

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary - Public

**Date:** 11/16/2018

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## Mexico

**Post:** Mexico ATO

### Luchando for Healthy Eating Habits

**Report Categories:**

Market Promotion/Competition

Fresh Fruit

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ATO Mexico

**Report Highlights:**

USDA FAS Cooperators in Mexico are beginning the programming of events for a second year of a Global Based Initiative that has already successfully delivered the message of healthy eating and exercise to kids in a very fun and interactive way, encouraging them to eat more US fruits.

## General Information:

### USDA/FAS Cooperators Promote Healthy Eating Habits to Mexican Children

This will be the second year of the FAS-sponsored Global Broad Based Initiative that teams up U.S. fruits with “las luchas”, or Mexican wrestling, an extremely popular ”sport” in Mexico. By linking fruit and luchas, the message of healthy eating and exercise is delivered to kids in an entertaining and active way, encouraging them to exercise, eat more U.S. fruits and limit the consumption of junk foods.



Participating groups include:

- California Pear Advisory Board
- Pear Bureau Northwest
- Washington Apple Commission
- Northwest Cherries
- U.S. Highbush Blueberry Council

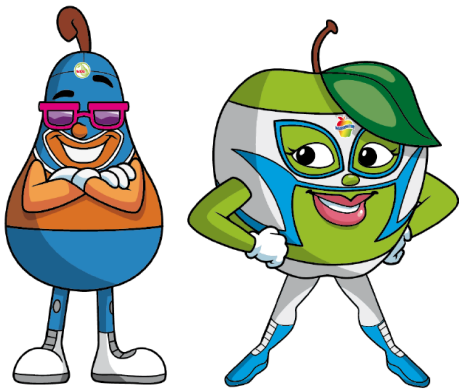
**Shows at Schools:** This is the most important activity of the GBI. Educational shows will take place in elementary schools centered on the “Luchas” theme, where the U.S. Fresh Fruit Luchadores, played by live promoters, will battle their nemeses -- “Diabetes,” “Overweight,” and “Laziness” which will be represented by “Rudos,” or mean luchadores. School plays will be divided in two stages: December 18-January ’19 and May-August ’19 and will take place in schools throughout Mexico City, Guadalajara, and Monterrey.

**Retail Promotions:** Special retail promotions will be scheduled with selected supermarkets in order to link the school consumer outreach and retail sales. The group will partner with supermarkets to create special US Fruit Luchador displays that will incorporate all the participating fruits that are available in the market at that time in one large display that will create a destination within the produce department. Retail promotions will take place at the same time as school plays – December ‘18-January ’19 and May-August ’19 – in Mexico City, Guadalajara, and Monterrey.

**Social Media:** A special Facebook page created for this GBI is used to reach consumers and strengthen relationships with them, providing key information about participating fruits. Posts will include recipes, nutritional information, fruits' luchador characters, as well as amazing videos and GIF's.

To continue the success of the first year of the program, many refinements have been made to enhance the activities in the second year of the GBI program.

**New Characters:** Two new characters have been created for the Pear Bureau and the Washington Apple Commission respectively, with the objective of showing the wide variety of pears/apples available in the United States.



**Point of Sale Materials:** New POS materials are being designed; all of them will include the new characters. In the specific case of the comic book for kids, edition No. 2 will feature new games and activities, as well as a new story for kids to read that will be a continuation of the first comic book. Materials being designed include:

- Comic book
- School poster
- Mask
- Shelving materials
- Skirting
- Stickers

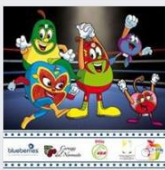
**Costumes and Inflatable Fruity Luchadores:** With the main objective of improving the school play and making it even more colorful and impactful for kids, new costumes are being produced. The kids will just love them!



Inflatable fruity luchadores are also being produced, in order that school plays are even more colorful, and so that kids look at our materials even before the play begins, when teachers are sitting kids down to enjoy the play.

**School Play and In-store Promotions:** A new script will be used during the second year of this GBI. The first year play was a big hit among both kids and teachers, and this year we want to make it even more dynamic. The script will also feature the two different pear and apple characters. Both school plays and in-store promotions are scheduled to start in December '18.

**Social Media:** The “Luchando por estar bien” Facebook page has continued posting amazing science-based, usable information for all our followers. This fan page has continued showing a very good performance, currently reaching **over 90,900 fans!**



### Luchando por Estar Bien

@LuchandoPorEstarBien

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#### Publicaciones



#### Luchando por Estar Bien

Publicado por Diana Vázquez · 32 min

La Cereza es una fruta muy popular gracias a su vibrante color, su atractiva apariencia y su delicioso y dulce sabor. Seguro la consumirás más cuando sepas que es rica en fibra soluble e insoluble, vitamina C, minerales y antioxidantes potentes con grandes beneficios a la salud de toda la familia.

¡Disfrútala fresca y llena tu cuerpo de sus grandes beneficios!

#CerezasDelNoroste... Ver más



#### Luchando por Estar Bien

Cocina

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217

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Interacciones

Promocionar publicación

+ Agregar un botón

Ver todos los consejos para páginas

Índice de respuesta: 100%; tiempo de respuesta: 12 horas

Responde antes para activar la insignia

90 mil Me gusta +18 esta semana

Mónica Moreno Arellano y 4 amigos más

91 mil seguidores

3.607 personas alcanzadas con tus publicaciones esta semana

266 reproducciones de video esta semana

A 90.930 personas les gusta esto y 91.145 personas lo siguen

Mónica Moreno Arellano y 4 amigos más

#### Comunidad

Ver todo

A Mónica Moreno Arellano y 4 amigos más les gusta esto



Invitar a amigos

A 90.930 personas les gusta esto

91.145 personas siguen esto

#### Información

Ver todo

Normalmente responde en un día

Enviar mensaje

Agrega un sitio web

Cocina

Sugerir cambios

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