

Soy Oil and Soyfood Products Presented During Puerto Vallarta Hotel Trade Show Expo

USSEC staff in Latin America promoted soy oil and other soy products during the Expo Hotel Trade Show conducted in Puerto Vallarta. The event was organized for the first time in Puerto Vallarta in an attempt to capitalize on the success of a similar event conducted in Cancun. Important contacts were made during the event as part of an effort to sell soy oil, tofu and soy beverages to restaurants and hotels in the area. Three sales managers of soy oil, tofu and soy fats of Mexican companies promoted their soy products using USSEC's booth facility as a base. PROTEINOL, an oil company producing soy oil and soy fats decided to open a new warehouse in the zone to better support the market in Puerto Vallarta. The Agricultural Trade Office hired a chef who promoted soy oil and other U.S. foods during the show. Meanwhile, USSEC consultant Pedro Gonzalez gave a presentation on the healthy benefits of soy oil and soy proteins and recommended the use of low saturated and low trans fats such as soybean oil in restaurants.



The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.