

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary Public

Date: 9/24/2013

GAIN Report Number: BE3007

Belgium [without Luxembourg]

Post: The Hague

Promoting U.S. beef through social media in Belgium

Report Categories:

Promotion Opportunities

Livestock and Products

CSSF Activity Report

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Report Highlights:

Promoting U.S. beef to further expand secondary beef cuts exports to the EU.

On June 10, 2013 the U.S. Meat Export Federation (USMEF) organized a U.S. beef tasting at restaurant D'Oude Pastorie in Kraainem, Belgium. This promotional event was part of ongoing efforts to expand U.S. beef exports to the European Union (EU) and help introduce secondary beef cuts.

The invitation:



The masterclass:



With the introduction of the new website, <http://www.usa-beef.org/>, USMEF is tabbing into a new market by being active on social media, and especially on facebook. USMEF invited 60 chefs from Belgium that follow USMEF on facebook to attend Chef Gaetan Collin's masterclass.

A video registration of the masterclass was produced and subsequently shared with the followers on facebook. Please find the link to the video, <http://www.usa-beef.org/videos/usa-beef-brasserie-doude-pastorie-workshop-in-kraainem/>.

Chef Gaetan Collin presented the following cuts: top blade, rump cap, chuck flap, ribeye and top side cap off. He explained how to work with some of these less familiar beef cuts. A BBQ-style lunch including above cuts was offered after the masterclass.

The wines:



The presented cuts:



The food was accompanied by two excellent Californian wines: Louis M. Martini from Sonoma County and a Rancho Zabaco Zinfandel.

John Brook of USMEF spoke briefly about the market for U.S. beef. About a quarter of U.S. beef exports to the EU are high-quality (or primary) cuts such as tenderloin, strip loin and rib eye and mostly used by upscale restaurants. The remaining beef exports include medium and lower quality (or secondary) cuts such as flank

steak, chuck eye roll, briskets and shoulder clods. High-end restaurants in Belgium traditionally do not integrate these cuts into their menus.

The chefs were excited to learn more about the secondary beef cuts, which are roughly half the price of the primary beef cuts. Typically, secondary cuts from European beef cannot be used for finer dishes, so the chefs were intrigued by the preparation techniques that take advantage of the unique marbling in U.S. beef.

FAS/The Hague contributed \$1,000 of CSSF funds to pay for the facebook animation and outreach to chefs through social media of this event.

