

Mexican Televised Cooking Shows and In Store Demonstrations

The California, Idaho, New Mexico, and Washington State Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in Mexican Televised Cooking Shows and in store demonstrations. Product placement in television shows have become a standard in marketing to the Mexican consumers. Products will be featured on Sabrosas Conversaciones (Delicious Conversations) with Lulu Pedraza.

This will be an excellent opportunity for companies to participate in the growing Mexican market. For more information please visit http://www.wusata.org/events_calendar/pdf/07MXPCS_%20Cooking%20Shows%20recruiting.pdf or contact Please contact Jerry Ward at Idaho State Dept of Agriculture by telephone (208) 332-8537) or by e-mail jward@agri.idaho.gov.