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Report Name: Food and Feed Ingredients Webinar Series

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Report Highlights:

The United States Department of Agriculture (USDA) developed a series of webinars in 2021 to showcase U.S. products among Brazilian professionals in food and feed industries. The events discussed global trends, technical applications in the industry, and uniqueness of these U.S. products. The Agricultural Trade Office (ATO) in Sao Paulo organized these webinars in partnership with four Cooperators: Almond Boards of California, American Feed Industry Association, U.S. Dry Bean Council, and U.S. Blueberry Highbush Council. If other Cooperators are interested in working with the ATO in this project, contact us at atoaopaulo@usda.gov.

Food and Feed Ingredients Webinar Series

In partnership with Cooperators, the United States Department of Agriculture (USDA) developed a series of webinars in 2021 to highlight U.S. products among Brazilian food and feed industries professionals. The events discussed global trends, technical applications in the industry, and the uniqueness of these U.S. products. Therefore, it was an opportunity for professionals to deepen their knowledge of the applications and strategies adopted by the American industry in the use of ingredients for human and animal nutrition.

The webinars included a technical speaker from each Cooperators for the main presentation. Each event lasted approximately 60 minutes and was divided into four panels: USDA introduction (5 min), Cooperator introduction (5 min), main presentation (30 min), Q&A session (20 min). In addition, the webinars had simultaneous translation throughout the event as well as Portuguese subtitles during the main presentation. These webinars attracted primarily researchers & developers, scientific researchers, importers, quality specialists, and sales representatives. The companies were mainly food industries, research institutions, food importers and distributors, consulting companies, and others.

Poll questions were made available during and after the webinars to gather market information and evaluate the events. The Cooperators assisted the Agricultural Trade Office (ATO) in developing technical polls and evaluation questionnaires. The use of polls to extract information from the participants was a powerful tool to understand the market better and find opportunities. All the information collected in the event was shared with the Cooperators for analysis and market information.

Evaluation and Participation

The events had excellent evaluations from the participants. Approximately 90 percent of the audience said that the events were “Excellent” or “Very Good.” In terms of attendance, each webinar counted with an average audience of 100 participants and more than 250 registrations.





Cathy Bandyk

Technical Manager at AB Vista

Animal Feed Additives: Adding Value and Generating Results

The event took place on June 1, 2021, at 9:30 am (Sao Paulo time). The event discussed applications and strategies adopted by the American industry in the use of additives and ingredients for animal nutrition.

[Watch here](#)



Brad Barnes

Director at the Culinary Institute of America

Versatile Application and Taste Profiles of Beans and Bean Flours

The event took place on September 9, 2021, at 9:30 am (Sao Paulo time). It showcased how the food industry's plant-based and sustainable eating trends in the United States drive interest in dry beans.

[Watch here](#)



Julia Thompson

Culinologist at Culinex

Versatilities of U.S. Blueberries: Application in the Food Industry

The event will take place on October 26, 2021, at 3 p.m. (Sao Paulo time). The webinar discussed the replacement of artificial color additives for natural ones, which has been a trend in the U.S. food industry.

[Watch here](#)



Lu Ann Williams

Innovation Director at Innova Markets

How California Almonds Can Deliver Healthy Snacking

The event took place on November 30, 2021, at 3 p.m. (Sao Paulo time). The webinar discussed global product trends in health and plant-based snacking.

[Watch here](#)

Attachments:

No Attachments.