



Required Report: Required - Public Distribution

Date: February 04,2020

Report Number: MX2020-0001

# **Report Name:** Livestock and Products Semi-annual

Country: Mexico

Post: Mexico City

**Report Category:** Livestock and Products

### **Prepared By:**

Approved By: Daniel Alvarado

# **Report Highlights:**

Mexico's livestock production continues to grow due in large part to vertical integration of farms, as well as better biosecurity measures. In 2019, livestock exports achieved a new record, with the United States as main trading partner. This trend is expected to continue through 2020, as steady feed prices and favorable zoo-sanitary conditions prevail. Beef exports are also expected to continue growing, especially to Asian markets where high-labor, added-value meat products command a price premium. The domestic pork industry also continues to grow, as consumers lean towards more affordable animal proteins. Mexico depends heavily on pork imports to satisfy its growing demand and the United States remains its principal supplier. As China continues to demand larger amounts of pork, Mexico has been able to start growing its pork exporting capacity to China.

**Commodities:** Animal Numbers, Cattle Meat, Beef and Veal Animal Numbers, Swine Meat, Swine

# ANIMAL NUMBERS, CATTLE

#### Production

Mexico's livestock production continues to grow at a steady pace despite dry conditions that prevailed in large parts of the country. In 2019, the wet season arrived late, but the calf crop still met forecasted growth. Calf crop numbers are expected to increase throughout 2020 to 8.1 million head. The vertical integration of breeding farms, increased implementation of production best practices, and pattern changes in breeding and selling of heifers and steers for fattening reflect in a healthier herd and improved livestock quality.

Overall, in marketing year (MY) 2019, industry reported overall stability in feed prices, which allowed livestock breeders to invest more resources in better genetics to improve the herd with better adapted animals and better carcass yields. Feed prices did slightly fluctuate in the last two quarters of 2019, but industry expects overall grain and feed price stability to prevail through 2020. The stability in feed prices as well as steady domestic livestock prices allow producers to focus their operations more on breeding than slaughtering. The larger calf crop translates to greater number of livestock for export. Thus, slaughtering facilities are receiving higher quality, better rounded animals and the beef sector has seen corresponding benefits from better quality beef supplies.

In MY 2019, the top livestock producing states were Veracruz with 13 percent of national production, followed by Jalisco at 12 percent, San Luis Potosí at 6 percent, Chiapas at 5 percent, and Durango at 5 percent. As previously reported (FAS GAIN MX9027), Mexico's feedlot infrastructure and most of its export eligible beef establishments (TIF) are concentrated in the northern states. Nuevo León is the leading state in TIF plants.

### Trade

### Imports

In MY 2020, live cattle imports are forecast at 28,000 head. Mexico's live cattle imports are largely high-quality breeders destined to improve the genetic pool of the Mexican herd. The number of imported beef cattle for slaughter is not expected to be significant. In 2019, there were no import permits issued by the National Service of Food Health, Safety, and Quality (SENASICA) for livestock intended for immediate slaughter. Traceability continues to be SENASICA's main concern for allowing live animals into Mexico for slaughter. However, U.S. and Mexican federal agencies continue to agree on the policies and processes necessary to be adhered to by each side to allow U.S. cattle to be slaughtered in Mexican facilities. The United States continues to be the main supplier of live cattle to Mexico, providing 97 percent of all imports with the remainder supplied by Canada.

# Exports

Mexico continues to establish itself as the main trading partner of the United States. According to Mexico's Secretariat of Agriculture (SADER), Mexico's cattle producers exported 1.313 million head to the United States during the 2018–2019 export cycle, which concluded August 31, 2019. This represents a growth of 17.6 percent from the 2017–2018 cycle at 1.117 million head. Even though official numbers have not been published through December 2019, trade data available to date indicate exports are very close to 1.35 million head of cattle.

January–November 2019 official trade data indicate Mexico's livestock exports to the United States were valued at over \$760 million. As Mexico's efforts to improve its sanitary status continues, Mexico's exports will also see a continued positive trend. This achievement is the result of 20 different Mexican states working on tuberculosis eradication programs led by SADER. Chihuahua continues to be the strongest provider of export steers and heifers with 483,580 head, followed by Sonora at 313,641 head, and Durango at176,561 head.

In MY 2020, industry sources report exports will continue to improve, but at a more modest pace, maintaining FAS Mexico's forecast at 1.38 million head. According to the Mexican Cattlemen's Association, the calf crop will continue its favorable growth as more heifers are kept in Mexico and exports are focused on steers.

Animal Numbers, Cattle	2018	3	2019	Э (	2020	
Market Begin Year	Jan 20	18	Jan 20	19	Jan 202	20
Mexico	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Total Cattle Beginning Stocks	16,584	16,584	16,699	16,699	16,900	16,900
Dairy Cows Beginning Stocks	3,400	3,400	3,450	3,450	3,500	3,500
Beef Cows Beginning Stocks	7,500	7,500	7,700	7,700	7,900	7,900
Production (Calf Crop)	7,700	7,700	7,900	7,900	8,105	8,105
Total Imports	24	24	27	27	28	28
Total Supply	24,308	24,308	24,626	24,626	25,033	25,033
Total Exports	1,278	1,278	1,350	1,350	1,400	1,380
Cow Slaughter	1,350	1,350	1,370	1,370	1,390	1,390
Calf Slaughter	240	240	250	250	260	260
Other Slaughter	4,590	4,590	4,630	4,630	4,675	4,672
Total Slaughter	6,180	6,180	6,250	6,250	6,325	6,322
Loss and Residual	151	151	126	126	158	132
Ending Inventories	16,699	16,699	16,900	16,900	17,150	17,199
Total Distribution	24,308	24,308	24,626	24,626	25,033	25,033
(1,000 head)						
Note: Not official USDA data						

#### Policy

### Mexico and Guatemala Seek to Regularize Cattle Traffic from Central America

During October 2019, in order to regulate the entry of cattle through Mexico's southern border, the governments of Mexico and Guatemala signed a memorandum of understanding for the importation into Mexico of cattle born in and coming from Central American countries for immediate slaughter or fattening. The agreement emphasizes that cattle to be exported from Guatemala will come from ranches certified by the Ministry of Agriculture of Guatemala (MAGA) as free of bovine tuberculosis and brucellosis, which will be tagged with the Central American Electronic Earring and utilizes radio

reference technology. The previous identification earrings that were used in the mobilization of Guatemalan cattle destined for Mexico may still be used.

Personnel from MAGA and the International Regional Agency for Agricultural Health (OIRSA) will verify the fulfillment of a 21-day quarantine of cattle at the ranch of origin or in the feedlots constituted for it. As of January 2020, Guatemala has 70 certified ranches. Subsequently, cattle will be transported to boarding facilities managed by MAGA. OIRSA will place official seals on vehicles and issue a letter complementary to the import health certificate. Both governments expressed their interest in implementing a pilot program focused on strengthening their zoo-sanitary status in the bovine meat production sectors. The pilot program would operate between November 2019 and November 2024. Robust plant and animal health programs in Mexico benefit its own livestock sector and, by extension, that of the United States.

## **Federal Budget and Rural Support**

As of January 2020, rural social programs developed by the President López Obrador administration continue to receive the majority of support provided for in the federal budget. At the same time, programs for commercial livestock operations will have almost no support in the federal budget during 2020. The *credito ganadero a la palabra* (rural livestock initiative granting loans to ranchers in economically disadvantaged communities) program has yet to clearly articulate operation rules for small producers to gain access to the benefits of the program and a noticeable impact on import of livestock has yet to materialize.

# MEAT, BEEF AND VEAL

### Production

In MY 2020, beef production is forecast at nearly 2.1 million metric tons (MT). The Mexican beef industry has kept a steady pace of investments, adaption of new and improved production practices, as well as improved technology to stimulate the beef production sector. During 2015–2019, the Mexican beef industry has maintained an average annual growth of 2 percent despite fluctuation in international prices for feed, grains, and livestock in the same period. TIF plants continued to grow through MY 2019, reaching a total of 468 active facilities in which 34 percent are meat processing plants, 26 percent are deboning plants, 23 percent slaughterhouses, and 15 percent are cold storage facilities. From 2018 to 2019, beef production at TIF establishments grew nearly 4 percent, according to SENASICA. In MY 2019, the main beef producing states were Veracruz at 20.3 percent, followed by Jalisco at 18.7 percent, San Luis Potosi at 9.5 percent, Sinaloa at 8.4 percent, and Chiapas at 8.3 percent. Meat processing is concentrated in the northern states of Mexico, with Nuevo León containing 79 TIF establishments with 17 percent of all Mexican TIF-grade beef production.

### Consumption

In MY 2020, beef consumption is forecast at 1.9 million MT. Consumption in Mexico continues to grow although at very low levels even though beef prices keep rising. The niche of consumers looking for beef protein, although reduced in percentage among the population, keeps growing in absolute numbers. As previously reported (FAS GAIN MX9027), consumer purchasing power decreased by 14

percent from 2018 to date. Thus, some consumers are looking for more accessible protein options, such as pork or chicken, which constrains beef consumption from showing stronger growth. However, processed beef products with partially contained beef are making their way through the retail market. Some processors are offering snacks or ready-to-eat products, mainly elaborated with soy or other plant protein mixed with a small amount of beef, providing the consumer with the concept of a healthy meal at an affordable price. The Mexican beef market tends toward lean cuts that may be used in stews and braise, especially in the central and southern states, while in the northern states consumption leans towards meat that may be barbecued and diced for *tacos*.

#### Trade

#### Imports

In MY 2020, beef imports are forecast at 212,000 MT. This continues strong growth from the previous MY 2019, which saw 3-percent growth from MY 2018. Trade between Mexico and the United States has become complimentary through the years, reflecting each market's domestic consumption tendencies. Mexico mainly imports plates, flanks, shanks, and skirts from the United States, while exporting high-value cuts. The United States remain the main beef provider to Mexico with 86 percent market share, followed by Canada with 7.5 percent, and Nicaragua with 4.7 percent. During 2015–2019, Nicaragua has grown significantly thanks to the establishment of two major Mexican companies in Central America (SuKarne and Sigma Alimentos), boosting trade between these two countries.

### **Exports**

In MY 2020, exports are forecast at 347,000 MT. In 2019, Mexico's beef exports grew 15 percent from 2018, according to data from SADER, which was mainly destined to the United States with 84 percent market share. In 2020, industry does not expect a similarly high growth rate; rather, industry estimates a still robust 10-percent growth compared to 2019. Growth in Mexican beef exports is the result of expanded feedlot production, increased TIF-grade slaughter, and most importantly, adoption of boxed beef fabricating technology. Beef carcass weights in Mexico have also steadily increased over the past decade. Japan is consolidated as the second most important export market for Mexican beef, comprising 7 percent of Mexico's beef exports, followed by Hong Kong with 4 percent. For many years, South Korea was the third most important Mexican beef export destination, but now holds the fourth position with 2 percent of market share.

Mexico's labor-intensive, high-value products are appreciated in Asia. Although, export volumes are not high, they represent a high-revenue stream for Mexican exporters. These exports do not compete in the same export niche as beef exports intended for the United States. They represent a savvy diversification of the market for domestic producers.

Meat, Beef and Veal	2018		2019		2020	
Market Begin Year	Jan 2018		Jan 2019		Jan 2020	
Mexico	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Slaughter (Reference)	6,180	6,180	6,250	6,250	6,325	6,322
Beginning Stocks	0	0	0	0	0	0
Production	1,980	1,980	2,030	2,030	2,070	2,070
Total Imports	202	194	205	199	210	212
Total Supply	2,182	2,174	2,235	2,229	2,280	2,282
Total Exports	310	272	355	314	390	347
Human Domestic Consumption	1,872	1,902	1,880	1,915	1,890	1,935
Other Use, Losses	0	0	0	0	0	0
Total Domestic Consumption	1,872	1,902	1,880	1,915	1,890	1,935
Ending Stocks	0	0	0	0	0	0
Total Distribution	2,182	2,174	2,235	2,229	2,280	2,282
(1,000 head), (1,000 MT carcass w	eight equivale	nt, known a	as CWE)			
Note: Not official USDA data; trad				ersion rates	(see Annex A	).

#### Policy

## U. S.-Mexico-Canada Agreement (USMCA) and Agricultural Trade

Mexico's beef industry eagerly anticipates USMCA ratification by Canada's parliament in spring 2020. Once ratified by all three signatories, implemented, and entered into force, the USMCA is believed to provide more stability to Mexico's beef processing sector and certainty to growing agricultural and food trade across in North America valued at over \$90 billion annually.

#### Colima and Sinaloa States' Cattle Exports Banned Due to Bovine Tuberculosis (TB)

On October 27, 2019, USDA officially notified SADER that the states of Colima and Sinaloa can no longer export live cattle to the United States due to deficiencies in their bovine TB eradication programs. Cattle exporters in other Mexican states will not be denied U.S. access. Colima and Sinaloa state authorities will have the opportunity to provide documentation attesting that they are once again in compliance with bovine TB eradication programming, at which point risk status will be reevaluated.

### **ANIMAL NUMBERS, SWINE**

### Production

In MY 2020, the forecast for swine production in Mexico is 20.3 million head, driven by increasing consumer demand for pork. SADER reports a 6.5-percent increase in pork production through October 2019, compared to the same period in 2018. This phenomenon may be attributed to different factors, such as vertical integration of farms and the recognition of zoo-sanitary status for some production states.

Mexico's slow economic growth has also been a factor to increased pork consumption, as many people are switching from beef to pork in their regular diets. This increase in consumer demand has been a motivational factor for many domestic producers to invest in better genetics, better biosecurity, and health practices; consequently, obtaining better yields. According to market reports, Mexico's market hog prices kept steady throughout 2019, which relieved pressure on farmers to slaughter more animals than necessary, allowing a better animal balance on the farm.

During January–November 2019, hog slaughter in TIF establishments, saw a 10.5-percent increase compared to the same period in 2018. This peak in slaughter indicates the season increase in demand for pork during the holidays. At the non-TIF slaughterhouses, official statistics from January to October 2019 show a positive differential of 8 percent compared to the same period in 2018.

The main swine-producing states are Jalisco at 21 percent, followed by Sonora at 18 percent, Puebla at 11 percent, Yucatan at 10 percent, and Veracruz at 9 percent. The animal feed industry reports that the pork industry used 16 percent of the 35.7 million MT of feed produced in 2019 and will consume a similar share, estimated at 16.5 percent of the forecasted 37.5 million MT of feed produced in 2020.

#### Trade

### Imports

In MY 2020, the forecast for imports of live swine is 41,000 head. Live swine imports are driven by genetics and breeding purposes as Mexican producers look for better yields and breeds resistant to diseases. The United States is the main provider of live swine imports with 72-percent market share, followed by Canada with the remaining 28 percent.

### **Exports**

The exports of live swine continue to be insignificant. Growing domestic demand and tight domestic supplies of live swine discourage exports, giving pork processors a better opportunity for exports in pork meat and pork products.

Animal Numbers, Swine	2018	3	201	9	202	0
Market Begin Year	Jan 20	18	Jan 20	19	Jan 20	20
Mexico	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Total Beginning Stocks	10,410	10,410	10,800	10,700	11,125	11,050
Sow Beginning Stocks	1,200	1,190	1,230	1,230	1,245	1,245
Production (Pig Crop)	18,750	18,650	19,600	19,650	20,200	20,265
Total Imports	33	33	38	38	41	41
Total Supply	29,193	29,093	30,438	30,388	31,366	31,356
Total Exports	0	0	0	0	0	0
Sow Slaughter	0	15	0	0	0	0
Other Slaughter	17,600	17,585	18,475	18,500	19,025	19,000
Total Slaughter	17,600	17,600	18,475	18,500	19,025	19,000
Loss and Residual	793	793	838	838	866	866
Ending Inventories	10,800	10,700	11,125	11,050	11,475	11,490
Total Distribution	29,193	29,093	30,438	30,388	31,366	31,356
(1,000 head)						
Note: Not official USDA da	ata					

# **MEAT, SWINE**

#### Production

In MY 2020, pork production is forecast at 1.47 million MT, with high consumer demand driving increased production. Pork remains the second most important source of animal protein for the Mexican consumer after poultry. As previously stated, Mexico's slow economic growth has been a factor on consumers' spending, driving many people to switch from beef to pork in their daily diets.

According to SADER, pork production in TIF establishments has increased as Mexican consumers demand pork obtained from processors with better manufacturing practices and guarantees of food safety. However, this does not diminish the slaughter in other kind of establishments or of backyard slaughter, which is common in less affluent communities. The demand for an affordable animal protein continues to be the main drive for growing pork production in Mexico.

#### Consumption

In MY 2020, the consumption forecast is 2.2 million MT, as consumer preference for pork is expected to continue to grow. Besides the economic benefit of being a cheaper animal protein than beef, pork consumption is perceived more and more each year as a healthy and versatile food. Rising above the stigma of some meats as being unhealthy, especially for people with circulatory ailments, pork has been able to position itself as a novelty product with diverse culinary applications.

According to industry studies, pork consumption has increased as a share of domestic consumption from 28 percent to close to 32 percent, with poultry retaining the biggest share at over 60 percent. This increase in pork consumption may be attributed to urbanization, an expanding middle and lower class, and a variety of product options. Cheaper prices, higher quality meats, and the convenience of packaged foods also attract more consumers to pork.

#### Trade

#### Imports

In MY 2020, the forecast for pork imports is 1 million MT. Although Mexico is highly dependent on imports in order to satisfy its demand, imports have been sluggish due to the uncertainty in the country's current macroeconomic developments. As the domestic economy slows down, imports see a loss of momentum as well. Imports did see an increase through the last quarter of MY 2019, after Mexico lifted retaliatory tariffs on pork and as pork consumption typically increases for the holidays. In MY 2020, imports will rise compared to their low in 2019, as pork consumption continues its positive trend and growing exports to China compete with domestic consumption. Mexico will resume imports from the United States in order to satisfy the domestic demand. Mexico's domestic production covers approximately 54 percent of demand, so imports will continue to grow to meet increasing demand. Nevertheless, as previously stated, Mexico's macroeconomic growth is currently low and imports will only see a small rebound. The United States remains the main supplier of pork to Mexico, with approximately 85 percent of market share. Canada satisfies 14 percent of Mexico's pork imports.

# Exports

In MY 2020, pork exports are forecast at a record 250,000 MT, as Mexico looks to expand its exports into Asian markets. Asian markets are an important target for Mexican pork exports, as the demand for high-quality, high-labor products in Japan and Hong Kong incentivizes Mexican producers. The price premiums paid by these countries is highly coveted by Mexican pork processors. Mexican pork exports have grown considerably through 2019, especially to Japan. The trend will continue as the industry is expecting an important growth of exports for 2020, especially to China. Since 2015, China's market has been opened for Mexican pork, but it is only until second half of 2019 that Mexican pork is being shipped to China in significant numbers. Mexican producers are preparing exports compliant with zero tolerance for growth promoters, such as ractopamine.

Meat, Swine	2018		2019		2020	
Market Begin Year	Jan 2018		Jan 2019		Jan 2020	
Mexico	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Slaughter (Reference)	17,600	17,600	18,475	18,500	19,025	19,000
Beginning Stocks	0	0	0	0	0	0
Production	1,321	1,321	1,405	1,410	1,465	1,465
Total Imports	1,188	972	1,200	985	1,235	1,010
Total Supply	2,509	2,293	2,605	2,395	2,700	2,475
Total Exports	178	177	215	190	250	250
Human Dom. Consumption	2,331	2,116	2,390	2,205	2,450	2,225
Other Use, Losses	0	0	0	0	0	0
Total Dom. Consumption	2,331	2,116	2,390	2,205	2,450	2,225
Ending Stocks	0	0	0	0	0	0
Total Distribution	2,509	2,293	2,605	2,395	2,700	2,475
(1,000 head), (1,000 MT CWE	)					
Note: Not official USDA data;	trade data cha	nges due t	o new CWE co	onversion r	ates (see Anne	ex A).

#### Policy

# U. S.-Mexico-Canada Agreement (USMCA) and Agricultural Trade

Same as with beef, Mexico's pork industry eagerly anticipates USMCA ratification by Canada's parliament in spring 2020. Once ratified by all three signatories, implemented, and entered into force, the USMCA is believed to provide more stability to Mexico's beef processing sector and certainty to growing agricultural and food trade across in North America valued at over \$90 billion annually.

#### Annex A

**Conversion Rates:** As a result of continuous efforts to improve data reliability, the "New Post" trade forecasts in this report reflect new conversion rates. Historical data revisions (from 2005 onward) will be published on April 9, 2020 in the production, supply, and distribution (PSD) database (<u>http://www.fas.usda.gov/psdonline</u>).

Beef an	d Veal Conversion Factors	
Code	Description	Conversion Rate*
020110	Bovine carcasses and half carcasses, fresh or chilled	1.0
020120	Bovine cuts bone in, fresh or chilled	1.0
020130	Bovine cuts boneless, fresh or chilled	1.36
020210	Bovine carcasses and half carcasses, frozen	1.0
020220	Bovine cuts bone in, frozen	1.0
020230	Bovine cuts boneless, frozen	1.36
021020	Bovine meat salted, dried or smoked	1.74
160250	Bovine meat, offal nes, not livers, prepared/preserve	1.79
* Except	lion	
Argentin	a - Exports of HS 160250 are excluded.	

Pork Conversion Factors		Conversion factor
HS Code	Description	(T to CWE)
020311	Carcasses/half-carcasses, fr/ch	1.00
020312	Bone-In hams, shoulders and cuts thereof, fr/ch	1.00
020319	Other pork cuts, fr/ch	1.30
020321	Carcasses/half-carcasses, frozen	1.00
020322	Bone-In hams, shoulders and cuts thereof, frozen	1.00
020329	Other pork cuts, frozen	1.30
021011	Bone-In hams, shoulders and cuts thereof, processed	1.10
021012	Bellies (streaky) and cuts thereof, processed	1.20
021019	Other meat of swine, processed	1.16
160241	Hams and cuts thereof, prep/pres	1.30
160242	Shoulders and cuts thereof, prep/pres	1.30
160249	Other meat of swine including mixtures, prep/pres	1.30

**Technical Note:** The definition of CWE/product weight equivalent (PWE) remains the same. All quantities of beef and pork noted are in CWE unless otherwise noted as PWE. CWE is the weight of an animal after slaughter and removal of internal organs, head, and skin. PWE is the actual weight of the meat product exported.

#### Attachments:

No Attachments