USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

Required Report - public distribution

Date: **12/30/2015**

GAIN Report Number:

Colombia

Food Processing Ingredients Annual Report 2015

Trade Opportunities Continue to Grow

Approved By:
Michael Conlon,
Agricultural Counselor

Prepared By:
Anthony J. Gilbert, Agricultural Attaché
Ana Maria Salinas, Agricultural Marketing Specialist

Report Highlights:
U.S. agricultural product trade opportunities abound after implementation of the U.S.-Colombia Trade Promotion Agreement (CTPA). Colombia remains a net importer of many agricultural products and cannot sufficiently source domestically the raw materials and ingredients to meet the growing demand of the food and beverage processing industry.

SECTION I: MARKET SUMMARY

Colombia is the largest consumer of U.S. agricultural products in South America, followed by Peru and Venezuela. In fiscal year (FY) 2015, U.S. agricultural exports to Colombia were valued at $2.6 billion. Trade in U.S. agricultural products to Colombia has expanded as a result of the U.S.-Colombia Trade Promotion Agreement (CTPA), implemented in May 2012. Colombia is eager for access to other markets and has signed Free Trade Agreements (FTAs) with various countries and trade blocs, such as Canada, the South American Common Market (MERCOSUR) and the European Union. Colombia is awaiting final legislative and judicial approvals for FTAs with South Korea, Costa Rica, Israel, Panama and a larger trade bloc, the Pacific Alliance, which includes Chile, Peru and Mexico. Colombia is currently negotiating FTAs with Turkey and Japan.

With an average Gross Domestic Product growth at 4.7 percent over the last decade, and a rising GDP per capita, millions of Colombians have moved out of poverty and into the low and middle income classes. These income adjustments have resulted in more household disposable income and changes in eating patterns, such as shifting diets from vegetable to animal proteins -- poultry consumption has almost doubled in the last ten years. Increasing demand for consumer-ready products has stimulated growth in fast food chain restaurants to support urbanization and more dining outside the home. This has impacted the food industry sector dramatically with food manufacturers desperately seeking a variety of high quality raw materials to adapt to changing consumer tastes and preferences.

Colombia is a net importer of many food processing ingredients and trade opportunities abound. For example, there is a growing domestic demand for higher quality confectionary products and ingredients are needed to complement a large cocoa producing industry to develop better quality chocolates and other candies. The production in chocolates is burdened by very volatile domestic prices of milk, cocoa and sugar, which have risen in recent years. In general, Colombia imports about 15 percent of glucose consumption.

Even though Colombia is a major producer and consumer of palm oil, the Colombian fats and oils sector must still import significant quantities of unrefined soybean oil, sunflower oil, and other oil seeds to meet industrial demand. For the milling sector, bakery and starches sector has benefited from innovation in packaging, flavors and healthier ingredients. Bread consumption has decreased due to low carbohydrate, “healthy eating” trends that have marginally changed food eating habits. The wheat milling and baking industry is rising to the challenge by conducting outreach campaigns to demonstrate that bread is a nutritional and healthy option for consumers, in addition to including new types of ingredients to capitalize on the trend.

The feed sector is a key market for grains and oilseeds and continues to source most needs from foreign suppliers. The United States is a major supplier of feed needs for Colombia. The CTPA will improve opportunities for trade in coarse grains and oilseeds as Colombian buyers continue to seek high quality feed ingredients at reasonable prices. With a bumper U.S. crop, corn prices have fallen dramatically, turning Colombian buyers towards the United States.

Colombia's total imports of consumer oriented products grew 7 percent in FY2015. The United States has taken the lead in the import market share of consumer oriented products from Chile, the historical leader in this agricultural product category. U.S. consumer oriented product exports were up 4 percent to $590 million in FY2015, followed by Chile ($318 million) and Peru ($80 million). Consumer-oriented products account for upwards of 21% of the distribution of U.S. agricultural trade Colombia. The table below provides more details on consumer oriented product trade trends.

FY2015 Colombian Imports of Consumer Oriented Products by Country of Import

Country	Ranking	Import Value FY2014 (million dollars)	Import Value FY2015 (million dollars)	Change
Total		1,641	1,750	6.6%
United States	1	569	590	3.7%
Chile	2	333	318	-4.5%
Mexico	3	96	103	7.3%
Brazil	4	87	95	10.0%
Peru	5	73	80	9.6%
Other countries		483	603	24.8%

Source: Global Trade Atlas

Major Trends

Colombia is the third most populated country in Latin America after Brazil and Mexico at 48 million inhabitants. About 75 percent of the Colombian population resides in urban areas. Colombia is atypical of Latin America with decentralized urban centers and four cities with over one million residents: Bogota (7.9 million), Medellin (2.5 million), Cali (2.4 million) and Barranquilla (1.2 million). Urbanization is growing at a consistent 2 percent per year, stimulating changes in lifestyles and eating patterns. Urban households in Colombia are becoming more typically dual income, resulting in an increasing demand for food and shopping convenience. Western style, large supermarkets are part of a noteworthy retail transformation in the last decade with major, domestic and international grocery chains opening new stores, of varying sizes, at intense rates. For example, CENCOSUD of Chile recently purchased the Carrefour-Colombia subsidiary, establishing the retail chains Jumbo and Metro. Over the past three years, the U.S. retail chain PriceSmart has developed a significant presence in Colombia, opening a total of six stores in the country; Cali (two stores), Barranquilla, Bogota, Pereira and Medellin.

This retail transformation has resulted in Colombian consumers becoming more associated with brand identities. For instance, according to a recent consumer survey by Raddar Consumer Knowledge Group, about 80 percent of Colombian households regularly buy specific food brands when they shop. The following branded products are increasing in retail market share: canned/processed food, dried processed food, frozen processed food, meal solutions, oils and fats, ready-to-eat meals, sauces, dressings and condiments.

Demand for healthy foods is also increasing after a survey concluded that obesity is a growing trend with approximately 51 percent of Colombians being overweight or obese. As a response, the Government of Colombia (GOC) launched healthy lifestyle campaigns, increasing the exposure of healthier food alternatives. Convenience food is a fast growing industry with increasingly more U.S. fast food chains establishing a presence Colombia. In addition, Colombian consumers are demanding more innovation in packaging, flavors and nutritional benefits. Smaller packaging is an increasing trend for different kinds of food with people interested in more economical, single portions.

Sales of Packaged Food in Colombia by Category (Thousand Tons)

	CY 2012	CY 2013	CY 2014	Var (%) 2014/2013
Total	**5,424.3**	**5,488.1**	**5,581.2**	**1.7%**
Nutrition/Staples	4,798.7	4,842.6	4,913.6	1.5%
Dairy	2,044.0	2,064.9	2,110.9	2.2%
Dried Processed Food	1,274.4	1,296.5	1,318.3	1.7%
Bakery	1,169.1	1,173.5	1,178.1	0.4%
Oils and Fats	482.9	480.3	480.0	-0.1%
Impulse and Indulgence Products	410.5	424.1	437.1	3.1%
Meal Solutions	225.9	232.4	241.7	4.0%
Pasta	139.8	143.7	147.9	2.9%
Sweet and Savoury Snacks	86.4	92.7	98.9	6.7%
Chilled Processed Food	73.4	76.2	81.6	7.1%
Ice Cream	66.4	71.1	75.3	6.0%
Canned/Preserved Food	62.4	64.0	65.7	2.6%
Sauces, Dressings and Condiments	57.3	58.9	60.6	2.8%
Confectionery	56.8	58.1	59.1	1.8%
Other	65.4	66.6	67.9	1.9%

Source: Euromonitor

Advantages and Challenges for U.S. Exporters of Food Products for Processing

Advantages	Challenges
The U.S.-Colombia CTPA expands opportunities and market potential for many agricultural products.	Colombia has trade agreements with many other countries increasing competition with U.S. products.
U.S. agricultural products have a reputation for high quality.	Colombian per capita consumption for processed and semi-processed products is low, such as bread, compared to other Latin American markets.

Colombia is the second largest agricultural trade destination for U.S. food product in South America.	U.S. products will have to maintain the reputation of higher quality in order to be competitive with local food processing companies, guaranteeing a consistent and uniform supply of products year round.
The growth of tourism and the hotel and restaurant sectors will require a greater array of raw materials and ingredients to make final products more appealing to foreigners and fast changing domestic consumer tastes and preferences.	There is a cultural misperception that frozen products are unhealthy and lack quality.
The growing lower and middle income population, specifically the youth and working women of Colombia, are stimulating new food consumer trends and a growth in processed foods.	Internal transportation costs from ports of entry are costly due extremely poor infrastructure.
Market opportunities for health foods and organic products are expanding given growing obesity trends and GOC support for healthy living campaigns.	Cold chain is deficient and Colombians have no clear understanding of this need to maintain product quality.

SECTION II: MARKET ENTRY

Entry Strategy

It will be critical for U.S. exporters entering the Colombian market to best understand the customer's needs and how to meet their purchasing requirements and specifications, in addition to all standards and regulatory expectations of the Government of Colombia to avoid issues at ports of entry. Critical considerations for market entry include the following:

- Competition is based on quality, price and service;
- Innovative marketing strategies are imperative in order to penetrate the market;
- Social marketing techniques continue to be very strong, using sales to generate funding for social programs;
- U.S. suppliers should develop ways to meet the needs of the Colombian market through personal visits to better understand the market and identify needs of buyers and consumer trends;
- Use consolidation when exporting small amounts of product;
- Establish direct contact with hotel and restaurant chains;
- Develop business relationships with top executives like marketing directors, purchasing managers, and expose them to U.S. business practices;
- Participate in local trade and promotion shows, such as Alimentec, Agroexpo, Expovinos, Agrofuturo, and also be part of trade delegations;
- Many Colombian companies' representatives visit trade shows in the United States, such as

the American Food and Beverage Trade Show and the Fancy Food Winter/Summer Shows, which are great opportunities to meet and educate Colombian importers;
- Develop, to the extent possible, Spanish marketing/communication materials;
- Work closely with local importers to comply with food import regulations to facilitate the registration and import of food products and minimize port of entry risks;
- Support the importer with promotional campaigns.

Market Structure

In recent years, the Colombian food industry has undergone unprecedented consolidation and structural change through mergers, acquisitions, divestitures and new foreign competitors entering the market. This widespread consolidation in the retail, Hotel-Restaurant-Institutional (HRI) and food processing industry was driven by expected efficiency gains from economies of scale, resulting in significant impacts on market share and food prices. As well, internet e-commerce sales are becoming more popular and direct marketing through credit card promotions, flyers, polls, and sales calls to either home or office sites including home delivery service, are also growing popularity. It is also important to note that distribution channels have become more efficient with the increased presence of foreign competitors.

Company Profiles

The table below provides information on various large and medium-sized food manufacturing and processing companies in Colombia that are current, or potential, buyers of U.S. agricultural products.

Company	Production	End-Use channels	Production Location	Procurement
Grupo Nutresa	cold cuts, snacks, cookies, chocolate, coffee, pasta and ice cream	wholesaler and retailer	Colombia, U.S., Costa Rica, Dominica Republic, Panama, Peru, Mexico	direct
Grupo Exito	home brands, packaging	retail	Colombia	direct & brokers
Cencosud	home brands, packaging	retail	Colombia	direct & brokers
Colombina	candies and crackers	wholesaler and retailer	Colombia	direct & brokers
Olimpica	home brands, packaging	retail	Colombia	direct & brokers
Alpina Productos Alimenticios	dairy products	wholesaler and retailer	Colombia, Ecuador, Venezuela, U.S.	direct & brokers
Cooperativa Colanta	dairy products	wholesaler and retailer	Colombia	direct & brokers
Harinera del Valle	flour, crackers,	retail	Colombia	direct & brokers

	candies, pasta			
Industrias del Maiz	flour, oils, condiments	wholesaler and retailer	Colombia	direct & brokers
Alimentos Polar	soft drinks, flours, oils, butter	wholesaler and retailer	Colombia	direct & brokers
Mimos	ice cream	wholesaler and retailer	Colombia	direct & brokers
Levapan	flour	wholesaler and retailer	Colombia	direct & brokers
Griffith Colombia	food ingredients	food processors and HRI	Colombia	direct & brokers

Sector Trends

Sauces, Dressings and Condiments: There are two main trends in this sub-sector: brand penetration and innovation in products and product packaging. Consumers are buying more branded products based on uniform quality at reasonable prices. In general, Colombian consumers are loyal to traditional brands and demand healthier products like low fat sauces such as canola and olive oil mayonnaise and sauces for Asian food preparations like soy and teriyaki sauce. The leading company in this category of branded products is Unilever followed by Nestlé and Quala Colombia.

Canned / Preserved Food: This category of food product is increasing in popularity due to urbanization, income shifts and convenience. For canned goods, Colombians are primarily consumers of canned tuna, but the market for other canned / preserved products, such as beans, tomatoes and soups is expanding. The leading canned/preserved food company is Seatech International.

Frozen Processed Food: Urbanization and dual income households have significantly expanded the market for frozen meals, meat, fruits and vegetables. Most preferred products by consumers are frozen processed potatoes, frozen ready to eat meals, frozen pizza and frozen vegetables. There is a cultural stigma that frozen food is less flavorful and has a lower level of quality than fresh alternatives; nevertheless, that misperception is gradually diminishing with expanded promotional events and activities. Market opportunities for these products are mostly for the institutional sector and also target to single-person households.

Dairy: Colombian imports are mostly cream, whey protein, milk powder and other product ingredients, such as casein. Competition in this sector includes Chile, Spain, Czech Republic and Ecuador. Domestic consumption of dairy products has increased due to promotional efforts that appeal to changes in consumption patterns as a result of urbanization and income shifts. In addition, innovation in packaging has benefited dairy product consumption. Colombian milk production reached 6.7 million liters (1.7 million gallons) in 2014; however, this sector is mostly informal. The dairy manufacturing sector in Colombia includes domestic and multinational companies, such as Nestle, Parmalat and Danone, and domestic brands Alpina, Colanta and Alqueria.

Bakery: Bread consumption per capita is low at 23 kilograms (50 pounds), compared to other Latin American countries, such as Chile (98 kilograms / 216 pounds), Argentina (82 kilograms / 180 pounds) and Uruguay (55 kilograms / 121 pounds). There is a perception among Colombians that bread is not very nutritional and is related to weight gain. In addition, there is a lack of innovation in the bakery sector, although high-end, gourmet bakeries have increased in popularity where most ingredients are sourced internationally. Typical bakeries are small, family businesses, which manufacture about 40 percent of bread production throughout the country. There are over 12,000 traditional, small bakeries in Colombia's major cities, according to the latest sector survey. Only 20 percent is sold by retailers that offer branded products. The branded bread companies include, Bimbo de Colombia, Colombiana de Pan (Colpan), Compañia Manufacturera de Pan (Comapan), Comercializadora de Pan, Reposteria y Confiteria (Santa Clara), Nestle and Nutresa. These companies produce various types of bread products that differ from traditional bakeries and specialize in buns for hamburgers and hot dogs, in addition to sliced bread, pre-made toast, cakes and brownies.

Chilled Processed Food: Chilled meat and poultry products are more in demand by urban consumers. According to Euromonitor, most of the Colombian chilled processed food market is in processed meats or poultry and a minor share for chilled, ready-to-eat meals. The Colombian firms Grupo Nutresa leads in this category with 60 percent market share.

Oils and Fats: Colombia is a major producer of palm oil, and also a major consumer of palm cooking oil. Other vegetable oils and fats have shown consistent growth in the recent years. Vegetable and oil seed derived oils comprise 89 percent of sales market share, followed by margarines (3%), cooking fats (3%), spreadable oils and fats (2%), butter (1%) and olive oil (1%).

Confectionery: The confectionery industry is an economic engine in Colombia, generating more than 25,000 jobs with a strong history of production and exports. The industry regularly sources raw materials from foreign suppliers, including dairy products and glucose. Although the sector has made efforts in order to innovate and offer a greater variety of candies and chocolates, competition from imports are strong. Two domestic firms, Grupo Nutresa and Colombina, lead the sector over multinationals, such Ferrero, Cadbury and Nestlé.

Beverages: The beverage sector is expanding focus on flavored water and teas, emphasizing vitamin fortified juices with less sugar content. Per capita consumption of non-alcoholic beverages is still low at 131.4 liters (34.71 gallons) per year, slightly lower than neighboring countries. The preferred beverages are sodas, with a per capita consumption of 55 liters (14.53 gallons) per year.

Women are becoming an important niche market for alcoholic beverages, demanding more sophisticated drinks and flavors. Beer is the most highly demanded alcoholic beverage. Per capita beer consumption is about 44 liters per year (11.62 gallons). The extensive growth of wine sales in Colombia in recent years can be attributed to income shifts and urbanization. Colombian imports of U.S. wine have increased dramatically after CTPA implementation due to zero tariffs, increasing 90 percent from FY2012 to FY2015. *Aguardiente* is the national liquor preferred by Colombians and is only produced by monopolistic public/private ventures in specific regions of the country. The primary source of whisky is the United Kingdom, although consumer interest in U.S. whiskeys and bourbons is growing.

SECTION III: COMPETITION

Competition Narrative

The CTPA entered into force in May 2012. This comprehensive trade agreement eliminated tariffs and other barriers to goods and services. Although over 80 percent of U.S. exports of consumer and industrial products to Colombia have become duty-free, the CTPA provided a duty free tariff-rate-quota (TRQ) on certain goods that operate under a first come/first serve basis, except for rice and poultry which are subject to auctions manage by Export Trading Companies. There are significant opportunities for imported, value-added food products and raw materials in Colombia due to shifting consumer preferences. United States competitors for raw materials for processing and value-added products are MERCOSUR, Canada and the European Union and all three have free trade agreements with Colombia. Colombia is awaiting final legislative and judicial approvals for FTAs with South Korea, Costa Rica, Israel, Panama and a larger trade bloc, the Pacific Alliance, which includes Chile, Peru and Mexico. Colombia is currently negotiating FTAs with Turkey and Japan.

FY2015 Colombian Food Product Rankings by Country of Import

Product Category Harmonized System Code	Rank	Country	Import Value (million dollars)
Meat And Meat Offal		**Total**	**199**
HS 02	1	United States	155
	2	Canada	18
	3	Chile	17
	4	Peru	5
	5	Argentina	1
		Other countries	3
Dairy Products		**Total**	**126**
HS 04	1	United States	53
	2	Argentina	18
	3	Chile	17
	4	Uruguay	6
	5	Spain	7
		Other countries	25
Edible Vegetables, Certain Roots And Tubers		**Total**	**171**
HS 07	1	Canada	73
	2	China	27
	3	Ecuador	9
	4	United States	21
	5	Peru	16
		Other countries	25
Edible Fruit And Nuts		**Total**	**252**

HS 08	1	Chile	144
	2	United States	56
	3	Peru	18
	4	Italy	5
	5	Spain	7
		Other countries	22
Coffee, Tea, Mate And Spices		**Total**	**36**
HS 09	1	Peru	11
	2	Ecuador	7
	3	Sri Lanka	6
	4	United States	2
	5	Brazil	1
		Other countries	9
Milling, Malt And Starches		**Total**	**22**
HS 11	1	United States	5
	2	Chile	3
	3	Brazil	1
	4	China	1
	5	France	1
		Other countries	11
Edible Preparations Of Meat, Fish, Crustaceans, Mollusks		**Total**	**259**
HS 16	1	Ecuador	113
	2	Duty Free (Cartagena)	73
	3	United States	35
	4	Chile	19
	5	Peru	8
		Other countries	11
Sugars And Sugar Confectionary		**Total**	**87**
HS 17	1	Peru	26
	2	United States	15
	3	Brazil	10
	4	Mexico	8
	5	China	9
		Other countries	19
Cocoa And Cocoa Preparations		**Total**	**77**
HS 18	1	Ecuador	26
	2	United States	18
	3	Brazil	6
	4	Italy	5
	5	Peru	3
		Other countries	19
Preparations Of Cereals, Flour, Starch Or Milk; Bakers' Wares		**Total**	**218**

HS 19	1	Mexico	38
	2	Chile	39
	3	United States	42
	4	Peru	27
	5	Spain	12
		Other countries	60
Preparations Of Vegetables, Fruit, Nuts		**Total**	**152**
HS 20	1	United States	64
	2	Chile	22
	3	Mexico	9
	4	Belgium	10
	5	Netherlands	7
		Other countries	40
Miscellaneous Edible Preparations		**Total**	**336**
HS 21	1	United States	118
	2	Brazil	63
	3	Chile	33
	4	Mexico	26
	5	China	11
		Other countries	85
Beverages, Spirits And Vinegar		**Total**	**327**
HS 22	1	United Kingdom	39
	2	United States	33
	3	Bolivia	27
	4	Chile	26
	5	Ecuador	23
		Other countries	179
Albuminoidal Substances; Modified Starches; Glues; Enzymes		**Total**	**130**
HS 35	1	United States	34
	2	Brazil	21
	3	Mexico	13
	4	Denmark	11
	5	China	8
		Other countries	43

Source: Global Trade Atlas

SECTION IV: BEST PRODUCT PROSPECTS

U.S. Agricultural Product Market Potential

Consistent 4.7 percent GDP growth and a rising per capita income have led to increased demand for fast food restaurants and ready-to-eat food products. Colombia is already an important market for America's farmers and ranchers. In FY2015, the United States exported $2.6 billion of agricultural products to Colombia. Top U.S. agricultural exports were corn, soybean meal, soybeans, wheat and pork and pork products.

Colombia is a fast growing market for value-added food products. Surveyed retailers and food importers feel there is significant potential for new products in all food categories. Healthy and ethnic food categories are especially new and fast growing. Wines and gourmet products are penetrating the market with excellent results. Organic food products are a new trend and retailers are searching for the best suppliers.

The following products categories represent the major export opportunities and some emerging opportunities for U.S. food products to Colombia with zero duties or reduced duties:

Bulk Commodities	**Intermediate Products**	**Consumer-Oriented**
Corn (up to quota)	Soybean meal	Uncooked pasta
Rice (up to quota)	Vegetable oils	Chilled pork
Soybeans	Potato flakes	Processed turkey
Lentils	Yeasts	Yogurt (up to quota)
Peanuts	Sugars and sweeteners	Fresh fruits
Dried beans (up to quota)		Processed vegetables
		Processed fruits
		Soya sauce
		Tree nuts
		Sugar confectionery
		Cookies
		Chewing gum
		Black tea
		Spices
		Fresh vegetables
		Wine
		Healthy food products

Below is the CTPA TRQ schedule according to agricultural product or bulk commodity:

Product	**Base Duty**	**TRQ (MT) 2016**	**TRQ Annual Increase**	**Phase Out Period**	**Safeguard Trigger Level**
Yellow Corn	25%	2,552,563	5.0%	12 years	
White Corn	20%	165,917	5.0%	12 years	
Rice	80%	94,209	4.5%	19 years (6 of grace)	120% of TRQ
Sorghum	25%	25,526	5.0%	12 years	
Dried Beans	40.2%	19,144	5.0%	10 years	130% of TRQ

Animal Feeds	10%-25%	236,112	5.0%	12 years	
Pet Food	28%	11,755	8.0%	8 years	
Chicken Leg Quarters	70%	31,633	4.0%	18 years (10 of grace)	130% of TRQ
Poultry Parts	164.4%			18 years (5 of grace)	
Spent Fowl	20%	464	3.0%	18 years	130% of TRQ
Standard Quality Beef	51.2%	2,553	5.0%	10 years	140% of TRQ
Variety Meats	51.2%	5,751	5.5%	10 years	
Pork Meat	30%	Unlimited		5 years	
Crude Soybean Oil	24%	36,500	4.0%	10 years	
Glucose	28%	12,763	5.0%	10 years	
Milk Powder	33%	8,053	10.0%	15 years	
Cheese	20%-33%	3,382	10.0%	15 years	
Yogurt	20%	161	10.0%	15 years	
Butter	33%	805	10.0%	11 years	
Processed Dairy Products	20%	1,611	10.0%	15 years	
Ice Cream	20%	483	10.0%	11 years	
Maple Syrup	5%	Unlimited		5 years	

For further information please check the following links:
http://www.ustr.gov/trade-agreements/free-trade-agreements/colombia-fta/final-text
RICE - http://www.col-rice.org/
POULTRY - http://www.colom-peq.org/

SECTION V: POST CONTACT AND FURTHER INFORMATION

RELATED REPORTS

Check following link:
http://gain.fas.usda.gov/Pages/Default.aspx

POST CONTACT INFORMATION

Office of Agricultural Affairs
U.S. Embassy, Bogotá, Colombia
Carrera 45 No. 24B-27
Bogotá, Colombia

Telephone: (57-1) 275-4622
Fax: (57-1) 275-4525
e-mail : AgBogota@fas.usda.gov

USDA Animal Plant Health Inspection Service (APHIS)
U.S. Embassy, Bogotá, Colombia
Phone: (57-1) 275-4572
Fax: (57-1)275-4571
e-mail: Roberto.Guzman@aphis.usda.gov

COLOMBIAN GOVERNMENT CONTACTS

Phytosanitary and Zoosanitary Requirements:

Ministry of Agriculture and Rural Development
Colombian Institute for Agriculture and Livestock (ICA)
Carrera 41 No. 17-81
Bogotá, Colombia

Juan Andres Angulo Mosquera
Deputy Manager Animal Health Protection
ICA -Instituto Colombiano Agropecuario
Carrera 41 No. 17-81
Bogotá, Colombia
Tel. (57-1) 332-3736 ext. 1201
e-mail: subgerencia.pecuaria@ica.gov.co

Carlos Alberto Soto
Deputy Manager Plant Health Protection
ICA -Instituto Colombiano Agropecuario
Carrera 41 No. 17-81
Bogotá, Colombia
Tel: (57-1) 332-3754 ext.1301
E-mail: subgerencia.agricola@ica.gov.co

Food Product Registration and Health Permits:

Ministry of Health and Social Protection
National Institute for the Surveillance of Food and Medicine (INVIMA)
Division of Food and Alcoholic Beverages
Sergio Troncoso
Carrera 10 No 64 -28
Bogotá, Colombia
Phone: (57-1) 294-8700 Ext. 3920
E-mail: invimasal@invima.gov.co

Office of International Affairs
María Angélica Sánchez Herrera

Carrera 10 No 64 -28
Bogotá D.C. Colombia
Phone: (57-1) 294-8700 Ext. 3897
E-mail: msanchezh@invima.gov.co