RTM Summary

**Seeding Eggsport Sales in Caribbean & Latin America**
For the third year in a row, the AEB and USAPEEC export team brought together prospective U.S. egg export buyers and sellers in Miami for an Egg Reverse Trade Mission. The event, which ran concurrently in late September with the 23rd Annual Americas Food and Beverage Show, gave participants an opportunity to discuss market needs and to learn more about high-quality U.S. eggs and egg products.

This unique event provided U.S. egg producers the chance to meet multiple prospective egg buyers from the Caribbean and Latin America in one place. The scope of the RTM was amplified by having complementary funding sources from the USDA FAS Market Access Program (MAP) and USAPEEC. (In fact, this doubled the number of potential buyers at the event.) These funds supported the recruitment and travel of the 20 egg buyers from the Dominican Republic, Guatemala, Costa Rica, Chile, Jamaica, Panama, El Salvador, Trinidad, St. Maarten, Antigua and Bermuda.

The event got underway with a networking reception that drew more than 250 guests. In addition to the RTM participants, other Latin American buyers and Americans Food and Beverage show participants (AFB show) along with representatives from the Caribbean U.S. Foreign Agricultural Services were in attendance. This was the largest networking reception at the event to date.

The next day began with a U.S. egg training seminar followed by a Q&A with a panel of suppliers and buyers. The group learned about the importance of refrigeration in preserving egg quality and functionality, as well as the difference between white and brown eggs and about the availability and versatility of U.S. egg products.

The core of the RTM is 20-minute ‘speed dating’ meetings between producers and buyers. The face-to-face meetings present an opportunity for producers to nurture trade deals and buyers to learn about the availability and quality of U.S. eggs and egg products. This year in addition to the ‘speed dating,’ potential buyers were given personalized U.S. egg product demos and had food safety questions answered by two FSIS experts.
The personalized egg demos were a big hit among buyers, many of whom had never encountered liquid or dried egg products before and thus were amazed they retained the functionality of shell eggs. The AEB’s Elisa Maloberti showed ease of use with three mini demos – emulsification of oil and water, mayo, and whipped egg whites.

While only time will tell how many relationships will flourish from the RTM, participants from both sides of the table declared it a success! Watch here to see what both the international buyers and U.S. suppliers had to say about the event and U.S. egg and egg products.