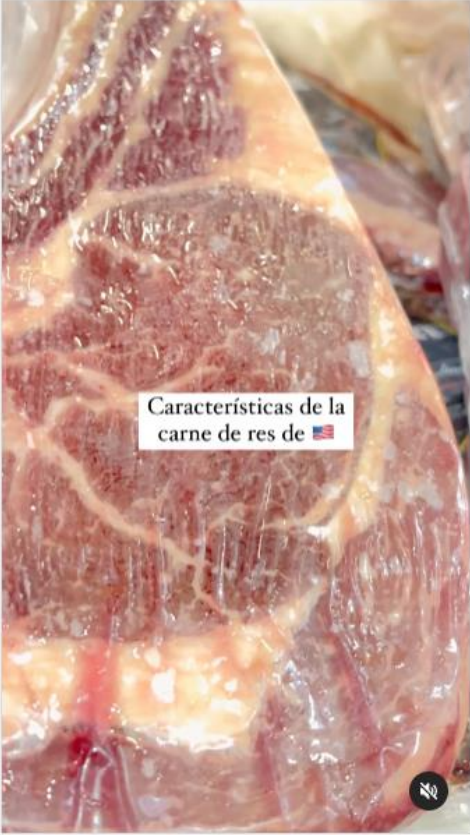
Liked by busyminds\_us and 117 others

JUNE 10, 2022

Add a comment... Post

*Today is the last day at Alimentec! Join us at pavilion 18 and enjoy U.S. gastronomy*





Características de la carne de res de 🇺🇸




sabor\_usa • Following  
Chilled Vision • Happiness


sabor\_usa


¿Sabías que la carne de res de us tiene mayor grasa intramuscular, agregando sabor, jugosidad y terniza a cada bocado? 🤤

¡No te quedes sin probarla 🍖!


28w See translation





 Liked by anamaria\_salinasarco and 59 others

JUNE 18, 2022

 Add a comment...

Post

*Did you know that U.S. beef marbling allows for extra flavor, juiciness, and tenderness?*



## V. SaborUSA Next Steps

As FAS Bogota continues to measure results and efficacy of the SaborUSA program, the focus is on continuing to identify additional brands and importers/distributors that want to be part of the campaign. Strengthening relationships with stakeholders, in particular with retailers, and the SaborUSA's community and attracting new followers to e-commerce platforms, where U.S. food products are sold, will be the core of the strategy. New tools will include designing and implementing in-person events, developing a pork landing page and innovative digital media formats, and featuring influencers, sustainability, and health themes. In January 2023, FAS Bogota will organize a sustainability forum, hosting the National Pork Producers Council (NPPC), National Pork Board (NPB), U.S. Meat Export Federation (USMEF), and Pork Colombia. We will continue to create sales leads and guide the consumer to purchases of U.S. food products available in Colombia, by joining efforts with stakeholders and hosting in-person events to increase brand awareness and showcase U.S. products to potential customers.

## APPENDIX A

Beef SaborUSA sample content	
<a href="https://www.saborusa.com/receta/chili-con-carne/">https://www.saborusa.com/receta/chili-con-carne/</a>	Recipe
<a href="https://recetas.saborusa.com/carne-de-res-con-vino">https://recetas.saborusa.com/carne-de-res-con-vino</a>	Recipe
<a href="https://recetas.saborusa.com/ribeye">https://recetas.saborusa.com/ribeye</a>	Recipe
<a href="https://www.saborusa.com/receta/fajitas-de-carne-de-res/">https://www.saborusa.com/receta/fajitas-de-carne-de-res/</a>	Recipe
<a href="https://www.saborusa.com/receta/ribeye-con-mantequilla-y-romero/">https://www.saborusa.com/receta/ribeye-con-mantequilla-y-romero/</a>	Recipe
<a href="https://www.saborusa.com/receta/punta-de-anca-marinada-en-hierbas/">https://www.saborusa.com/receta/punta-de-anca-marinada-en-hierbas/</a>	Recipe
<a href="https://recetas.saborusa.com/guisado-carne-frijol">https://recetas.saborusa.com/guisado-carne-frijol</a>	Recipe
<a href="https://www.saborusa.com/receta/mini-sanduches-de-punta-de-anca-en-salsa-bbq-y-bourbon/">https://www.saborusa.com/receta/mini-sanduches-de-punta-de-anca-en-salsa-bbq-y-bourbon/</a>	Recipe
<a href="https://www.saborusa.com/blog/carne-de-res-de-calidad-sabor-usa/">https://www.saborusa.com/blog/carne-de-res-de-calidad-sabor-usa/</a>	Blog
<a href="https://www.saborusa.com/blog/conoce-el-termino-ideal-de-la-carne/">https://www.saborusa.com/blog/conoce-el-termino-ideal-de-la-carne/</a>	Blog
<a href="https://www.saborusa.com/blog/errores-comunes-que-puedes-estar-cometiendo-con-las-carnes-americanas/">https://www.saborusa.com/blog/errores-comunes-que-puedes-estar-cometiendo-con-las-carnes-americanas/</a>	Blog
<a href="https://www.saborusa.com/blog/carne-de-res-americana-una-experiencia-culinaria-inolvidable/">https://www.saborusa.com/blog/carne-de-res-americana-una-experiencia-culinaria-inolvidable/</a>	Blog
<a href="https://www.saborusa.com/blog/cuatro-formas-de-disfrutar-el-higado-de-res/">https://www.saborusa.com/blog/cuatro-formas-de-disfrutar-el-higado-de-res/</a>	Blog
<a href="https://www.saborusa.com/blog/el-manual-infalible-para-convertirte-en-un-master-de-la-parrilla/">https://www.saborusa.com/blog/el-manual-infalible-para-convertirte-en-un-master-de-la-parrilla/</a>	Blog
<a href="https://www.saborusa.com/carne-de-res/">https://www.saborusa.com/carne-de-res/</a>	Product landing
Pork SaborUSA sample content	
<a href="https://www.saborusa.com/receta/albondigas-de-cerdo-a-la-crema/">https://www.saborusa.com/receta/albondigas-de-cerdo-a-la-crema/</a>	Recipe
<a href="https://www.saborusa.com/receta/lomo-de-cerdo-en-salsa-de-arandanos/">https://www.saborusa.com/receta/lomo-de-cerdo-en-salsa-de-arandanos/</a>	Recipe
<a href="https://www.saborusa.com/receta/costillas-de-cerdo-con-salsa-jack-daniels/">https://www.saborusa.com/receta/costillas-de-cerdo-con-salsa-jack-daniels/</a>	Recipe
<a href="https://www.saborusa.com/receta/solomillo-de-cerdo-al-wok-2/">https://www.saborusa.com/receta/solomillo-de-cerdo-al-wok-2/</a>	Recipe

<a href="https://www.saborusa.com/receta/rollos-de-queso-crema/">https://www.saborusa.com/receta/rollos-de-queso-crema/</a>	Recipe
<a href="https://www.saborusa.com/blog/sabes-cuando-cerdo-esta-punto-ideal-coccion/">https://www.saborusa.com/blog/sabes-cuando-cerdo-esta-punto-ideal-coccion/</a>	Blog
<a href="https://www.saborusa.com/blog/descubre-las-ventajas-de-la-carne-de-cerdo-americano/">https://www.saborusa.com/blog/descubre-las-ventajas-de-la-carne-de-cerdo-americano/</a>	Blog
<a href="https://www.saborusa.com/blog/sabias-la-carne-cerdo-la-mas-consumida-mundo/">https://www.saborusa.com/blog/sabias-la-carne-cerdo-la-mas-consumida-mundo/</a>	Blog
<a href="https://www.saborusa.com/blog/alimentos-de-estados-unidos-conquistan-el-paladar-de-los-colombianos/">https://www.saborusa.com/blog/alimentos-de-estados-unidos-conquistan-el-paladar-de-los-colombianos/</a>	Blog
<a href="https://www.saborusa.com/blog/metodos-mas-seguros-descongelar-las-carnes/">https://www.saborusa.com/blog/metodos-mas-seguros-descongelar-las-carnes/</a>	Blog

**Attachments:**

No Attachments.