



USDA Foreign Agricultural Service

# GAIN Report

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## Mexico

### Product Brief

### Balanced Feed and Ingredients Market Brief

### 2003

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**Report Highlights:**

Mexican consumption of balanced feed and ingredients increased from 19.5 million tons in 1999 to an estimated 20.7 million tons in 2001. Local production continues to represent the principal supply source; however, the Mexican market holds great potential for US exporters in view of an increase in average annual imports from the US of 29 percent from 1999 to 2001. The United States has more than an 85 percent share of the import market for balanced feed in Mexico.

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[MX]

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**SECTION I. MARKET OVERVIEW**

Growth in the Mexican import market for balanced feed remains strong in one of the fastest growing import markets in the world. The United States has more than an 85 percent share of the import market for balanced feed in Mexico; and an increase in average annual imports from the U.S. of 29 percent from 1999 to 2001<sup>1</sup> indicates that domestic demand continues to rise.

Advantages	Challenges
Mexican consumers like American products; they recognize most U.S. brands and associate U.S. made products with high quality and value.	Local producers dominate the domestic balanced feed market; Mexico was ranked the sixth largest producer of balanced feed in the world in 2000.
U.S. exporters are the leaders in the Mexican balanced feed import market; U.S. imports have been increasing at a 29 percent average annual rate.	Mexican distribution channels for balanced feed are not fully developed and very few companies have national coverage. Only pet food products, which are sold largely at the retail level, benefit from the national coverage developed by the major retailers.
	Most balanced feed distribution is done on a regional basis by companies who can assist their clients with technical support and are geographically close.

**SECTION II. MARKET SECTOR OPPORTUNITIES AND CHALLENGES****a. Domestic Production**

Mexican production of balanced feed in dollar terms increased from an estimated 19.3 million tons in 1999 to approximately 20.5 million tons in 2001, representing an estimated value of \$4.5 billion and \$4.8 billion, respectively. Integrated manufacturers, large farms producing for themselves and other farms and ranches, accounted for 66.3% of local production in 2001, while commercial manufacturers, companies producing solely for the retail market, produced the remaining 33.7 percent. Mexican producers used 13 million tons of forage grain, 3.6 million tons of oilseeds and 3.4 million tons of other ingredients as principal raw materials for making balanced feed mixes in 2001.

There are 360 registered producers of animal feed in Mexico, of which 240 are classified as integrated and 120 as commercial producers. Installed production capacity in 2000 was 30 million tons and local producers reported they were utilizing 66.7 percent of capacity. Large investments to increase production capacity are not planned in the near future since utilization and production levels are adequate. In 2000, Mexico was ranked as the sixth largest producer of balanced feed in the world, and the second largest in Latin America after Brazil.

<sup>1</sup> All dollar values used in reporting Mexican data were calculated according to the average exchange rate of the peso against the dollar for each year: 9.7, 9.6 and 9.2 pesos per one U.S. dollar for 1999, 2000 and 2001, respectively.

**Table 1: Mexican Production of Balanced feed, 1999-2001**

(U.S. Million Dollars and Million Tons)

	1999		2000		2001	
	\$	Tons	\$	Tons	\$	Tons
<b>Production</b>	<b>4,541</b>	<b>19.335</b>	<b>4,700</b>	<b>20.010</b>	<b>4,817</b>	<b>20.510</b>

Source: Sección de Fabricantes de Alimentos Balanceados de CANACINTRA (Balanced Feed Manufacturers Section of the National Chamber of Manufacturing Industries) with data from Alimentos Balanceados para Animales Annual Publication.

**b. Imports and Foreign Competition**

Mexican imports of balanced feed increased from \$145.9 million in 1999 to \$227.9 million in 2001, representing 216.3 thousand metric tons and 343.9.5 thousand metric tons in 1999 and 2001, respectively.

Mexican imports of balanced feed are concentrated in three categories: dog/cat food, for retail sale (2309.1001) representing 50 percent; concentrated preparations used for feed and also used for further processing to make other processed feed mixtures for the production of balanced feed (2309.9007) representing 8.7 percent; and preparations (2309.9099) with 35.4 percent. The accumulated value of these three product categories represented 94.1 percent of total imports in 2001.

**Table 2: Mexican Imports of Balanced feed by Product Category, 1999-2001**

(U.S. Million Dollars and Thousand Tons)

Products	1999		2000		2001	
	\$	Tons	\$	Tons	\$	Tons
<b>Total-Preparations of a kind used in animal feeding-2309</b>	<b>145.9</b>	<b>216.3</b>	<b>175.8</b>	<b>263.6</b>	<b>227.9</b>	<b>343.9</b>
<b>Subtotal-Dog/Cat Food, put up for retail sale- 2309.1001</b>	<b>66.9</b>	<b>112.8</b>	<b>86.5</b>	<b>142.6</b>	<b>114.0</b>	<b>186.7</b>
<b>Subtotal-Other preparations of a kind used in animal feeding- 2309.90</b>	<b>79.0</b>	<b>103.5</b>	<b>89.3</b>	<b>121.0</b>	<b>113.9</b>	<b>157.2</b>
Poultry feed- 2309.9001	.116	.294	.290	.515	.352	.726
Pasture-2309.9002	.113	.123	.035	.087	.018	.018
Prepared sugared forages- 2309.9003	.338	2.9	.131	1.3	.034	.110
Mixed preparations for Ornamental fish 2309.9004	.902	.148	1.6	.245	1.4	.227
Growth enhancing preparations with a maximum of 2% of vitamin H-2309.9005	2.2	.079	1.3	.055	2.8	.065
Concentrated preparations for the production of balanced feed except those in 2309.9010 & .9011-2309.9007	10.4	10.5	11.9	10.2	19.9	19.7
Milk substitutes- 2309.9008	2.8	2.3	3.3	2.6	4.0	3.0
Preparations with vitamins B12- 2309.9009	.842	.015	.723	.032	.642	.013
With dairy solids, totaling more than 10 percent but	.760	1.1	.780	.938	1.1	1.4

less than 50 percent -  
2309.9010

Preparations with more than 50 percent of weight in dairy products 2309.9011	2.4	2.1	3.7	3.2	3.7	3.1
Other preparations- 2309.9099	58.1	84.0	65.5	101.8	80.0	128.8

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

### U.S. Exports to Mexico

The value of U.S. exports of balanced feed to Mexico, based on Mexican statistical figures, increased from \$123 million in 1999 to \$149.8 million in 2000 and later to \$194.6 million in 2001. U.S. exporters are the leaders in this market with a market share of 84.3 percent, 85.2 percent and 85.4 percent in 1999, 2000 and 2001, respectively.

**Table 4: U.S. Balanced feed Exports to Mexico, 1999-2001**  
(U.S. Million Dollars and Thousand Tons)

Products	1999		2000		2001*	
	\$	Tons	\$	Tons	\$	Tons
<b>Total-Preparations of a kind used in animal feeding-2309</b>	<b>123.0</b>	<b>210.2</b>	<b>149.8</b>	<b>252.5</b>	<b>194.6</b>	<b>307.9</b>
<b>Subtotal-Dog/cat food, for retail sale-2309.1001</b>	<b>65.9</b>	<b>112.2</b>	<b>84.9</b>	<b>141.8</b>	<b>110.4</b>	<b>183.3</b>
<b>Subtotal-Other preparations of a kind used in animal feeding-2309.90</b>	<b>57.1</b>	<b>97.9</b>	<b>64.9</b>	<b>110.7</b>	<b>84.2</b>	<b>124.6</b>
Poultry feed-2309.9001	.116	.294	.290	.510	.348	.726
Pasture-2309.9002	.113	.123	.035	.088	.018	.018
Prepared sugared forages- 2309.9003	.338	2.9	.131	1.3	.034	.110
Mixed preparations for ornamental fish-2309.9004	.419	.096	.880	.148	.789	.145
Growth enhancing preparations with a maximum of 2% of vitamin H-2309.9005	0	0	0	0	0	0
Preparations for balanced feed from caustic soda, phosphoric acid and dolomite-2309.9006	0	0	0	0	0	0
Concentrated preparations for the production of balanced feed, except those in 2309.9010, .9011 and 2309.9007	8.0	9.8	8.5	8.9	16.5	18.1
Milk substitutes 2309.9008	2.5	2.0	3.0	2.4	3.8	2.8
Preparations with Vitamin B12 2309.9009	0	0	0	0	0	0
With dairy solids, totaling more than 10 percent but less than 50 percent 2309.9010	.575	.939	.644	.796	.955	1.221
Preparations with more than 50 percent in weight in dairy products 2309.9011	2.4	2.0	3.7	3.1	3.6	2.9
Other preparations 2309.9099	42.6	79.8	47.7	93.5	58.2	98.6

Source: Banco Nacional de Comercio Exterior -BANCOMEXT (National Bank of Foreign Trade)

Official Mexican import statistics listed 61 other countries exporting balanced feed to Mexico during the 1999-2001 period. Other countries exporting balanced feed to Mexico include France, the U.K., Canada and Germany, all with less than a five percent market share.

### **c. Domestic Consumption**

Imports represented a small share of domestic demand of 1.1 and 1.2 percent in 1999 and 2001, respectively. Local production continues to represent the principal supply source, accounting for a commanding 98.9 percent and 98.8 percent of the total market in 1999 and 2001, respectively.

**Table 5: Balanced Feed Consumption in Mexico, 1999-2001**  
(Thousand Tons)

	1999	2000	2001
Production (1)	19,335	20,010	20,510
Imports (2)	216	264	344
Exports (2)	9	11	17
Consumption	19,542	20,263	20,820
Imports as % of consumption	1.1	1.3	1.7

Sources: (1)- Sección de Fabricantes de Alimentos Balanceados de CANACINTRA (Balanced Feed Manufacturers Section of the National Chamber of Manufacturing Industries) (2)- Banco Nacional de Comercio Exterior (Bancomext)

The primary consumption sectors for domestic production are the principal livestock industries, with the poultry sector consuming the largest proportion of feed grains.

**Table 6: Consumption of Balanced Feed by Sector, 2000**

Sector	Million Tons	Percent
Poultry	10.1	50
Pork	4.1	20
Dairy Cattle	3.5	18
Beef Cattle	1.7	8
Others	0.7	4
<b>Total</b>	<b>20.0</b>	<b>100</b>

Source: Sección de Fabricantes de Alimentos Balanceados de CANACINTRA (Balanced Feed Manufacturers Section of the National Chamber of Manufacturing Industries)

**Poultry Sector Feed Grain Consumption 1999-2002**  
(Thousand Tons)

Year	Egg	Chicken	Turkey	Total
1999	3,041	3,427	27	6,495
2000	3,227	3,762	28	7,016
2001 p	3,282	3,877	29	7,187
2002 e	3,366	4,015	29	7,410

Source: Union Nacional de Avicultores UNA (National Poultry Association) p-Preliminary e-Estimated

### **d. Market Structure**

The importation of balanced feed into Mexico is done primarily through direct sales agents, distributors and representatives. Mexican distribution channels for balanced feed are not fully developed and very few companies have national coverage. Most balanced feed distribution is done on a regional basis by companies who can assist their clients with technical support and are

geographically close. Only pet food products, which are sold largely at the retail level, benefit from the national coverage developed by the major retailers.

### **SECTION III. ENTRY STRATEGY**

#### **a. Business Culture**

The best way to understand the Mexican market is visiting the country and talking to buyers, retailers, distributors and other players in order to prepare a more effective entry strategy. U.S. exporters must do their research not only in terms of typical market research, but also finding appropriate business contacts and thoroughly reviewing Mexican import regulations in order to successfully seize market opportunities and overcome market challenges. An affordable way to investigate the market is to participate in and/or attend Mexican trade shows, particularly U.S. Pavilions organized by the Agricultural Trade Office (ATO) at selected shows. A show can serve as a way to contact local distributors/sales agents, buyers and businessmen, and to become familiarized with local competition. In the case of new-to-market companies, be prepared to provide support for in-store and media promotions to familiarize consumers with your products. Several important points should be recognized in order to have success in the market:

- *Business is generally conducted in Spanish.* Though many educated Mexicans speak English, many professional business people (potential key contacts) do not. Assume business and communication will be conducted in Spanish and have a translator, or better yet, a person working for you that speaks Spanish.
- *Personal face-to-face communication is critical.* Personal contact with buyers is essential to initiate business relations in Mexico; a fax or an email is not considered reliable or appropriate for initial communication and will often be completely ignored. A business that is serious about sales will need to visit the market in person to explore the opportunities for their product and develop personal contacts. Follow-up by email or fax is appropriate, but having an in-country representative or making periodic personal visits is also important.
- *Importers/distributors are a key component to export sales in Mexico.* Finding a good importer/distributor in Mexico is a critical part of success in exporting to Mexico. A good distributor should promote sales and make sure that the imported products are available at points of sale. Importers/distributors serve as a link to buyers and in-country representatives, have the expertise to handle complicated regulations and can trouble-shoot problems that imports can face at the border. Avoiding these key links in the distribution process to save money will almost always result in a loss of resources.

#### **b. Trade Services Available and Events**

U.S. firms should consider using a variety of marketing tools to effectively distribute their products in Mexico. These promotional activities could include:

- Participating in trade shows,
- Advertising in media such as billboards, radio and TV,
- Using in-store promotions, free samples, recipe cards and other forms of direct merchandising for new-to-market products
- Preparing brochures and promotional materials in Spanish,
- Obtaining a local sales representative, and
- Hosting technical seminars to inform end users, distributors and retailers of new technologies, innovations and product advantages.

The Agricultural Trade Offices in Mexico, Mexico City and Monterrey, provide services to help you access the market. In addition to sponsoring U.S. Pavilions (see below) the office can provide information about local distributors and contacts, and can arrange services from a contractor who can set up individual in-country meetings for you for a fee. These contractors, referred to as Ag Aides, can provide a link to distributors and retailers of balanced feed in Mexico. For more information on available services, or to connect with our Ag Aides, please contact our office in Mexico City or Monterrey. (See contact information in Section V.)

### Trade Events

#### **AFIA Agro de las Americas**

**When:** March 2004

**Where:** Expo Guadalajara Convention Center, Guadalajara, Mexico

**Contact:** Patricia Jasso

**Tel:** (011-52533) 616-3118

**Email:** afia-agro99@micronet.com.mx **Website:** www.afia-agro.com

**Show Type:** Leading balanced feed, ingredients, and related agricultural and livestock products trade event in Mexico and Central America

### Trade Publications:

Some of the leading trade magazines and general business publications in Mexico are:

- **"Tecnología Avipecuaria en Latinoamérica,"** published monthly by Midia Relaciones; Tel: (011-5255) 5251-3081, Fax: (011-5255) 5596-7198, Email: midia@mail.internet.com.mx; contact: Amanda Balconi del Cid, Editor
- **"Agro-Sintesis,"** published monthly by Agrosintesis; Tel: (011-5255) 5669-3125; contact: Ing. F. Gonzalez Iñigo
- **"2000 Agro,"** published quarterly by Publicaciones Sayrols, S.A., Tel & Fax: (011-5255) 5660-3533, E-mail: teorema@adf1.telmex.net.mx; contact: Wendy Coss
- **"Carne y Leche,"** published bimonthly by Carne y Leche, Tel: (011-5255) 5669-3125; contact: Ing. Juan F. Gonzalez, Editor
- **"Lacteos y Carnicos,"** published bimonthly by Alfa Editores Tecnicos, Tel: (011-5255) 5579-3333; contact: Ing. Alejandro Garduño
- **"Enlace,"** published monthly by ASIA, Tel: (011-5255) 5610-2533 Fax: (011-5255) 5549-2483; contact: Marcel Morales

## **SECTION IV. IMPORT REQUIREMENTS<sup>2</sup>**

### **a. Tariffs and Taxes**

All import tariffs for the following balanced feed products are zero as of January 1, 2003:<sup>3</sup>

2309.9003 Sweetened forages

2309.9005 Stimulating preparations with a maximum of 2% of vitamin H

2309.9006 Preparations for balanced feed from caustic soda, phosphoric acid and dolomite-

2309.9008 Milk substitutes

2309.9009 Preparations with vitamin B12

2309.1001 Dog/cat food, put up for retail sale

2309.9001 Poultry feed

2309.9002 Pasture

2309.9004 Mixed preparations for ornamental fish-

2309.9007 Concentrated preparations except those in 2309.9010 and .9011

<sup>2</sup> For a detailed study of Mexican Regulations for Exporting/Border Crossing, the Mexico Exporter Guide and Guide to Service Providers in Mexico see reports MX1205, MX2137 and MX2121 on FAS-USDA site: <http://www.fas.usda.gov/scriptsw/attacherep/default.asp>.

<sup>3</sup> For a full report see Mexico's NAFTA Tariff Schedule for 2003, MX3011.

2309.9010 With solid content of more than 10 percent but less than 50 percent  
 2309.9011 Preparations with more than 50 percent of in weight in dairy products  
 2309.9099 Other preparations

Mexico has a 15 percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collects the VAT on foreign transactions upon entry of the merchandise into the country. Customs brokers use the total figure to calculate their fees, which are usually 0.5 percent, on average, plus any storage and handling fees.

#### **b. Import and Health Certificates and Non-Tariff Requirements**

Under NAFTA, Mexican imports of balanced feed do not require special import permits. However, balanced feed exports to Mexico are subject to a Sanitary Certification and inspection by the Sanitary Qualification Office of the Health Ministry as published in the Diario Oficial (Official Gazette) on August 29, 1994. This Certificate is secured after presenting a Sanitary Statement (Constancia Sanitaria) from the exporting country's respective sanitary authorities or a FDA-certified laboratory declaring that the products, identified by production lot, are safe and fit consumption; indicating their physical-chemical analysis and microbiological analysis; country of origin and expiration date. If this Sanitary Statement is not available, then it is necessary to present the above mentioned documents individually plus the following: certificate of origin and a certified letter stating that those items are sold freely in the country of origin.

The basic Mexican import document is the Pedimento de Importación (customs entry document), which should be presented to Mexican Customs together with the commercial invoice in Spanish, a bill of lading and the Sanitary Import Notice. Products qualifying as "North American" must use the NAFTA certificate of origin to receive preferential treatment. This form is available from the U.S. Customs Service, freight forwarders, local U.S. Chambers or State Departments of Agriculture, and does not have to be validated or formalized. Mexican Customs Law is very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers or custom brokers.

#### **c. Labeling**

Imported products to be sold at retail must be labeled according to Mexican government specifications. Labeling is subject to a national regulatory requirement termed a "NOM." The principal NOM for balanced feed labeling, both from local production and foreign sources, is NOM-051-SCFI-1994. Some U.S. suppliers choose to develop special packaging for the Mexican market. At a minimum, a label must be affixed to each package of the imported product prior to entering the country. All the information on the label must be in Spanish and must include the following data:<sup>4</sup>

- |   |  |
|---|--|
| -Country of origin<br>(i.e., Producto de EE.UU.)              | -Ingredients                           |
| -Importer's name, address<br>and RFC number (taxation number) | -Producer's name and address           |
| -Commercial/brand name  | -Product description in Spanish        |
|   | -Preparation and handling instructions |
|   | -Date of expiration                    |

<sup>4</sup> For additional information on labeling NOMS, interested exporters can see Labeling Regulations report MX1223 on FAS-USDA site: <http://www.fas.usda.gov/scriptsw/attacherep/default.asp>; or they can directly review NOMS: 002-SCFI (Prepackaged products; net content; tolerances and verification methods), 008-SCFI (General system of measurement units) and 030-SCFI (Commercial information-quantity statements and specifications in labels) in the Ministry of Economy's Internet site: <http://www.economia-noms.gob.mx>.

- |                                 |                             |
|---------------------------------|-----------------------------|
| -Exporter's name and address    | -Special warnings           |
| -Product description in English | -Net weight in metric units |

#### **d. Cargo Unloading, Transport and Storage Fees**

Cargo unloading fees vary depending on the weight, number of pieces, type of merchandise and location. These fees are usually charged according to pre-established tables. However, whenever possible, shippers should compare prices between service providers. In general, cargo-unloading fees in Mexico are slightly higher than those in the United States for comparable services.

Trucks are the most reliable method of delivery within Mexico, accounting for approximately 60 percent of cargo volume. Trucking companies cannot bring merchandise directly from the United States to Mexico. A U.S. trucking company drives the shipment to the border and transfers its trailer to a Mexican rig. The best way to ship by truck is to use an internationally bonded carrier that has relationships with Mexican carriers. Mexican trucking companies generally determine their fees by mileage or distance, weight and type of merchandise. Practically all transport companies/freight forwarders offer a basic insurance plan which covers transport and handling of cargo. When selecting a transporter it is recommended to check their claim history and complaints they might have received. While shippers will find that truck transportation is more expensive than "Container in Flat Car" (COFC) or "Trailer Flat Car" (TOFC), in general, transport fees are lower in Mexico by as much as 10 percent.

Warehousing costs vary depending on the space required and any specific product needs. Warehousing fees follow general market trends of supply and demand; however, it is advisable to compare prices, facilities and reputation, and negotiate before contracting. Average warehouse rental fees in Mexico City are around \$3.60 m2, per month; \$3.00 in the Guadalajara area and approximately \$3.20 per m2 in Monterrey and surrounding areas. In bond storage facilities are a popular storage method used by exporters by which duties are paid on the items stored until they are released from the facility for distribution in the market. Any merchandise placed in a warehouse should be insured. A basic insurance policy can be secured from the warehouse administrator or a more comprehensive policy from a private insurance company.

### **SECTION V. KEY CONTACTS AND FURTHER INFORMATION**

#### **U.S. Agricultural Trade Office, México City, México**

Bruce Zanin, Director  
Jaime Balmes No. 8-201  
Col. Los Morales Polanco  
11510 México, DF  
Tel: (011-5255) 5280-5291  
Fax: (011-5255)-5281-6093  
E-mail: [atomexico@usda.gov](mailto:atomexico@usda.gov)  
<http://www.fas-la.com/mexico>

#### **U.S. Agricultural Trade Office, Monterrey, México**

Jeanne Bailey, Director  
Oficinas en el Parque Torrell  
Blvd. Díaz Ordaz No. 140, Piso 7  
Col. Santa María  
64650 Monterrey, Nuevo León  
Tel: (011-5281) 8333-5289  
Fax: (011-5281) 8333-1248  
E-mail: [atomonterrey@usda.gov](mailto:atomonterrey@usda.gov)

**U.S. Grain Council**

Jaime Balmes 8-201

Col. Los Morales Polanco.

11510 México D.F.

Tel: (011-5255) 5282-0973

Fax: (011-5255) 5282-0968

e-mail: rcelma@grains.org.mx; www.grains.org

Contact: M.V.Z., M. Sci. Ricardo Celma A.; Regional Director Mexico and Central America

This office represents U.S. grain producers in Mexico by identifying and creating export opportunities. They also provide information to Mexican buyers on U.S. suppliers, promotional events and other topics of interest.

**Animal & Plant Health Inspection Service-APHIS; USDA**

Sierra Nevada 115

01100 México D.F.

Tel: (011-5255) 5520-4444

Contact: Elba Quiuntarro, Director

**American Soybean Association (Asociación Americana de Soya)**

Jaime Balmes 8-201

Col. Los Morales Polanco

11510 México, D.F.

Tel: (011-5255) 5281-0120; 5281-6150

Fax: (011-5255) 5281-6154

Contact: Mr. Mark Andersonn, Director

**National Renderers Association**

Dr. Germán Monroy, Director

Jaime Balmes 8-201

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Fax: (011-5255) 5281-6085

nramex@compuserve.com.mx

**Secretaría de Comercio y Fomento Industrial Dirección de Normas**

Puente de Tecamachalco 6, Lomas de Tecamachalco

53950 Edo. México

Tel: (011- 5255) 5229-6100-X4158

www.secofi.gob.mx

Contact: Lic. Jorge Hernández, Dirección de Normas

Office of the Ministry of Industry and Commerce which creates the norms on quality and labeling.

**Secretaría de Agricultura, Ganadería y Desarrollo Rural**

Dirección de Salud Animal

Recreo 14-12

03230 México, D.F.

Tel: (011-5255) 5534-1131

Fax: (011-5255) 5533-2320

Contact: Dr. Angel Omar Flores, Director

Office of the Ministry of Agriculture and Livestock which regulates animal health.

**Secretaría de Comercio y Fomento Industrial-SECOFI**

## Información Comercio Internacional

Alfonso Reyes 30-PB

Col. Hipódromo Condesa,

06710 México D.F.

Tel: (011-5255) 5229-6100-X 3395 & 4949

www.secofi.gob.mx

Contact: Rocío Ruiz Chávez, Director

Office of the Ministry of Industry and Commerce providing general information related to NAFTA.

**Unión Comercializadora Industrial y de Servicios Alimenticios Animales, S.A. de C.V.**

Wateau 70

Col. Nonalco-Mixcoac

03910 México D.F.

Tel: (011-5255) 5563-4600, 5563-4682

Fax: (011- 5255) 5563-4881, 5611-2387

Contact: Lic. Cipriano Bermejo, Secretary

One of the three leading trade associations representing domestic manufacturers of balanced feed.

**Asociación Mexicana de Especialistas en Nutrición Animal (AMENA)**

(Mexican Association of Animal Nutrition Specialists)

Antonio Van Dick 42

Col. Mixcoac

03700 México D.F.

Tel: (011-5255) 5598-6910

Fax: (011-5255) 5611-5705

**Asociación Nacional de Fabricantes de Alimentos Pecuarios Balanceados**

Paseo de la Reforma 107-7

Col. Revolución

06030 México D.F.

Tel: (011-5255) 5705-0570; 5703-1910, 5535-0535

Fax: (011-5255) 5535-7102

Contact: Lic. Fernando Aramburu Santa Cruz

One of the leading trade associations representing domestic manufacturers of balanced feed.

**Asociación Nacional de Fabricantes de Alimentos para Consumo Animal**

Bruselas 626

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One of the leading trade associations representing domestic manufacturers of balanced feed.

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Association representing the majority of firms involved in the importing, exporting and marketing of livestock materials and supplies such as corn, sorghum, wheat, cereals, vegetable oils, oilseeds, flours, etc.

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A non-profit organization which assists U.S. companies in their business activities in Mexico.