

**AgriSource International Ltd.**

15/F., BOC Group Life Assurance Tower  
136 Des Voeux Road, Central  
Hong Kong



**U.S. DRY BEAN COUNCIL**  
**M20GXASEA1: SOUTHEAST ASIA TRADE SERVICING**  
**ACTIVITY REPORT – NOVEMBER 2020**



@superbeans\_SEA

**Millet Salad with U.S. White Beans**  
**Posted November 11<sup>th</sup>**

## ACTIVITY SUMMARY

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This year's U.S. dry bean promotions in Southeast Asia have centered around several different media initiatives—both online and print. The most significant media activity under M20GXASEA1, a U.S. pulses feature in Thailand's *Gourmet & Cuisine* magazine, was completed last month. A partnership with Singaporean food blogger Delishar and a set of how-to videos produced in the Philippines have also been completed. Ongoing initiatives include a cooperative promotional activity in Malaysia and our marketing on the regional USDBC Instagram page.

AgriSource staff and several buyers from Southeast Asia participated in the **2020 Dry Bean Harvest Webinar** on November 24<sup>th</sup>. Buyers who signed up included

- Century Pacific Foods – Philippines
- Ram Foods – Philippines
- LL Lance – Philippines
- Inno-Foed – Thailand
- Denis Vietnam (Ayam)
- Denis Singapore (Ayam)
- TMT Co. Ltd. – Vietnam

Together, Century Pacific, Ram Foods, and LL Lance represent around 85-90% of the total volume of U.S. dry bean exports to the Philippines.

In the **Philippines**, Century Pacific has completed its cooperative promotion activity for Hunt's brand U.S. baked beans in the Philippines. We are waiting for Century to submit an invoice and backup documentation.

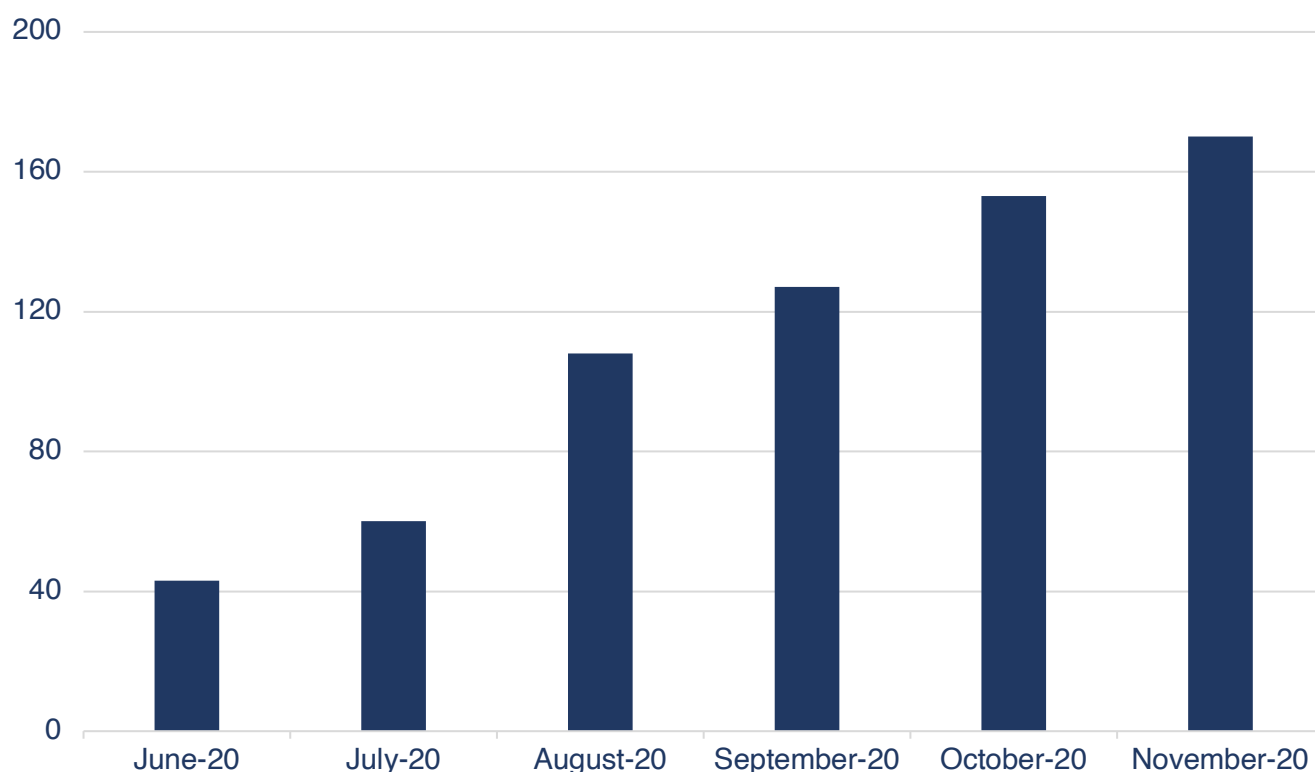
On July 24<sup>th</sup> we signed an MOU with **Malaysian** canner Sun Star to do a cooperative promotion activity. Sun Star is promoting Baked Beans in Tomato Sauce (containing U.S. Great Northern beans) and Red Kidney Beans via posters, bunting, product block displays, advertisement affixed to 40-ft delivery trucks, and more. Sun Star features the USDBC logo on its cans. Initially, the promotional period was supposed to be July – November 2020. However, last month Sun Star informed us that the surge of demand for food during the pandemic had caused a delay and requested an extension until January 31<sup>st</sup>, 2021. Most of the promotional activities will take place during December 2020. USDBC's maximum level of support is US\$ 5,000.



Our **regional USDBC Instagram account**, which launched in May 2020, had gained 170 followers as of November 30<sup>th</sup>, an increase of more than 11% since last month. On November 23<sup>rd</sup>, we posed a recipe for unsweetened U.S. Pinto Bean Banana Rice Pudding produced in collaboration with Kanom Thai Cooking School. That post had received 4,872 likes by November 30<sup>th</sup>. In total, six pieces of content were published during November. We reached users in Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. The Instagram handle is *@superbeans\_SEA*.



## Instagram Followers on @superbeans\_SEA



## UPCOMING EVENTS

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- **THAIFEX Anuga Asia (Bangkok): May 25-29, 2021**  
Our down payment for the cancelled 2020 edition, which was billed to A19GXA19AI, will be credited to the 2021 edition.
- **Food & Hotel Asia (Singapore): POSTPONED - NEW DATES YET TO BE ANNOUNCED**  
This show has been postponed for a second time. It was originally scheduled for March 31 – April 3, 2020 and then for March 2-5, 2021. We have already made a down payment for booth space under A19GXA19AI.

## POLICY DEVELOPMENTS

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On November 24<sup>th</sup>, Vietnam's Ministry of Health (MOH) issued Official Communication 6487, which insisted that the relevant agencies keep a close watch on foods, particularly frozen ones, shipped from virus-stricken countries. Vietnamese government agencies were asked to test imported food packages for COVID-19 and report results to MOH. During a teleconference. Minister of Health Nguyen Thanh



Long claimed that imported food is a potential source of coronavirus infection, and that the coronavirus can survive for a very long time on frozen food products.

In a message of all U.S. agricultural cooperators working in the country, FAS Vietnam said it was in communication with MOH, the Ministry of Agriculture and Rural Development, and Vietnam Customs about the developing issue, conveying its concerns at a high level.

In its communication with MOH and related Ministries, FAS has emphasized that current scientific evidence available on SARS-CoV-2 indicates that neither food nor food handling are routes of transmission. According to FAS, there is no evidence linking COVID-19 transmissions to imported or exported goods, and there are no reported cases of COVID-19 in the United States associated with imported or exported goods. FAS also said it was not aware that Vietnam had any evidence that the virus is transmissible in food or packing material.

So far, we are not aware of any trade disruptions for U.S. beans caused by the MOH Communication. We will continue to follow this issue alongside FAS Vietnam.

## **FOLLOW-UP REQUIRED FROM USDBC**

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None

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## U.S. DRY BEAN COUNCIL A19GXA19SE: SUPPORT TO U.S. BEAN PRODUCT LAUNCHES ACTIVITY REPORT – NOVEMBER 2020

### BACKGROUND

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This activity is designed to increase support to Southeast Asian importers and food manufacturers that launch new U.S. bean-based products. The food processing sector offers the best volume potential for the use of U.S. dry beans and the development of new bean-based products is critical to capitalizing on this potential. Through this activity we can cover certain costs associated with product launches, such as advertising, in-store promotional activities, and trade show participation. A requirement of the program is that the participants place the USDBC logo on their packaging.

During 2019, we used funding in this activity to partner with Ram Foods of the Philippines. Ram carried out in-store promotions at four supermarkets in the Mindanao region, with a focus on two new products: Hot and Spicy Pork & Beans and Black Beans. Sales at supermarkets running the promotions were 86% higher than sales at supermarkets not running promotions. Ram's sales manager reported that shoppers were willing to try the products because they were new, and the USA origin gave them comfort about the safety of the product.

This year, we have ongoing activities with Ayam Vietnam and Ayam Thailand (both the Denis Group). A third activity is planned with Hunt's brand in the Philippines, but that will be delayed until 2021.

### PROGRESS THIS MONTH

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**Ayam Vietnam** finished its promotion for baked bean products, which began in August. The promotion featured 24 days of in-store sampling at 21 outlets (five supermarkets and 16 fresh markets) in three cities in Vietnam, which is possible because Vietnam has been spared from the worst effects of COVID-19. Along with food samples, Ayam distributed *Benefits of Beans* recipe leaflets and other gifts—including raincoats and glassware featuring the USDBC seal. The agreed maximum level of support for was \$5,175, but Ayam ended up spending less than \$5,000. USDBC can expect to receive

an invoice from Ayam Singapore shortly. More details about the Ayam Vietnam promotion are appended to the end of this report.

Separately from the Vietnam subsidiary's activities, **Ayam Thailand** is promoting four canned baked bean products, including one new product—baked beans in curry sauce. Working with social media influencers, Ayam has been sponsoring promotional content on Instagram, Facebook, TikTok, and YouTube since July 2020. In addition to social media, Ayam has been promoting its U.S. baked bean products via POS displays in retail stores and giveaways of oven mitts. Activities will continue through next month. USDBC's maximum level of support for Ayam Thailand is \$15,883.31.







cookingbypat



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**Century Pacific**, which produces Hunt's brand canned baked beans in the Philippines, still plans to launch two new products—'Chili Beef & Beans' and 'Pork BBQ & Beans'. Century had planned to launch during 2020 but opted to delay because of COVID-19. We will support promotions for these product launches when they happen, but the timing is uncertain. Century currently estimates that they will launch one of the new products around August 2021. USDBC's maximum level of support for Hunt's under this activity is \$5,000.



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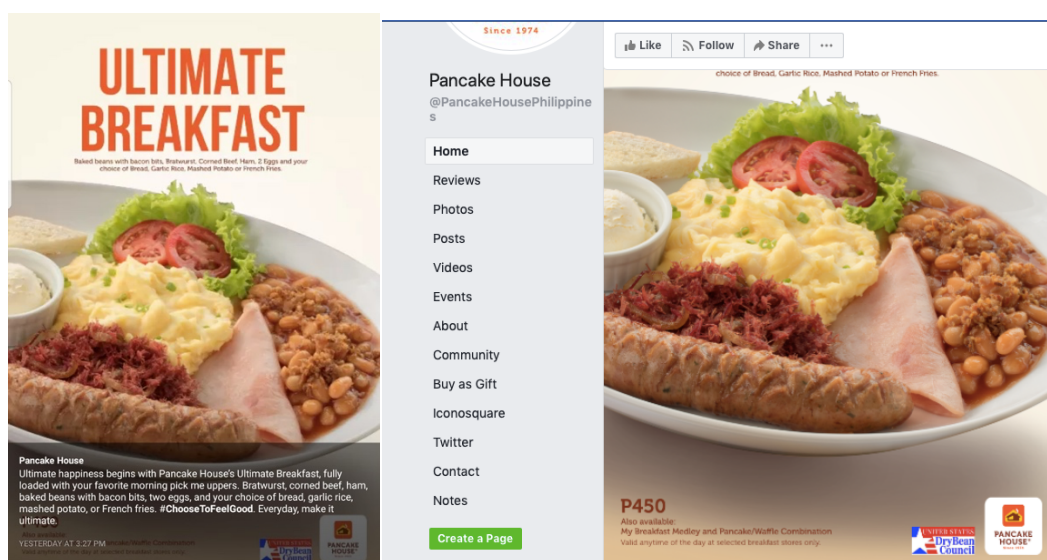


## U.S. DRY BEAN COUNCIL

### A19GXA19SM: RETAIL AND MENU PROMOTIONS WITH U.S. DRY BEANS ACTIVITY REPORT – NOVEMBER 2020

## BACKGROUND

This activity is designed to increase the distribution of U.S. dry beans in Southeast Asia by encouraging retailers and HRI users to carry U.S. dry beans and to add them to their menus. Originally, at least 10 major retail and/or foodservice promotions were targeted across the region over a 3-year period, with a focus on in-store and dine-in promotions. However, the emergence of the COVID-19 pandemic has caused many retailers and restaurants to forego promotions and/or shift their focus to online sales.



During the last quarter of 2019, **Pancake House in the Philippines** began promoting its U.S. baked bean breakfast dish in stores and on Facebook, but was forced to halt the activity early. In the first quarter of 2020, **Malagos Garden Resort in the Philippines** began a menu promotion activity featuring two U.S. bean dishes. However, on March 15<sup>th</sup>, shortly after the activity got underway, the pandemic hit and Malagos was forced to curtail dine-in activities. AgriSource helped Malagos shift promotions to digital platforms. They started their online campaign in early June with an email blast to 700 followers. Subsequent promotional activities included Facebook and Google ads for home delivery



of the promoted dishes. These promotions were relatively successful in the circumstances, but Malagos only managed to spend less than \$600 of its \$5,000 budget.



## PROGRESS THIS MONTH

FAS Bangkok and multiple U.S. cooperators have organized a partnership with **Rimping Supermarkets of Chiang Mai, Thailand**, during November 2020 – January 2021. A modern high-end supermarket chain with eight outlets, Rimping stocks a wide range of both local and imported fruit, vegetables, fish, meat, and food, including McGarrett brand U.S. dry beans and Ayam and S&W brand U.S. canned beans. After discussing with FAS Bangkok and Rimping, we decided to take part in the campaign—which consists mainly of in-store displays.

Joel Woodward and Pornnicha Sathujarun traveled to Chiang Mai, Thailand, on November 23<sup>rd</sup> and 24<sup>th</sup>. The purpose of the trip was to meet with Rimping's owner and marketing team and to conduct store visits to various Rimping branches in the city. More details can be found in the trip report.

We are also close to starting a retail promotion with **Jaya Grocer in Malaysia**. Jaya will promote canned U.S. bean products through digital marketing, point-of-sale materials (shelf talkers), display promotions at 10 outlets, and giveaways of non-woven bento bags featuring USDBC branding. More details will follow next month.