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GAIN Report #GT0023

## Guatemala

### Exporter Guide

## 2000

Approved by:

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**U.S. Embassy, Guatemala**

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#### **Report Highlights:**

**The food retail sector has been growing at about 15% a year and the HRI sector at about 12% a year. The food processing sector has been growing at about 14% a year. These three sectors offer profitable opportunities for U.S. products, which are viewed by consumers as higher in quality and are preferred to other imports. Name recognition is high for U.S. products. It is very important when attempting to enter the Guatemalan market to select a local distributor in order to maximize sales.**

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Includes Trade Matrix: No  
Annual Report  
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## I. Market Overview

### Economic Situation

During the last decade, the Guatemalan economy has grown at an average of 4% per year in real terms. The slowdown of the economy is a result of several factors affecting the productive and financial sectors.

- Low international prices for sugar and coffee. Coffee amounts to 25% of total Guatemalan exports and sugar, 11.2%.
- The economy is experiencing a temporary, but significant, lack of liquidity. Interest rates have stayed relatively high for the last year at 24%.

This year GDP is expected to grow by about 4.2%.

Despite negative factors in the economy, reported consumer expenditures have been growing, on average, at 10.4% a year since 1994. This may be due to the increase of retail sales through formal business, rather than informal markets.

### **Consumer Expenditures 1997-2002**

	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>
Consumer Expenditures Billions of U.S.\$	16.4	17.63	18.86	20.8	22.64	25.01
Consumer Expenditures per capita U.S.\$	1,560	1,633	1,731	1,879	2,012	2,169

Income distribution is concentrated in the upper class, with 63% of income in the hands of the top 20% of the population. The polarity in income distribution determines a particular pattern of consumption, where the majority of the population consumes merely for subsistence and therefore, luxury goods can only be targeted to a significant small portion of society. However, U.S. food products are very competitively priced and are sought out by both high income and middle income consumers. Many U.S. food products are cheaper than domestically produced products, such as grains, poultry, dairy and pork.

### **Market Size**

Guatemala in 1999:

- Total food expenditures were estimated at \$3.1 billion.
- Total consumer-oriented and edible fisheries' market was estimated to be \$950 million.
- Total consumer-oriented and edible fisheries' imports were \$343.7 million. U.S. represents 30.8% of this market with exports of \$106 million.

Guatemala's economy is the largest in Central America, with GDP of about \$19 billion. It is also one of the most important U.S. trading partners in the Caribbean Basin region. U.S. exports to Guatemala in 1999 totaled \$1.6 billion, which includes U.S. food exports of \$259 million. Total U.S. agricultural exports to Guatemala in 1999 were \$266 million. U.S. products enjoy high name recognition in the country and U.S. firms have a good reputation. As a result, almost one half of all Guatemala's imports come from the United States.

### **Demographics**

Population growth has averaged 2.7% a year during the last four years. The breakdown of the population follows the pattern of an underdeveloped country. Over 50% of the population is under 24 years of age, and 45% of the population is under 14 years of age.

Internal migration toward Guatemala City has been constant in the last decade. The population of Guatemala City with its surrounding seven cities totals 2,082,376 inhabitants and represents 19.3% of the total population. The difference in population density between Guatemala City and the rest of the country is highly significant because it has determined the dynamics of economic and social growth of the nation. The city of Guatemala has a density of 1,212.9 inhabitants per square kilometer. The second most dense department, Sacatepequez, only reaches 557.6 inhabitants per square kilometer. The rest of the departments are below 350 inhabitants per square kilometer. Under this framework, it is easy to understand why most economic activity in the country revolves around the metropolitan area. Guatemala city and its surroundings offer the biggest concentrated market in the country with an accessible infrastructure. However, this development has created a wealth of opportunities outside this area, as they have been historically neglected. Presently, there is a trend toward the interior of the country. Decentralizing has become the call of the day. Many firms are opening subsidiaries in the interior to try to capitalize on this movement. At present, there are about 38 cities in the interior with populations above 100,000 inhabitants.

## Advantages and Challenges Facing U.S. Products in Guatemala

Advantages	Challenges
Of the 11.8 million Guatemalans 2.3 million inhabitants are in a position to afford imported goods	The economic conditions of the country limits imports, especially the constant devaluation of the local currency
Guatemalans view U.S. products as of higher quality and safer than national products	There is a lack of brand awareness among importers, retailers and especially consumers
The growing retail industry, and the growing demand for new and better products by consumers, create an exceptional opportunity for new imported goods	Some imports cost much more than nationally produced products, and purchasing power for many consumers is lacking
Importers generally like trading with U.S. exporters because of reliability	Imports must go through a complicated bureaucratic process, and there are high tariffs and quotas on various items
The growing food processing industry is looking for new imported food ingredients	Limited infrastructure and distribution, especially on perishable products
Effective market promotion can overcome price sensitivity, and retailers are open to this and will readily participate	Regional competition is strong, especially from Mexico, El Salvador and Chile

## II. Exporter Business Tips

### **Business Customs**

Most business conducted in Guatemala is based on personal relationships. Business executives and government officials place great importance on personal contacts with suppliers. U.S. suppliers should be prepared to have a local representative or distributor and travel to Guatemala personally. U.S. business persons often are surprised at the accessibility to key decision-makers and the openness and frankness of local buyers.

About half of all firms selling into the Guatemalan market do so by means of an agent or distributor. The rest sell directly to Guatemalan buyers. Generally speaking, the more pre-sales marketing and after-sales support that the product requires, the more important it is to have a local agent or distributor. One of the most important decisions a U.S. company will make in Guatemala will be the selection of a qualified sales representative and/or distributor. A distributor with well-positioned sales outlets in the major commercial locations will greatly enhance chances of capturing a major share of the end-user market.

Sales, service and support rank high in the minds of Guatemalan buyers. U.S. firms, more than other foreign firms, generally have a reputation for providing good service and support. U.S. firms interested in penetrating the Guatemalan market should make a commitment to offer excellent service support to their buyers, agents or distributors. This commitment should be made clear. Poor or mediocre service often results in lower sales. The Guatemalan business community is comparatively small and word travels fast about local and foreign firms that offer poor service support.

### **Consumer Tastes**

Guatemalan consumers are accustomed to U.S. products, and they have grown up with them. Many Guatemalans have traveled to the U.S. and have been introduced to American food products. U.S. products are viewed by consumers as higher quality and are preferred to other imports. More than 50% of all Guatemalan imports come from the U.S. Culturally speaking, Guatemalans have adopted much of the U.S. culture such as music, sports, fashion and fast food.

### **Food Standards and Regulations**

The Division of Registration and Control of Medicines and Foodstuffs of the Ministry of Health, hereafter referred to as Food Control is the main authority for food products legally imported or manufactured in Guatemala. The Health Code which regulates Food Control was established in 1979 by Government Decree # 45-79. Title II Chapter Two of the Health Code refers to food products. Food Control, under authority of Ministerial Decree 132-85, is responsible for upholding food product norms set by the Guatemalan Ministry of Economy's Commission of Standards (COGUANOR). This commission is governed by the Executive Advisory Committee which is made up of representatives from the Ministry of Health, Ministry of Economy, Ministry of Labor, School of Engineers and Chambers of Agriculture, Industry and Commerce. In addition, all imported foods of animal or vegetable origin must comply with the following requirements: present a phytosanitary or zoosanitary certificate, a certificate of origin, a certificate of free sale, import license and a commercial invoice. All of these requirements are

controlled by the Unit of Norms and Regulations from the Ministry of Agriculture, Livestock and Food.

There are many specifications, rules, legislation and other requirements regulating food products. These requirements are quite complicated and often subject to different interpretations. However, there is a considerable lack of resources in Food Control to effectively enforce the Health Code. Currently, many products are sold with the exact same label as in the U.S. This trend is changing and more importing companies are complying with the law in anticipation of more strict enforcement by the Ministry of Health. For additional information read the FAIRS Report 2000 at [www.fas.usda.gov/scripts/attacherep/default.asp](http://www.fas.usda.gov/scripts/attacherep/default.asp).

**Product Registration is required** for all packaged food products in Guatemala. Food Control at the Ministry of Health is responsible for all registrations. Food Control issues a registration number after a laboratory test has been performed on the product. This registration number is valid for five years and takes between four and six weeks to obtain. In addition to the laboratory analysis done on the product at the time of registration, the law requires inspections at the point of entry, wholesale and retail level for the wholesomeness of the product. There is no environmental legislation that affects the importation of food products. The cost of registration and analysis of a product is about \$100 U.S. Dollars.

### **Labeling Requirements**

Labeling requirements are set by COGUANOR'S labeling standard #34039. It sets 40 requirements with respect to the appearance of the label, what information should be on the label and that it is written in Spanish. However, importers negotiated with COGUANOR and reached an agreement for a stick-on label to be used with the following information written in Spanish:

1. Product definition/description
2. Name of the product (*This should be the official name as noted on the U.S. Certificate of free sale*)
3. Physical characteristics, Including ingredients (This has to be a qualitative composition, which was indicated in the back of the registration form). If this information is in English, please translate literally.
4. Net weight/volume
5. List of ingredients and additives and the percentage of total for each
6. Name, address and telephone number of the Guatemalan distributor
7. Food Control registration number (D.G.S.S.-D.R.C.A. \_\_\_\_\_) --*Sanitary license; obtained at a Center of Sanitation; the original license has to be presented. Cost for each product is about Q630.*
8. An expiration date
9. If applicable "Keep Frozen"
10. If applicable "Form of Preparation"

### **Import Procedure**

All imported products from animal or vegetable origin are inspected by the "ventanilla unica"

from the Unit of Norms and Regulations of the Ministry of Agriculture. The documents required are: phytosanitary or zoosanitary certificate, commercial invoice, import license, a certificate of origin and certificate of free sale. In order for the regulating entity to extend an import licence, they first request an original phytosanitary or zoosanitary certificate. Whether the imported product comes by air, land or sea, inspectors from OIRSA (The Inspection Entity from the Ministry of Agriculture) will be on sight to reassure that the proper paper work is in order. Then, inspectors perform an ocular inspection of the imported products in order to release them from customs. Packaged foods are regulated by the Office of Food Control at the Ministry of Health. The procedure is similar to the one at the Ministry of Agriculture with the difference that the sanitary certificates are extended by the LUCAM which is the laboratory in charge of sanitary inspection.

**Tariff rate quotas are in place for the following products during 2000**

PRODUCT	QUOTA (MT)	TARIFF	TARIFF (OUTSIDE QUOTA)
Beef, fresh, refrigerated and frozen	1,595 /1	0%	30%
Poultry, poultry parts, fresh refrigerated or frozen	7,000	15%	45%
Apples	9,100	12%	25%
Wheat	391,322	1.2%	6%
Yellow Corn	401,820	5%	35%
Rice	33,435		
Milled	585	18%	36%
Patty	30,500	0%	36%
Puffed	2,350	0%	36%
Wheat Flour	17,984.16	8.28%	15%

/1 There is a presidential initiative to increase it to 3,190 MT, but it remains in the Guatemalan Congress.

\* Information from the Ministry of Economy

### III. Market Sectors

#### Retail Market

Over the last six years the supermarket sector has been growing rapidly; more than doubling in

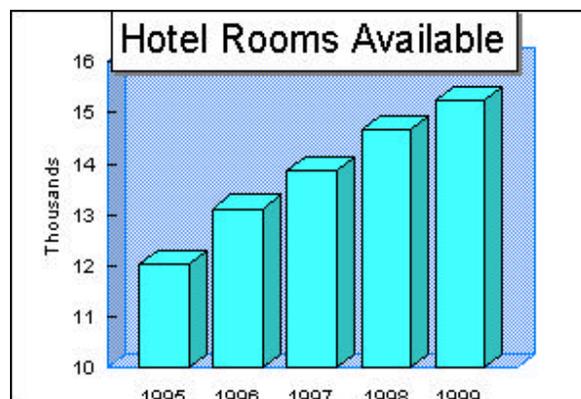
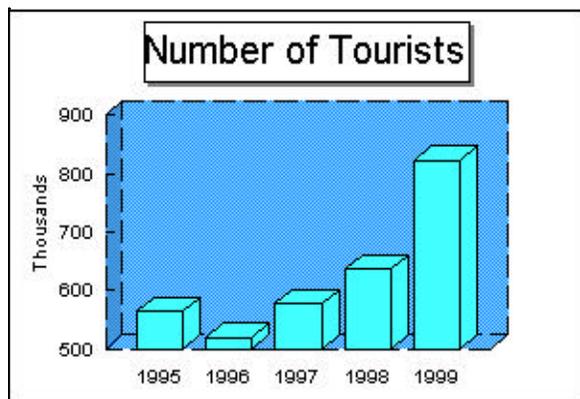
sales in that 6-year period, from \$114 million in 1994 to \$253.6 million in 1999. This increase is due to the increase in brand awareness, the changing purchasing habit among consumers, who now are likely to go to a supermarket more than before, and the increase in the number of outlets. Overall consumer-oriented goods account for 37.6% of all U.S. agricultural exports. For additional information regarding this sector read the Retail Report at [www.fas.usda.gov/scriptsw/attacherep/default.asp](http://www.fas.usda.gov/scriptsw/attacherep/default.asp).

### **Hotel, Restaurant and Institutional**

The food market in the HRI industry for 1999 is estimated to have been \$518.6 million. This is an increase of 7% over the previous year. This sector offers great opportunity for U.S. food products and edible fisheries. Presently 33% of the restaurants and hotels utilize imported products and 79% of this food is from the U.S. The higher quality of U.S. beef enables it to compete in this market, and some restaurants take advantage of the name recognition, and use it as part of their advertising. In 1999, U.S. exports of edible fisheries to Guatemala were \$1.2 million of which \$955,110 was consumed in hotels and restaurants. However, total import of edible fisheries was \$5.5 million. The U.S. market share of this market sector is only 21.9%.

The hotel industry has grown tremendously in Guatemala in the last five years. In 1995 there were only 12,033 rooms available and now there are 15,233. Also, the Inter-Continental is expected to open this fall in Guatemala City. It is a 16-story hotel with 240 rooms. The overall growth of tourism in Guatemala has increased dramatically in the last five years. In part because the government has spent tremendous amounts of money in international advertising. In 1995, total income from tourism totaled \$238.8 million and in 1999 it totaled \$399.0 million, an increase of 67%. Visitors to Guatemala increased from 563,478 visitors in 1995 to 822,695 visitors for 1999.

Institutional sales in Guatemala are probably the most difficult of all sales. The procurement process is very difficult and very bureaucratic. (Development of good contacts on the inside is still the best way to make the sale.) Also, the repayment delay is usually from 90 to 120 days and sometimes even longer. This market should be approached with the use of a distributor that is



already supplying institutions and is very familiar with the process.

### Food Processing

The food processing sector has grown at an average rate of 14% a year over the last five years. In 1994 total market size of this sector was \$202.1 million and by 1999 it totaled \$388.7 million. This sector offers opportunity for U.S. exporters to supply these plants with quality raw materials.

<b>Type of Plant</b>	<b>1999</b>
Meat	\$69.9 Million
Fruits and Vegetables	\$52 Million
Dairy	\$77.5 Million
Fishery	\$4.6 Million
Bakery	\$67.6 Million
Edible Oils	\$117.1 Million

U.S. products such as beef, pork, wheat, soybeans, vegetables as well as other food items can easily be introduced to improve the quality of the goods being processed in the above-mentioned plants. Many of these plants already use U.S. raw materials, however, there is still plenty of opportunity. This market sector is expected to continue to grow at about 14% a year.

### Entry Strategy

Success in introducing a product in the market depends on local representation and personal contact. Selecting a distributor is the easiest and fastest way to enter the market. In particular, it is best if this distributor is already supplying the food industry, in order to benefit from their existing customer base. The local representative or distributor should be able to provide market knowledge and guidance on business practices and trade related laws, as well as sales contacts. In many cases the local representative or distributor is also the importer.

## **IV. Best Prospects High-Value Products**

### **BEST PROSPECTS TABLE**

Products/Sector	Imports from All Countries	Imports from U.S.	U.S. Market Share	Projected Growth Rate
Beef	\$17,113,000	\$3,581,000	21%	15%
Cheese	\$8,463,000	\$2,487,000	29%	15%
Cotton	\$34,800,000	\$30,700,000	88%	17%
Forest Products	\$12,126,000	\$3,089,000	25%	23%
Powdered Milk	\$21,281,000	\$2,117,000	10%	6%
Processed Fruits & Veg.	\$23,381,000	\$14,755,000	63%	8%
Poultry	\$16,574,000	\$15,737,000	95%	9%
Pork	\$3,766,000	\$3,766,000	100%	20%
Pulses	\$2,863,000	\$2,165,000	76%	17%
Baked Snacks	\$31,450,000	\$5,777,000	18%	8%
Soy Meal	\$23,376,000	\$22,490,000	96%	5%
Soy Oil	\$10,100,000	\$3,521,000	35%	20%

## V. Key Contacts

If you have any question or comments regarding this report or need assistance exporting to Guatemala, please contact the U.S. Agricultural Affairs Office at the following address:

Office of Agricultural Affairs  
Avenida Reforma 7-01, Zona 10  
Guatemala, Ciudad 01010  
Tel: (502) 332-4030  
Fax: (502) 331-8293  
email: [AgGuatemala@fas.usda.gov](mailto:AgGuatemala@fas.usda.gov)

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page: <http://www.fas.usda.gov>

## List of Major Regulatory Agencies

- Name: M.V. Juan Aceyuz  
Title: Jefe Departamento de Regulaciones y Control de Alimentos

- Institution: Ministerio de Salud Publica  
Address: 11 Avenida "A" 11-57, Zona 7. Finca La Verbena  
Guatemala, Guatemala 01001  
Telefax: (502) 475-2121
- Name: Dr. Rolando Chaclán Saplón  
Title: Director  
Institution: Dirección General de Regulación, Vigilancia y Control de la Salud  
(Health Services General Office, Ministry of Public Health)  
Address: 6 Avenida 3-45, Zona 11, 3 Nivel, Escuela de Enfermería  
Guatemala, Guatemala 01011  
Tel/Fax: (502) 475-2121
  - Name: Licda. Ebonera de Bonatte  
Title: Directora  
Institution: Laboratorio Unificado de Control de  
Alimentos y Medicamentos (LUCAM)  
Address: Km. 22 Carretera al Pacífico  
Bárcenas, Villa Nueva  
Tel/Fax: (502) 631-2017/18
  - Name: Ing. Cesar Marinez  
Title: Director  
Institution: Unidad de Normas y Regulaciones/Ministerio de Agricultura  
Address: 7 Avenida 3-67 Zona 13  
Guatemala City, Guatemala  
Telephone: (502) 475-3054 / 68 / 74 / 84  
Fax: (502) 475-3058

#### Other contacts

- Name: Leopoldo Sandoval  
Title: Ministro  
Institution: Ministry of Agriculture, Livestock and Food  
Address: 7 Avenida 3-67 Zona 13  
Guatemala City, Guatemala  
Telephone: (502) 332-4756 / 362-4758  
Fax: (502) 332-8302
- Name: Lic. Carlos Illescas  
Title: Director  
Institution: Registro de la Propiedad Industrial  
Address: 5 Calle 4-33, Zona 1  
Edificio Plaza Rabi, 7o. Niv. Oficina 701

- Guatemala City, Guatemala  
Telephone: (502) 230-1822 / 230-1693 to 5  
Fax: (502) 230-1694
- Name: Ing. Hector Herrera  
Title: Jefe de Normas  
Institution: Comision Guatemalteca de Normas (COGUANOR)  
Address: 8 Avenida 10-43, Zona 1  
Guatemala City, Guatemala  
Telephone: (502) 253-3547 / 251-7593  
Fax: (502) 253-3547
  - Name: Licda. Lucia Dubón  
Title: Relaciones Públicas  
Institution: Ministry of Public Health  
Address: 6 Avenida 3-45, Zona 11, 3 Nivel, Escuela de Enfermería  
Guatemala, Guatemala 01011  
Telephone: (502) 475-2121 ext. 131  
Fax: (502) 475-3787
  - Name: Licda. Patricia Ramirez  
Title: Registrador  
Institution: Valuables and Merchandise Registry (From the Ministry of Economy)  
Address: 6 Avenida 10-43 Zona 1  
Guatemala City, Guatemala  
Telephone: (502) 221-4988, Ext. 236  
Fax: (502) 232-9388
  - Name: Licda. Maura de Muralles  
Institution: Ventanilla Unica para Inversiones  
Address: 8 Avenida 10-43 Zona 1  
Guatemala City, Guatemala  
Telephone: (502) 253-9640  
Fax: (502) 251-5055
  - Name: Lic. Antonio Cerezo  
Institution: Direccion de Integracion Economica (Economic Integration Office)  
Address: 8 Avenida 10-43 Zona 1, Nivel 3  
Guatemala City, Guatemala  
Telephone: (502) 238-4181 / 238-3330 to 39, Ext. 212 and 256  
Fax: (502) 251-6708

- Name: Lic. Rubén Morales  
Title: Director  
Institution: Negociaciones Comerciales Internacionales  
Address: 8 Avenida 10-43, Zona 1  
Guatemala City, Guatemala  
Telephone: (502) 221-4983  
Fax: (502) 221-4989
  
- Name: Lic. Juan Ortega  
Title: Departamento de Valoraciones  
Institution: Direccion General de Aduanas  
Address: 12 Avenida y 10 Calle, Zona 1  
Guatemala City, Guatemala  
Telephone: (502) 238-0651 to 53  
Fax: (502) 221-4668

## Appendix I. Statistics

### A.

#### Key Trade

<b>Product Imports</b>	<b>From U.S.</b>	<b>Total</b>	<b>U.S. Share</b>
Total Agricultural	\$275 million	\$619 million	44.4%
Consumer-Oriented	\$105 million	\$338 million	31.1%
Edible Fishery	\$1.2 million	\$5.5 million	21.8%

#### Demographics

	Total 1999 (estimated)	Growth Rate
Total Population	11.8 million	2.7%
Urban Population	4.6 million	3.2%
Size of Middle Class	4.4 million	1.6%

Number of Mayor Metropolitan Areas	38
Per Capita Gross Domestic Product	\$1639.8
Per Capita Food Expenditures	\$265
Unemployment Rate	5.9% <sup>1/</sup>
Percent of Female Population Employed	27.4%

Exchange Rate (Sep. 2000)	\$1.00=Q7.81
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1/ This is the official Rate, but underemployment is estimated to be 41%.

## B.

### Consumer Food & Edible Fishery Product Imports

Guatemala Imports	Imports from the world			Imports from the U.S.			U.S. Market Share		
	Millions of U.S. Dollars	1997	1998	1999	Millions of U.S. Dollars	1997	1998	1999	Percent
<b>CONSUMER-ORIENTED AGRICULTURAL TOTAL</b>	<b>272</b>	<b>344</b>	<b>338</b>	<b>85</b>	<b>101</b>	<b>105</b>	<b>31%</b>	<b>29%</b>	<b>31%</b>
Snack Foods (Excl. Nuts)	24	31	27	3	3	4	13%	11%	15%
Breakfast Cereals & Pancake Mix	11	14	15	2	2	2	20%	14%	13%
Red Meats, Fresh/Chilled/Frozen	6	12	12	2	5	7	32%	42%	58%
Red Meats, Prepared/Preserved	8	10	10	4	5	6	51%	47%	60%
Poultry Meat	11	13	12	11	15	12	98%	95%	100%
Dairy Products (Excl. Cheese)	52	56	52	2	4	3	5%	7%	6%
Cheese	5	7	7	2	2	2	33%	31%	29%
Eggs & Products	1	2	2	1	1	1	22%	32%	50%
Fresh Fruit	13	14	14	10	9	9	77%	69%	64%
Fresh Vegetables	1	2	3	1	1	1	36%	33%	33%
Processed Fruit & Vegetables	19	23	26	6	7	8	33%	30%	31%
Fruit & Vegetable Juices	8	15	18	3	4	5	23%	25%	28%
Tree Nuts	1	1	1	1	1	1	94%	93%	100%
Wine & Beer	3	3	4	1	1	1	16%	17%	25%
Nursery Products & Cut Flowers	2	2	3	1	1	1	21%	10%	33%
Pet Foods (Dog & Cat Food)	2	3	3	2	3	3	96%	98%	100%
Other Consumer-Oriented Products	105	135	131	37	41	41	35%	30%	31%
<b>FISH &amp; SEAFOOD PRODUCTS</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>24%</b>	<b>17%</b>	<b>17%</b>
Salmon	1	1	0	0	0	0	32%	33%	50%
Surimi	1	1	0	0	0	0	54%	83%	100%
Crustaceans	1	1	1	0	0	.5	55%	46%	47%
Groundfish & Flatfish	1	1	1	0	0	0	36%	17%	29%
Molluscs	1	1	0	0	0	0	73%	53%	75%
Other Fishery Products	3	5	4	1	1	.5	8%	10%	8%
<b>AG. PRODUCTS TOTAL</b>	<b>552</b>	<b>600</b>	<b>619</b>	<b>258</b>	<b>262</b>	<b>262</b>	<b>47%</b>	<b>44%</b>	<b>42%</b>
<b>AG. FISH &amp; FOREST TOTAL</b>	<b>563</b>	<b>616</b>	<b>635</b>	<b>260</b>	<b>266</b>	<b>266</b>	<b>46%</b>	<b>43%</b>	<b>42%</b>

## C.

### Top 15 Suppliers of Consumer Foods & Edible Fishery

Consumer-Oriented Total (Thousands)

Fish & Seafood Products (thousands)

	1997	1998	1999
United States	85,298	100,592	104,882
El Salvador	49,231	74,763	65,721
Costa Rica	31,569	45,541	42,573
Mexico	22,582	28,472	42,182
Honduras	11,297	15,289	17,383
Chile	7,409	9,633	12,772
New Zealand	14,059	14,008	10,742
Canada	4,879	5,409	5,885
Panama	2,668	3,875	4,361
Australia	0	2,943	4,276
Nicaragua	3,727	7,049	3,871
Spain	2,417	3,346	3,227
Netherlands	6,713	5,182	3,052
United Kingdom	10,128	10,938	2,215
Argentina	1,746	3,074	1,856
World	271,902	344,216	338,219

	1997	1998	1999
Costa Rica	1,427	3,853	2,346
United States	975	1,072	1,209
Thailand	511	206	420
Nicaragua	120	152	349
Spain	241	410	341
El Salvador	121	116	320
Chile	250	286	174
Venezuela	0	49	73
Panama	25	35	66
Ecuador	147	51	63
Colombia	0	57	60
Mexico	119	48	42
Honduras	12	9	18
Norway	19	84	8
Netherlands	0	0	8
World	4,045	6,492	5,525