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US Food “On the Air” - CTV Media Program

Report Categories:

ATO ACTIVITIES

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Report Highlights:

ATO Taipei is trying to develop a strong relationship with Taiwan’s lifestyle media to provide comprehensive and positive publicity on American food and beverage products and to gain more exposure. Starting in July 2008, Angelique Su, administrative specialist, established a partnership to work with CTV television to bring in one or two U.S. trade associations, food industry experts, experienced chefs to highlight US food and beverage products on a morning talk show called “Happy Lifestyle King” which is hosted by Joyce Hung, a reporter for China Television (CTV). This show is broadcast each weekday morning to thousands of housewives island-wide. In 2009, such interviews have showcased products from

dry-aged beef to traditional holiday food.

General Information:

After accompanying a media team to Louisiana in 2007, ATO Taipei administrative specialist Angelique Su formed an excellent relationship with a CTV media team. As a result, China Television (CTV) agreed to partner with the ATO and introduce an American food product on a daily morning program, “Happy Life style King.” The ATO programming began in July 2008 and was scheduled to promote an American food product once a month for the following twelve months. “King of Happy Life” targets housewives and airs on CTV channels Monday through Thursday at 8:30 am. The show is also rebroadcast twice each evening with total estimated viewing audience of around 220,000 consumers.

The ATO is trying to develop relationships with lifestyle media representatives in order to gain positive media support and coverage of healthy American food and beverage products. It also hopes to feature the diversity of American ingredients and culinary styles. It is with these goals in mind that ATO Taipei sought to promote American products on television.

Angelique Su, the ATO’s administrative specialist, accompanied a media team to Louisiana in 2007 and developed an excellent relationship with the team. As a result, a reporter for China Television (CTV) agreed to partner with the ATO to introduce an American food product each month for the next 12 months on her daily - morning program.

For the first show (photos below), ATO Director Keith Schneller invited the president of the Formosa Chef’s Association, Tony Chang, who presented several US Southern - Style food products on the show.

During the shooting, Schneller introduced the ATO’s on - going Southern Style American Food promotion activities by highlighting story about 12 Taiwan chefs who were sent to the John Folse Culinary Institute in Louisiana by the Southern U.S. Trade Association (SUSTA) for a two - week chef training program in May 2008.

Chef Chang prepared four different dishes to give the audience a taste of US Southern Style cuisine. Chef Chang utilized his cooking expertise and talent to convert a simple jambalaya into a very high quality and exquisite dish. It was not only a tasty dish, but also a masterpiece to admire. Jambalaya is a “comfort” food originating from the fusion of various ethnic groups. Other dishes Chef Chang prepared were Louisiana red fish, chicken maque chou, and angus beef. Louisiana red fish is a lightly baked fish with butter and lemon sauce. Chicken maque chou is chicken stewed with a variety of vegetables—a healthy dish.

Finally, Chef Chang prepared Angus beef on site filling the studio with the fragrances of roasting beef ! Nearly all the ingredients used in the demo dishes were from the United States.

Since this first show, more than 12 episodes have been filmed featuring various products. Most of these videos/programs are available on the ATO's website at www.usfoodtaiwan.org or available on www.YouTube.com under the usfoodtaiwan account name.

The table below highlights the programs aired in 2009:

Date	Title of Episode	Guest	Remarks
Feb. 23, 2009	Healthy Breads	Ronald Lu, Mr. Shih and Keith	US Wheat Associates and CGPRDI
March 5, 2009	Dried Aged Beef	Chef Chen (Sherwood Hotel) & Keith	US Meat Export Federation and Sherwood Hotel
April 15, 2009	Tofu cake	Chef Chang(Viva Bakery), Anthony (ASA) and Keith	American Soybean Association, Viva Bakery, and Taipei Baker's Association
May 11, 2009	California Raisin	Chef Wu, Steven Chu & Keith	California Raisin Administrative Committee
Aug. 19, 2009	Blueberries	Bakery Chef Tsai (Sherwood) and Keith	US Highbush Blueberry Association and Sherwood Hotel
Nov. 23, 2009	Thanksgiving Turkey Promotion	Chef Chen (Sherwood Hotel) & Keith	USA Poultry and Egg Export Council and Sherwood Hotel

Schneller and Chef Chang on the CTV set preparing for taping featuring delicacies from Louisiana using U.S. ingredients:



