



## EVENT CALENDAR

 = USAPEEC Participating

### JULY 2026

| SUN                                                                                                                                                                                 | MON                                                                                                                                                                                   | TUE                                                                                                                                                                                   | WED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | THU                                                                                                                                                                                                                                                                                                                       | FRI                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SAT                                                                                                                                                                                                                                                                                                                         |
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|                                                                                                                                                                                     |                                                                                                                                                                                       |                                                                                                                                                                                       | <b>1</b><br>FILDA - Luanda International Fair<br> Consumer Promotion - U.S. Chicken Menu Collaboration with Niao Shao Izakaya (July 1-31)<br> MX Comecarne Interactive Border Seminar (NLD)<br> MX Meat Science for the Food Industry (M5) | <b>2</b><br> Consumer Promotion - U.S. Chicken Menu Collaboration with Niao Shao Izakaya (July 1-31)<br> MX Meat Science for the Food Industry (M5) | <b>3</b><br> MX Online Cooking Workshop: Recipe TBD<br> Consumer Promotion - U.S. Chicken Menu Collaboration with Niao Shao Izakaya (July 1-31)<br> MX Meat Science for the Food Industry (M5) | <b>4</b><br> Consumer Promotion - U.S. Chicken Menu Collaboration with Niao Shao Izakaya (July 1-31)                                                                                                                                     |
| <b>5</b><br> Consumer Promotion - U.S. Chicken Menu Collaboration with Niao Shao Izakaya (July 1-31) | <b>6</b><br> Consumer Promotion - U.S. Chicken Menu Collaboration with Niao Shao Izakaya (July 1-31) | <b>7</b><br> Consumer Promotion - U.S. Chicken Menu Collaboration with Niao Shao Izakaya (July 1-31) | <b>8</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>9</b><br> Great American Week Retail Promotion with MM Mega Market                                                                                                                                                                  | <b>10</b><br> Great American Week Retail Promotion with MM Mega Market                                                                                                                                                                                                                                                                                               | <b>11</b><br> Great American Week Retail Promotion with MM Mega Market                                                                                                                                                                   |
| <b>12</b><br> Great American Week Retail Promotion with MM Mega Market                               | <b>13</b><br> Great American Week Retail Promotion with MM Mega Market                               | <b>14</b><br> Great American Week Retail Promotion with MM Mega Market                               | <b>15</b><br> Dried Egg Seminar<br> Great American Week Retail Promotion with MM Mega Market<br> Hanoi Consumer Workshop                                                                                                                   | <b>16</b><br> U.S. Poultry Young Chef Workshop & Competition for KOTO<br> Great American Week Retail Promotion with MM Mega Market                  | <b>17</b><br> MX Online Cooking Workshop: Recipe TBD<br> Great American Week Retail Promotion with MM Mega Market                                                                                                                                                                 | <b>18</b><br> Consumer Promotion - U.S. Chicken x iCook: Recipes & Culinary Inspirations<br> Great American Week Retail Promotion with MM Mega Market |
| <b>19</b><br> Great American Week Retail Promotion with MM Mega Market                             | <b>20</b><br> Great American Week Retail Promotion with MM Mega Market                             | <b>21</b><br> Great American Week Retail Promotion with MM Mega Market                             | <b>22</b><br> Great American Week Retail Promotion with MM Mega Market                                                                                                                                                                                                                                                                                                                                     | <b>23</b><br> Great American Week Retail Promotion with MM Mega Market<br> Catering service seminar – Danang                                    | <b>24</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>25</b>                                                                                                                                                                                                                                                                                                                   |
| <b>26</b><br> Bear Foot Run on Sand                                                                | <b>27</b>                                                                                                                                                                             | <b>28</b>                                                                                                                                                                             | <b>29</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>30</b>                                                                                                                                                                                                                                                                                                                 | <b>31</b><br> Tailored Seminar and Cooking Contest for VLU<br> MX Online Cooking Workshop: Recipe TBD                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                             |