

Brazil Rides Coattails of World Cup Players to Sell Its Goods

Contributed by Irene Lôbo
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The Brazilian government is taking advantage of all the opportunities at the World Soccer Cup to promote farm produce, says minister of Agriculture, Roberto Rodrigues.

Since May 26, placards advertising Brazilian coffee and fruits are on exposition in Berlin and Munich. And at the so-called Culture Cup, events make it possible to taste various Brazilian delicacies, including meats and soy products. It is also possible to get information on the Brazilian ethanol program.

"We are showing the world the quality of our produce, the fact that its production is sustainable, and giving consumers more choices with more products of higher aggregate value," said Rodrigues.

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