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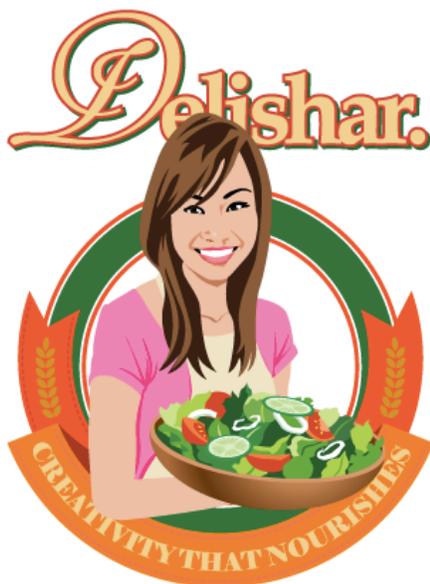
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U.S. DRY BEAN COUNCIL M20GXASEA1: SOUTH EAST ASIA TRADE SERVICING ACTIVITY REPORT – SEPTEMBER 2020

ACTIVITY SUMMARY

With international travel and most in-person events still impossible throughout Southeast Asia, we have pivoted our U.S. dry bean promotions to a number of different media initiatives—both online and print. One of these concluded in early September, while another will conclude next month. Cooperative promotional activities are also planned or underway in the Philippines and Malaysia.



**CREATIVITY THAT NOURISHES, FOOD THAT
BRINGS PEOPLE TOGETHER**

Mummy of 2 beautiful and cheeky daughters, wife
of a wonderful husband, and a counsellor by trade.
My family and I live in Sunny Singapore, also known
as a foodie's paradise. Write to me at
kaysharonlam@gmail.com

Bon Appetit! - Sharon :)

In **Singapore**, we've teamed up with food blogger Sharon Lam, a/k/a Delishar, to produce two sponsored posts featuring U.S. dry beans. Delishar's audience is women 25-45 years old (42% Singapore, 58% other Southeast Asia and USA), cooking enthusiasts, foodies, and health & fitness buffs. Her social media pages garner:

- Monthly pageviews: 146,000+
- Monthly unique visitors: 51,000+
- Facebook fans: 14,900+
- Instagram followers: 6,200+

Sharon published two sponsored posts for us this month. The first, which features a recipe for Curried Pinto Beans Shakshuka, was published on September 1st. In addition to the recipe, it provides information on the nutritional qualities of pinto beans and the U.S. as the leading production center. Sharon uses U.S. pinto beans from Singaporean importer/distributor FoodXervices. See <https://delishar.com/2020/09/curried-pinto-beans-shakshuka.html>.

In the second post, published on September 7th, Sharon uses Yeo's brand canned U.S. baked beans in a recipe for Spam Baked Beans. As with the Curried Pinto Beans Shakshuka post, content touches on the nutrition benefits of beans in addition to the recipe itself. See <https://delishar.com/2020/09/spam-baked-beans-potatoes.html>.

Curried Pinto Beans Shakshuka
Posted September 1st



Spam Baked Beans
Posted September 7th



Our **regional USDBC Instagram account**, which launched in May 2020, had gained 127 followers as of September 30th, an increase of 18% since last month. Six pieces of content were published in September, with emphasis on easy-to-cook, inviting dishes. We reached users in Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. A post featuring Quick & Easy Cassoulet with black, dark red kidney, and navy beans earned 2,008 likes. The Instagram handle is @superbeans_SEA.



In **Thailand**, our work on the content marketing activity with food magazine *Gourmet & Cuisine* neared completion in September. U.S. dry beans, peas, lentils, and chickpeas will be the main theme of the entire October 2020 issue. This month, we attended interviews and photo shoots with importers JR F&B and Inno-Foed, as well as the magazine's review of Nadimos restaurant in Bangkok. Joel Woodward was also interviewed this month for the 'Food in Biz' column.

The sponsored issue will be published next month. USDBC's total promotional spending for this activity will be approximately US\$ 6,500.

In the **Philippines**, FAS Manila created an online platform to showcase stores and the U.S. food and beverage products that they carry. The platform website is www.greatamericantaste.com.ph. The purpose was to build awareness among consumers through press releases and a Facebook campaign. In addition to this platform, FAS has been experimenting with LazMart listings. Lazada Mart, or Lazmart, is an online shopping store similar to Amazon. Under this project, FAS facilitates the listing of U.S. food and beverage products. We helped announce the program to our three U.S. bean importers—Century Pacific, LL Lance, and Ram Foods. Century Pacific, which already had an online store, quickly coordinated with FAS to link in their Hunt's brand Pork and Beans. Ram Foods and LL Lance will focus on the traditional market.



We also followed-up with Century Pacific on their plan to launch two new flavors of Pork and Beans using a newly designed packaging. The products had been scheduled to launch during the 3rd quarter of this year, but the current plan is to launch it around December or the 1st quarter of 2021. The new packaging will feature the USDBC logo.

The Regional Manager of Ram Foods in Mindanao said black beans during the 2nd and 3rd quarters enjoyed an increasing market demand despite the lockdown. Their salted black bean product under the Sevilla brand competes with their own Ram brand for the same category. Sevilla salted black beans are priced 3 to 5 pesos cheaper than Ram brand.

On July 24th we signed an MOU with **Malaysian** canner Sun Star to do a cooperative promotion activity. Sun Star will promote Baked Beans in Tomato Sauce (containing U.S. Great Northern beans) and Red Kidney Beans via digital channels, cooking demonstrations, posters, POS materials, and advertisement affixed to 40-ft delivery trucks. Sun Star will also feature the USDDB logo on its cans. The promotional period is July – November 2020. USDDB's maximum level of support is US\$ 5,000.

Although **Vietnam** experienced a second wave of COVID-19 in the city of Danang starting in late July, the outbreak was contained. As of late September, Vietnam had again gone more than two weeks without a single confirmed case by community transmission. Even so, supermarkets and restaurants throughout the country have shifted much of their businesses online. We had been considering some in-store retail promotions in Vietnam, but these probably will not happen during this calendar year. However, our ATP cooperative promotion partner Ayam is doing in-store promotions in Vietnam.

With the number of COVID-19 cases rising in **Indonesia**, Jakarta Governor Anies Baswedan announced the re-enactment of large-scale social restrictions in the province from September 14 to September 27, 2020. The restrictions included:

- Temporary closure of schools and other educational institutions
- 2. Temporary restriction on workplaces
- Limitations on religious activities
- Limitations on activities in public places or facilities
- Temporary suspension of the movement of people and/or goods
- Limitations on social and cultural activities
- Limitations on transportation modes
- Controlled Isolation for COVID-19 Positive Residents

Bali, which is the currently the main market within Indonesia for U.S. dry beans, opened for domestic tourists on July 31st. Although visitors to the island are required to produce a health certificate on arrival proving they are not COVID-19 positive, deaths from COVID-19 in Bali have risen five-fold since July 31st and infection rates have more than doubled. Eight of Bali's nine regencies are now classified as high-risk "red zones". Hotels and restaurants can still operate with some limitations. We do not have any U.S. dry bean promotions planned for Indonesia this year.

UPCOMING EVENTS

- **Food & Hotel Asia (Singapore): March 2-5, 2021.** This show was originally scheduled on March 31 – April 3, 2020. We have already made a down payment for booth space under A19GXA19AI. ***Note that the new dates conflict with BeanCon21.***
- **THAIFEX Anuga Asia: May 2021.** This show was originally scheduled on May 26-30, 2020. Our down payment, which was billed under A19GXA19AI, will be credited to the 2021 edition. The 2020 edition was rescheduled to September 22-26 and is technically still on, but we think it is a much safer bet to plan on May 2021 instead.

POLICY DEVELOPMENTS

None

FOLLOW-UP REQUIRED FROM USDBC

None