



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Prepared by:

U.S. Embassy Guatemala

Date: 27-Oct-1998

GAIN Report #GT8022

## **Market Brief - Product**

### **Guatemalan Market for Dairy Products**

**This report was prepared by the USDA's Foreign Agricultural Service for U.S. exporters of food and agricultural products. This information is in the public domain and may be reprinted without permission. Use of commercial or trade names does not imply approval nor constitute endorsement by USDA/FAS.**

Guatemala City, Guatemala

## **Executive Summary**

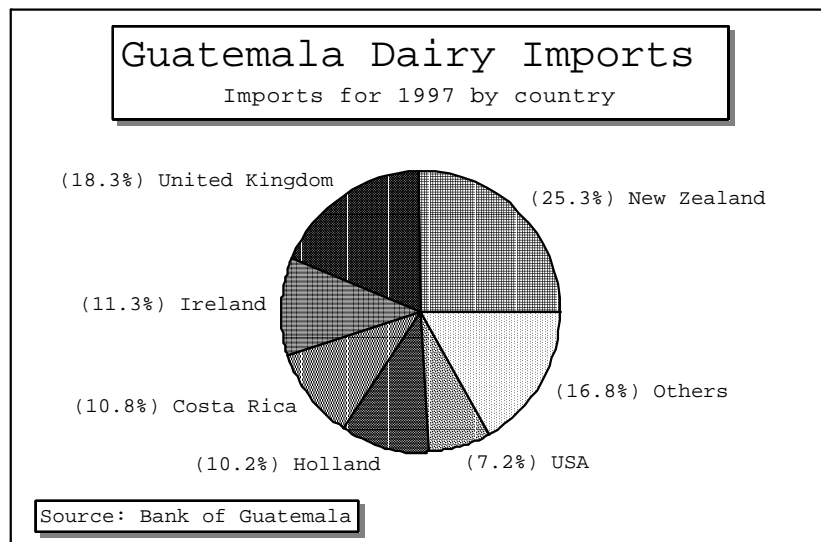
Guatemala is experiencing steady economic growth and modernization. Economic growth is expected to continue during coming years. Dairy products imports are forecast to continue growing during 1998 as consumption levels increase and the Guatemalan dairy production sector continues to fall. Guatemala's dairy products imports during the past three years have had steady growth. Bank of Guatemala's statistics show dairy imports to have risen a little over 57% from 1996 to 1997. The U.S. Bureau of the Census trade data shows an upward trend on U.S. dairy export statistics to Guatemala from 1990 to 1995. Then U.S. exports dropped almost 80 percent in 1996, when dry milk prices rose in the world market. Guatemalan imports in 1996 were mainly from European nations. In 1997, U.S. exports grew 62 percent in terms of dollar value. The Guatemalan market is very competitive. European countries are very strong in the market. U.S. occupied the sixth place in dairy imports during 1997. New Zealand is the largest exporter of dairy products to Guatemala, due to their good quality, low cost of production and high volume production. In addition, they have a strong marketing strategy with lots of promotions within the country. Guatemalans consider U.S. products to be of good quality, and even though prices are usually more expensive than others in the market consumers purchase them because of the good image of American products. U.S. suppliers need a market strategy in order to increase their exports. One of the strategies is to make the public aware of the Dairy Export Incentive Program (DEIP) program which helps exporters of U.S. dairy products meet prevailing world prices for targeted dairy products and destinations. Another the other is for U.S. dairy export companies to invest more money on promotions and advertising materials in Guatemala, to make consumers aware of new products in the market. Currently, consumers have a wide variety of brands and qualities of dairy products available in the supermarkets to choose from. There is great potential for continued growth for American dairy products in the Guatemalan market if products are strongly promoted and competitively priced.

## DAIRY PRODUCTS MARKET

Guatemala's milk production began dying years ago when set prices were imposed on milk. There are no longer set prices for fresh milk, however, Guatemala's dairy production is still very small. According to the latest statistics published by the Gremial de Pasteurizadores de Leche y Helados (The Guatemalan Milk and Ice-cream Pasteurizes Association), production during 1996 reached 172.8 million liters and per capita consumption at 25 liters per year. Production for 2005 is forecast to drop to 131.74 million liters. If the dairy sector in Guatemala doesn't do something to increase production, this trend will continue, and imports will keep on rising. During 1997, only 47 percent of the installed capacity in the pasteurizing plants was used. The dairy industry is formed by 7 pasteurizing plants, which process 114,000 liters per day, equivalent to 20 percent of the national milk production. Sixty six percent of the fresh milk received by the industrial pasteurizing plants is pasteurized and sold in plastic bags or containers. This milk has a very short shelf life. The rest of the milk is processed into cheese, cream and butter. The dairy industry lacks equipment to dehydrate and produce UHT milk. Underdeveloped milk plants receive approximately 45 percent of total milk production around the country. These plants lack adequate methods and technology in order to produce good quality dairy products and are not able to follow hygiene norms set by the Ministry of Health. The cost of producing a liter of pasteurized milk from domestic production is higher than producing from low fat milk and butter oil imported to be reconstituted. The sale price for a liter of fluid milk produced locally is lower than that of imported due to the fact that the imported milk (UHT) has a long shelf life which makes it a different product (See Price Table for Dairy products on page 9). A dairy producer currently receives from the middle-man between US\$0.28 and US\$0.32 cents per liter of fluid milk, while the middle-man or dairy industry receives an average of US\$0.41 cents per liter of milk sold, discouraging producers. Powdered milk is the closest competitor for the domestically produced fluid milk, but it has advantages over fluid milk. It offers consumers a product that does not need refrigeration until mixed, can be blended according to taste or bought according to household's purchasing capacity. The majority of imported dairy products are consumed by the middle and high income class.

When searching the supermarkets for powdered milk we found that all of the powdered milk canned for retail sales were of European origin (See page 10). Although, there are imports of dry or powdered milk from the U.S. packaged in other forms, mainly for the food manufacturing industry.

In 1997, Guatemala imported US\$54.3 million dollars and 30,270 metric tons of dairy products from around the world. The major supplier of dairy products to Guatemala during

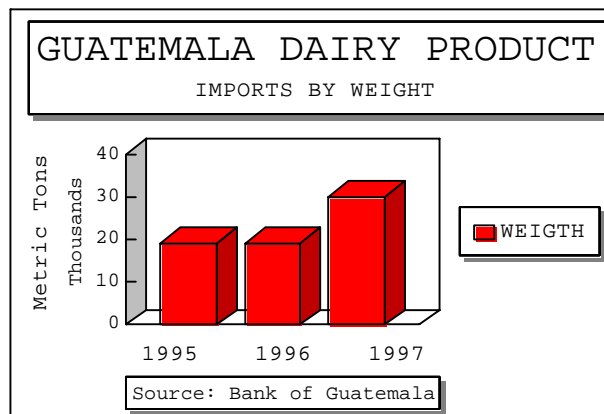
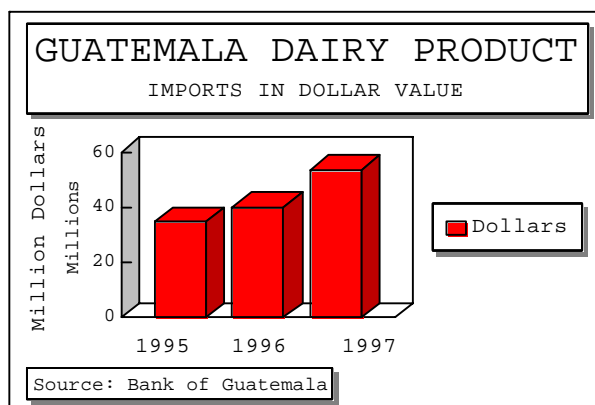


1997, was New Zealand (\$13.7 million), followed by United Kingdom (\$9.9 million), Ireland (\$6.2 million), Costa Rica (\$5.6 million), Holland (\$5.5 million), United States (\$3.9 million), and other countries (\$9.1 million). Price differentials of products from the United States and those from Guatemala, exceeded 100 percent, depending on the product. However, the packaging,

labeling and quality of U.S. product is typically superior. Since competition from other countries began, some of the seven large dairies have improved quality and packaging of their products, which in turn has increased their sales.

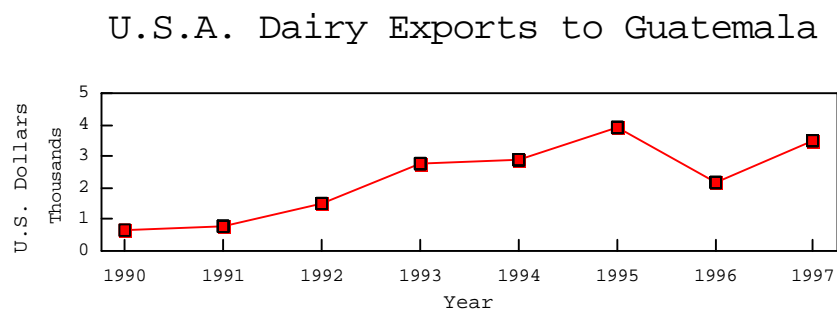
Dairy product import levels during the past three years have shown an upward trend. Import levels from 1995 to 1996 grew only 15 percent in dollar value while from 1996 to 1997 they grew 36 percent. Import volumes from 1996 to 1997 increased almost 58 percent. Import levels are expected to follow an upward trend during coming years as consumption levels increase. The greatest potential dairy products imports to Guatemala are powdered milk, including whole milk and cream, low fat milk, and other powdered milks with different fat contents. Other dairy

products include evaporated milk, condensed milk, butter oil, yogurt, whey and whey products, cheeses, butter, buttermilk, ice cream, and processed cheeses.



According to U.S. statistics dairy export levels to Guatemala had been rising since 1990 to

1995 when export levels reached US\$3.9 million dollars. In 1996 export levels dropped to US\$2.2 million dollars and then recovered somewhat during 1997, reaching US\$3.5 million dollars. This upward trend is expected to continue for 1998. Even though U.S. exports to Guatemala have shown an upward trend in the past, they could increase more if U.S. dairy products prices were more competitive and U.S. dairy suppliers promoted their products more. The greatest export dairy product from the U.S. to Guatemala during 1997 was cheese and curd which includes fresh cheese, processed cheese, cheddar cheese, and other kinds of cheeses. It was followed by whey in fluid and dried form, dry or powder milk and cream, ice cream, yogurt, buttermilk, and butter.



Source: U.S. Bureau of the census trade data

## GUATEMALA'S DAIRY PRODUCTS IMPORTS SHARE FOR 1997

<b>Code</b>	<b>Product Description</b>	<b>Import Share 1997</b>
<b>04011000</b>	Milk and Cream, not concentrated, not containing added sugar or other sweetening matter of a fat content, by weight, not exceeding 1 percent	4.1 percent
<b>04012000</b>	Milk and cream, of a fat content , by weight , exceeding 1 percent but not exceeding 6 percent	3.4 percent
<b>04013000</b>	Milk and cream, of a fat content, by weight, exceeding 6 percent	0.1 percent
<b>04021000</b>	Milk or cream concentrated or containing added sugar or other sweetening matter, in powder, granules or other solid forms of a fat content, by weight, not exceeding 1.5 percent	4.4 percent
<b>04022110</b>	Low fat milk and cream not containing added sugar or other sweetening matter, in powder, granules or other solid forms of a fat content, by weight, exceeding 1.5 percent, but not exceeding 26 percent	4.6 percent
<b>04022121</b>	Whole milk and cream, in powder, granules or other solid forms of a fat content, by weight, equal to or exceeding 26 percent, in containers with a net weight less than 5 kilograms	29.4 percent
<b>04022122</b>	Whole milk and cream, in powder, granules or other solid forms of a fat content, by weight, equal to or exceeding 26 percent, in containers with a net weight equal or superior than 5 kilograms	2.0 percent
<b>04022900</b>	Others not included between codes 04021000 and 04022122	26.0 percent
<b>04029110</b>	Evaporated milk not containing added sugar or other sweetening matter	0.5 percent
<b>04029120</b>	Milk cream not containing added sugar or other sweetening matter	0.2 percent
<b>04029190</b>	Others not included within the codes 04029110 and 04029120	1.2 percent
<b>04029910</b>	Condensed milk	0.2 percent
<b>04029990</b>	Others within code 040299	5.0 percent
<b>04031000</b>	Yogurt	0.9 percent

<b>04039090</b>	Others, Buttermilk, curdled milk and cream, yogurt, kephir and other fermented or acidified milk and cream, wether or not concentrated or containing added sugar or other sweetening matter or flavored or containing added fruit, nuts or cocoa	0.9 percent
<b>04041000</b>	Whey and modified whey, wether or not concentrated or containing added sugar or other sweetening matter	2.0 percent
<b>04049000</b>	Whey, wether or not concentrated or containing added sugar or other sweetening matter, products consisting of natural milk constituents, wether or not containing added sugar or other sweetening matter	0.6 percent
<b>04051000</b>	Butter and other fats and oils derived from milk, dairy spreads	0.9 percent
<b>04059010</b>	Butter Oil	1.7 percent
<b>04061000</b>	Fresh cheese, including whey cheese and curd	0.5 percent
<b>04062010</b>	Cheddar cheese, dehydrated	1.4 percent
<b>04062090</b>	Other cheeses, fresh, grated, or powdered	5.0 percent
<b>04063000</b>	Processed cheese, not grated or powdered	0.1 percent
<b>04069000</b>	Other cheeses	3.4 percent
<b>19019020</b>	Powdered milk, modified	1.5 percent

## Legal Requirements

Dairy products are subject to import duties and sanitary requirements  
These are the current import taxes for Dairy Products:

**Import Duty:** From 0 to 20 percent  
**Sales Tax:** 10 percent

The following table provides us with the import tariffs for dairy products for 1998 and 1999.

Code	Product Description	Import Tariff 1998	Import Tariff 1999
04011000	Milk and Cream, not concentrated, not containing added sugar or other sweetening matter of a fat content, by weight, not exceeding 1 percent	20 percent	20 percent
04012000	Milk and cream, of a fat content , by weight , exceeding 1 percent but not exceeding 6 percent	20 percent	20 percent
04013000	Milk and cream, of a fat content, by weight, exceeding 6 percent	20 percent	20 percent
04021000	Milk or cream concentrated or containing added sugar or other sweetening matter, in powder, granules or other solid forms of a fat content, by weight, not exceeding 1.5 percent	20 percent	20 percent
04022110	Low fat milk and cream not containing added sugar or other sweetening matter, in powder, granules or other solid forms of a fat content, by weight, exceeding 1.5 percent, but not exceeding 26 percent	20 percent	20 percent
04022121	Whole milk and cream, in powder, granules or other solid forms of a fat content, by weight, equal to or exceeding 26 percent, in containers with a net weight less than 5 kilograms	20 percent	20 percent
04022122	Whole milk and cream, in powder, granules or other solid forms of a fat content, by weight, equal to or exceeding 26 percent, in containers with a net weight equal or superior than 5 kilograms	20 percent	20 percent
04022900	Others not included between codes 04021000 and 04022122	20 percent	20 percent



<b>04029110</b>	Evaporated milk not containing added sugar or other sweetening matter	10 percent	10 percent
<b>04029120</b>	Milk cream not containing added sugar or other sweetening matter	20 percent	20 percent
<b>04029190</b>	Others not included within the codes 04029110 and 04029120	20 percent	20 percent
<b>04029910</b>	Condensed milk	10 percent	10 percent
<b>04029990</b>	Others within code 040299	20 percent	20 percent
<b>04031000</b>	Yogurt	20 percent	20 percent
<b>04039090</b>	Others, Buttermilk, curdled milk and cream, yogurt, kephir and other fermented or acidified milk and cream, wether or not concentrated or containing added sugar or other sweetening matter or flavored or containing added fruit, nuts or cocoa	15 percent	15 percent
<b>04041000</b>	Whey and modified whey, wether or not concentrated or containing added sugar or other sweetening matter	0 percent	0 percent
<b>04049000</b>	Whey, wether or not concentrated or containing added sugar or other sweetening matter, products consisting of natural milk constituents, wether or not containing added sugar or other sweetening matter	10 percent	10 percent
<b>04051000</b>	Butter and other fats and oils derived from milk, dairy spreads	17 percent	15 percent
<b>04059010</b>	Butter Oil	5 percent	5 percent
<b>04061000</b>	Fresh cheese, including whey cheese and curd	20 percent	20 percent
<b>04062010</b>	Cheddar cheese, dehydrated	0 percent	0 percent
<b>04062090</b>	Other cheeses, fresh, grated, or powdered	20 percent	20 percent
<b>04063000</b>	Processed cheese, not grated or powdered	20 percent	20 percent
<b>04069000</b>	Other cheeses	20 percent	20 percent
<b>19019020</b>	Powdered milk, modified	0 percent	0 percent

Product Registration is required for all packaged food products in Guatemala. Food Control 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.

Guatemalan law requires that all products be registered in the Ministry of Health and labeled in Spanish by COGUANOR'S (Ministry of Economy's Standards) labeling standards. Enforcement of food and beverage product registrations and labeling requirements is sporadic. Some importers are beginning to comply with these requirements. For those importers already complying to the existing laws, COGUANOR has published a guide for the stick-on label 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 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 of about US\$100.00 each product)
8. Expiration date
9. If applicable "Keep Frozen"
10. If applicable "Form of Preparation"

Imported sample-size products, under current law, must comply with existing labeling laws. Bulk-pack food products do not require labeling, unless they are to be sold at the retail level as an individual unit. Nutritional labeling in Guatemala is not required. All use-by dates are set by the industry.

**COGUANOR** - Comisión Guatemalteca de Normas y Regulaciones  
(Guatemalan Commission of Norms and Regulations-Labeling Requirements)

8a. Avenida 10-43 Zona 1, Segundo Nivel

Guatemala, Guatemala 01011

Phone: (502) 253-3547

(502) 238-3331 to 37, ext. 277

Contact: Lic. Hilda de Gutiérrez

## Other regulations and requirements

All packaged food products that are sold at the retail level need to be registered at The Ministry of Health's Division of Food Control.

The requirements to register food products are as follows:

1. Application for registration of food products
2. Certificate of free sale
3. Receipt of payment for laboratory analysis (US\$110.00)
4. Provide the applicable amount of samples
5. Example of label design as it will appear on the product
6. All paper work must be translated by an official translator. Documents from foreign countries must be authenticated by a Guatemalan consular official.

It takes approximately six weeks for Food Control to provide applicants with a registration number. The registration must be done by the importer or a Guatemalan legal representative of the exporter. There are a number of regulations for special food groups. Decree 66-83 regulates the commercialization of substitutes for maternal milk. Products labeled as "diet" must be registered as medicinal products. All products that apply for registration must be tested by LUCAM, the Ministry of Health's only laboratory. Product samples must be provided at time of registration.

### **LUCAM Laboratories** - Ventanilla Unica de Registro de Alimentos

(Registration Office, Lucam Laboratories)

Carretera Roosevelt, Zona 11

Edificio INCAP (Lucam)

Guatemala, Guatemala 01011

Phone: (502) 471-7336

(502) 472-3762 to 67, ext. 457

Contact: Auri de Quiñonez

## Other Standards

The Ministry of Agriculture requires that all food products be either plant or animal origin obtain a sanitary import certificate as provided in Government Decree # 479-84.

The requirements to obtain a sanitary import certificate from the Technical Director of Sanitary Inspection and Control of Food Products are as follow:

1. Complete an application for Sanitary Import Certificate
2. Show food handler's license
3. Be registered at Sanitary Inspection as an importer
4. Certificate of free sale
5. Certificate of origin
6. Proof of purchase
7. Product specific laboratory testing for pathogens
8. All documents translated into Spanish and authenticated by the Guatemalan consulate in the country of origin

The following table provides a list of retail prices for dairy products in Guatemala's supermarkets. This is furnished with the understanding that no discrimination is intended.

<i>Retail Dairy Product Prices in Guatemala's local Markets</i>				
<b>Product</b>	<b>Country of Origin</b>	<b>Weight</b>	<b>Brand Name</b>	<b>Price</b>
Fresh Milk	Guatemala	1 liter	Pradera	US\$ 0.73
Fresh Milk	Guatemala	1 liter	Diadema	US\$ 0.67
Fresh Milk	Guatemala	1 liter	Foremost	US\$ 0.67
UHT Milk	Mexico	1 liter	Borden	US\$ 0.99
UHT Milk	Mexico	1 liter	San Marcos	US\$ 0.91
UHT Milk	Costa Rica	1 liter	Dos Pinos	US\$ 1.04
UHT Milk	USA	1 liter	Parlamat	US\$ 1.42
Cheese Single Slices	USA	8 ounces	Kraft	US\$ 2.09
Cheese Slices	Guatemala	8 ounces	Parma	US\$ 1.83
Cheese Slices	New Zealand	8 ounces	Chesdale	US\$ 2.26
Cheese Slices	Guatemala	8 ounces	San Benito	US\$ 1.78
Cheese Slices	Panama	8 ounces	Borden	US\$ 1.89
Cheese Slices	Mexico	8 ounces	Chalet	US\$ 1.76
Cheese Slices	Guatemala	8 ounces	Diadema	US\$ 1.56
Cheese Slices	U.S.A.	8 ounces	Formagg	US\$ 2.82
Cheese Slices	Guatemala	8 ounces	Monte Maria	US\$ 1.72
Cream Cheese	Guatemala	8 ounces	Pradera	US\$ 1.37
Cream Cheese	Guatemala	8 ounces	Superior	US\$ 1.15
Cream Cheese	Guatemala	8 ounces	Pinulac	US\$ 0.99
Cream Cheese	Guatemala	8 ounces	Foremost	US\$ 0.88
Cream Cheese	U.S.A.	8 ounces	Philadelphia	US\$ 1.26
Cream Cheese	Guatemala	8 ounces	Parma	US\$ 1.75
Cream Cheese	Costa Rica	8 ounces	Dos Pinos	US\$ 1.36
Cream Cheese	Guatemala	8 ounces	Diadema	US\$ 1.06
Powdered Milk Instant	United Kingdom	1800 gr.	Nido-Nestle	US\$11.15
Powdered Milk Instant	Ireland	1800 gr.	Klim	US\$10.47
Powdered Milk Instant	Denmark	1800 gr.	Dano	US\$ 9.19
Powdered Milk Instant	New Zealand	1800 gr.	Anchor	US\$10.81
Powdered Milk Instant	New Zealand	1800 gr.	Anlene	US\$12.61
Powdered Milk Instant	Costa Rica	1800 gr.	Dos Pinos	US\$10.41
Powdered Milk Instant	New Zealand	1800 gr.	Kerry Gold	US\$ 8.97
Powdered Milk Instant	Ireland	1800 gr.	Goldstar	US\$ 9.90
Powdered Milk Instant	France	1800 gr.	Royalac	US\$ 9.75
Cream	New Zealand	1 liter	Fern	US\$ 4.44

Cream	Guatemala	1 liter	Superior	US\$ 4.21
Cream	Guatemala	1 liter	Pasayinak	US\$ 3.99
Cream	Guatemala	1 liter	Monte Maria	US\$ 4.59
Cream	Guatemala	1 liter	Parma	US\$ 3.85
Butter	New Zealand	1 pound	Fern	US\$ 2.52
Butter	Guatemala	1 pound	La Italia	US\$ 2.57
Butter	Costa Rica	1 pound	Dos Pinos	US\$ 2.62
Butter	Guatemala	1 pound	San Luis	US\$ 2.61
Butter	Denmark	1 pound	Lurpak	US\$ 3.08
Butter	Guatemala	1 pound	Parma	US\$ 2.29
Fondue	Switzerland	400 gr.	Swiss Rose	US\$ 6.13
Fondue	Switzerland	400 gr.	Le Centurion	US\$ 5.68
Fondue	Guatemala	400 gr.	Parma	US\$ 4.70
Brie Cheese	Denmark	125 gr.	N/A	US\$ 2.99
Brie Cheese	U.S.A.	106 gr.	N/A	US\$ 2.77
Brie Cheese	Guatemala	173 gr.	Parma	US\$ 3.26
Brie Cheese	France	345 gr.	N/A	US\$11.35
Camembert Cheese	Guatemala	173 gr.	Parma	US\$ 3.26
Camembert Cheese	Denmark	125 gr.	N/A	US\$ 2.99
Camembert Cheese	U.S.A.	108 gr.	N/A	US\$ 2.77
Mozzarella Cheese	Guatemala	1 pound	La Italia	US\$ 3.75
Mozzarella Cheese	Guatemala	1 pound	Pinulac	US\$ 2.93
Mozzarella Cheese	Guatemala	1 pound	Parma	US\$ 4.40
Mozzarella Cheese	U.S.A.	4 ounces	Kraft	US\$ 2.90
Gouda Cheese	Costa Rica	1 pound	Dos Pinos	US\$ 5.31
Gouda Cheese	Holland	1 pound	Hollandsche	US\$ 4.63
Gouda Cheese	Guatemala	1 pound	Distral	US\$ 4.87
Gouda Cheese	Guatemala	1 pound	Parma	US\$ 5.69
Edam Cheese	Guatemala	1 pound	Distral	US\$ 4.93
Edam Cheese	Holland	1 pound	Hollandsche	US\$ 4.22
Edam Cheese	Guatemala	1 pound	Vonk	US\$ 3.94
Manchego Cheese	Guatemala	1 pound	Distral	US\$ 4.87
Manchego Cheese	Mexico	1 pound	Nestle	US\$ 6.89
Parmesan Cheese	Italy	1 pound	IL Giordino	US\$16.12
Parmesan Cheese	Italy	1 pound	Reggiano	US\$16.12
Parmesan Cheese	Guatemala	1 pound	Parma	US\$ 8.33
Parmesan Cheese	U.S.A.	1 pound	Kraft	US\$ 9.40
Parmesan Cheese	Guatemala	1 pound	La Italia	US\$ 8.55
Parmesan Cheese	U.S.A.	1 pound	Shurfresh	US\$ 8.66

Cheddar Cheese	U.S.A.	10 ounces	Kraft	US\$ 2.99
Cheddar Cheese	Guatemala	1 pound	Monte Maria	US\$ 3.81
Cheddar Cheese	Guatemala	1 pound	Superior	US\$ 4.05
Cheddar Cheese	Guatemala	1 pound	Parma	US\$ 5.23
Cheddar Cheese	Costa Rica	1 pound	Dos Pinos	US\$ 4.05
Cheddar Cheese	El Salvador	1 pound	Petacon	US\$ 4.03
Monterrey Jack Cheese	U.S.A.	1 pound	Shurfresh	US\$ 6.35
Monterrey Jack Cheese	U.S.A.	8 ounces	Kraft	US\$ 5.79
Monterrey Jack Cheese	Guatemala	1 pound	Parma	US\$ 6.17
Swiss Cheese	U.S.A.	1 pound	Shurfresh	US\$ 5.40
Swiss Cheese	Guatemala	1 pound	Parma	US\$ 5.83
Swiss Cheese	Guatemala	1 pound	Distral	US\$ 7.32
Swiss Cheese	France	1 pound	Swiss Rose	US\$ 4.93
Swiss Cheese	Norway	1 pound	Jarlsberg	US\$ 9.64
Blue Cheese	Denmark	1 pound	Kings Choice	US\$ 4.29
Blue Cheese	Guatemala	1 pound	Distral	US\$ 5.15
Havarti Cheese	Denmark	1 pound	Dofino	US\$ 4.41
Havarti Cheese	Guatemala	1 pound	Distral	US\$ 4.64
Havarti Cheese	Denmark	1 pound	N/A	US\$ 7.22
Gruyere Cheese	Switzerland	1 pound	Swiss Rose	US\$ 6.10
Gruyere Cheese	Holland	1 pound	Hollandsche	US\$ 7.89
Yogurt	Mexico	150 gr.	Nestle	US\$ 0.84
Yogurt	Guatemala	150 gr.	Inlacs	US\$ 0.56
Yogurt	Nicaragua	125 gr.	Yoplait	US\$ 0.54
Yogurt	Guatemala	150 gr.	Yogood	US\$ 0.63
Yogurt	Guatemala	170 gr.	Lait	US\$ 0.75
Yogurt	Costa Rica	130 gr.	Dos Pinos	US\$ 0.51
Yogurt	Guatemala	230 gr.	Palma	US\$ 0.52
Yogurt	France	125 gr.	Elle & Vive	US\$ 0.83
Yogurt	Guatemala	170 gr.	Gaymont's	US\$ 0.61
Spreads	U.S.A.	1 pound	Country Crock	US\$ 2.06
Spreads	U.S.A.	2 pounds	Mazola	US\$ 3.18
Spreads	Guatemala	1 pound	Parma Spread	US\$ 1.98
Spreads	U.S.A.	1 pound	Touch of Butter	US\$ 1.51
Spreads	U.S.A.	1 pound	Parkay Soft	US\$ 1.78
Squeeze Margarine	U.S.A.	1 pound	Parkay Squeeze	US\$ 1.70
Squeeze Margarine	Guatemala	450 gr.	Mirasol Squeeze	US\$ 1.37

## Constraints

One of the major constraints for dairy product sales in Guatemala are prices. U.S. dairy products are usually more expensive than other dairy products in the market. In the past year prices for US dairy products in the grocery stores were higher not only because they were more expensive than others but because of the profit margins earned by the supermarkets. The largest chain of supermarkets in Guatemala had been selling U.S. dairy products with a profit margin between 45 and 50 percent. However, during the month of May a new supermarket chain opened its doors to the Guatemalan public, with relatively lower prices than the other chain. This made the largest chain lower their profit margins to an estimated 20 percent, which has benefitted consumers. This trend will probably last for the rest of the year, as the new chain grows, and competition forces supermarkets to be more competitive.

Foreign dairy suppliers such as New Zealand invest large sums of resources such as T.V. and Press promotions, which has helped them obtain a great portion of the dairy consuming sector. The Australian Dairy Board will soon open its offices in Guatemala in order to promote their dairy products too. In addition, some of the largest dairy producers in Guatemala have launched campaigns on T.V. and newspapers in order to increase their sales since the foreign dairy boards have strongly penetrated the market. There is still much to be done by U.S. suppliers. They should invest more on advertising promotions so consumers get more information on the good quality of U.S. dairy products, in addition to using the DEIP program to offer U.S. dairy products at a lower price.

Another concern for dairy imports is the lack of refrigerated installations to handle stocks. There is not much space to handle refrigerated products which makes it difficult to maintain large stocks. Typically this problem is compound by the tendency of supermarkets to withhold orders until they are out of stock. A supermarket buys from an importer/distributor a lot of cream cheese that will last for two weeks on the shelf. The supermarket should submit a new order to keep product on the shelf, but they don't. The distributor usually does not have the refrigerated space to keep large stocks of cream cheese in their warehouses, so they wait till the supermarket makes the new order. Then this delays the orders, and leaves the shelves with no product.

## **Distribution**

Most of the cheese importers in Guatemala own distribution centers, and distribute their dairy products through different channels around major urban areas, selling directly to retail outlets, supermarkets, hotels, restaurants, and convenience stores. The following table provides a list of the major dairy products/distributors in Guatemala. This list is furnished with the understanding that no discrimination is intended and no guarantee of reliability is implied.



## Guatemala Potential Dairy Products Importers

**1. ABASTOS CORPORATIVOS, S.A. (IMPROLA)**

Address: 13 calle 8-44, Zona 10, Edificio Plaza Edima  
Guatemala City  
Phone: (502) 333-5815 - 333-6440  
Fax: (502) 333-5805  
Contact: Mrs. Mabel de García, General Manager

**2. ABBOTT LABORATORIOS**

Address: Calzada Roosevelt 6-19, Zona 3, Colonia Cotiό -Mixco  
Guatemala City  
Phone: (502) PBX 597-9050  
Fax: (502) 395-4086  
Contact: Mr. Luis Quiñonez, Imports Manager

**3. AGENCIA J. I. COHEN**

Address: 13 Calle 3-24, Zona 1  
Guatemala City  
Phone: (502) 230-6262-64-66-68-70-72  
Fax: (502) 230-0604  
Contact: Mr. Irving Cohen, General Manager

**4. ALIMENTOS REGIA, S.A.**

Address: 24 Avenida 30-39, Zona 12  
Guatemala City  
Phone: (502) 476-0617/18 - 236-0616  
Fax: (502) 476-0617/18  
Contact: Ing. Jorge Stewart, General Manager

**5. ALIMENTOS TIPICOS DE GUATEMALA EL TAMAL, S.A.**

Address: 10a. Avenida 25-63, Zona 13, Bodega 11, Colonia La Libertad  
Guatemala City  
Phone: (502) 333-8276 - 333-2760 - 333-2578-9  
Fax: (502) 333-2604  
Contact: Mr. José María Orellana, General Manager

**6. PRODUCTOS ALIMENTICIOS RENE,S.A.**

Address: Calzada San Juan 34-01, Zona 7  
Guatemala City  
Phone: (502) 594-0416  
Fax: (502) 591-2695  
Contact: Mr. Steben Fellows, General Manager

7. **ALIMENTOS, S.A.**  
Address: Km. 15 Carretera a San José Pinula  
San José Pinula  
Guatemala City  
Phone: (502) 634-1262 - 1266 - 1268 - 1269  
Fax: (502) 634-1816  
Contact: Ing. Henry D. Cukier, Purchasing Manager
8. **ANABELLY, S.A.**  
Address: Calzada Roosevelt 36-75, Zona 11  
Guatemala City  
Phone: (502) PBX 599-4724  
Fax: (502) 594-1574  
Contact: Mr. Mario Ruano, General Manager
9. **NESTLE GUATEMALA, S.A.**  
Address: Vía 4, 6-65, Zona 4  
Guatemala City  
Phone: (502) 332-2111/15  
Fax: (502) 332-1322  
Contact: Mr. Ricardo Diotalleivi, General Manager
10. **CONSERVAS Y ALIMENTOS, S.A. (CONSALSA)**  
Address: 9a. Calle 16-05, Zona 14  
Guatemala City  
Phone: (502) 333-3850 - 368-1338 - 337-1892  
Fax: (502) 333-3849  
Contact: Ms. Doris Jour, General Manager
11. **COMPAÑIA DISTRIBUIDORA, S.A. (CODISA)**  
Address: Avenida Hincapié 24-85, Zona 13  
Guatemala City  
Phone: (502) 333-3178  
Fax: (502) 333-2048 - 333-3005 (Gerencia)  
Contact: Mr. Mario Oliva, Imports Manager,
12. **DISTRIBUIDORA COMERCIAL AMERICANA, S.A.**  
Address: 26 Calle 7-19, Zona 11  
Guatemala City  
Phone: (502) 476-2330 - 476-3426 - 476-3429  
Fax: (502) 476-5880  
Contact: Lic. Rogelio Pérez, General Manager
13. **DISTRIBUIDORA EL PANAL**

Address: Avenida Petapa y 47 Calle 17-45, Zona 12  
Guatemala City  
Phone: (502) 477-5621  
Fax: (502) 476-1454  
Contact: Mr. Conrad Biegansky, Imports Manager

14. **FABRICA DE PRODUCTOS ALIMENTICIOS C & P**  
Address: 6a. Avenida "A" 2-51, Zona 2, Colonia El Tesoro -Mixco  
Guatemala City  
Phone: (502) 592-1222  
Fax: (502) 592-1223  
Contact: Mr. Carlos Pineda, General Manager

15. **FABRICA DE HELADOS COPO DE NIEVE**  
Address: Avenida Bolívar 27-71, Zona 8  
Guatemala City  
Phone: (502) 472-2082 - 440-0986  
Fax: (502) 440-0976  
Contact: Ms. Lily Aguilar Wohlers, General Manager

16. **FABRICA GRANADA LORENESI Y CIA. LTDA.**  
Address: Ruta 7, 4-04 Zona 4  
Guatemala City  
Phone: (502) 331-8636 - 331-5930  
Fax: (502) 332-0639  
Contact: Mr. Gilberto Saenz, General Manager

17. **FOREMOST DAIRIES DE GUATEMALA, S.A.**  
Address: Calzada Aguilar Batres 32-33 Zona 12  
Guatemala City  
Phone: (502) PBX 442-2843  
Fax: (502) 476-6262  
Contact: Ing. Erick Archila, General Manager

18. **HELADERA GUATEMALTECA, S.A. (POPS)**  
Address: Avenida Las Américas 6-00 Zona 13  
Guatemala City  
Phone: (502) 331-0412 - 334-6407  
Fax: (502) 334-6341  
Contact: Lic. Oscar Sánchez, General Manager

19. **INDUSTRIA HARINERA GUATEMALTECA, S.A.**  
Address: 24 Avenida 35-05, Zona 12

Guatemala City  
Phone: (502) 476-4979 - 476-5416 - 476-2056  
Fax: (502) 476-5417  
Contact: Ing. Mario Estuardo Soler, General Manager

**20. INDUSTRIA GUATEMALTECA DE ACEITES Y GRASAS, S.A. (IGAGSA)**

Address: Vía 3, 6-69, Zona 4  
Guatemala City  
Phone: (502) 334-4506/9 - 334-1380 - 360-2240  
Fax: (502) 334-4513  
Contact: Mr. Raul Montes, General Manager

**21. NABISCO-ROYAL INC.**

Address: 12 Avenida 0-68, Zona 2  
Calzada Roosevelt Km. 13.5  
Mixco, Guatemala City  
Phone: (502) 591-1212 - 592-2239 - 591-2394  
Fax: (502) 592-2543  
Contact: Mr. Fritz Ruinen, General Manager

**22. PASTEURIZADORA LA PALMA**

Address: 8a. Calle 14-39, Zona 11  
Carretera Roosevelt, Guatemala City  
Phone: (502) 471-0673 - 471-1580 - 471-6902  
Fax: (502) 471-0677  
Contact: Mrs. Amalia Alvarado, Imports Manager

**23. PRODUCTOS SARITA, S.A.**

Address: 1a. Avenida 50-08 Zona 11  
Colonia Castañas, Guatemala City  
Phone: (502) 477-3731  
Fax: (502) 477-3731  
Contact: Lic. Carlos Bosque, General Manager

**24. TOPSY, S.A.**

Address: Carretera Roosevelt 35-25 Zona 11  
Guatemala City  
Phone: (502) 591-2070 - 591-0262 - 593-0607 - 591-2574  
Fax: (502) 593-0609  
Contact: Ing. Manfredo Ramírez, General Manager

**25. DISTRIBUIDORA PRISA**

Address: 27 Calle A, 36-15 Zona 5

Guatemala City  
Phone: (502) 336-4851 /54  
Fax: (502) 336-3545  
Contact: Ing. Gilberto Saenz, General Manager

**26. INDUSTRIAS LACTEAS, S.A.**

Address: Km. 13 Carretera al Pacífico, Villa Lobos  
Villa Nueva, Guatemala City  
Phone: (502) 631-1916 636-0033  
Fax: (502) 631-1058  
Contact: Mr. Antonio Correa, General Manager

**27. MONTE MARIA, S.A.**

Address: Anillo Periférico 17-36 Zona 11  
Guatemala City  
Phone: (502) 473-1453/59 - 473-2601/9  
Fax: (502) 473-2611  
Contact: Ing. Juan Carlos Fumagalli, General Manager

**28. PARMA**

Address: 19 Calle 10-54 Zona 10  
Guatemala City  
Phone: (502) 337-2093 363-2968  
Fax: (502) 337-0428  
Contact: Ing. Mark Thomas Bressani Sims, General Manager

**29. PASTEURIZADORA LA PRADERA, S.A.**

Address: 18 Cale 24-25 Zona 10  
Guatemala City  
Phone: (502) 366-2423  
Fax: (502) 337-1548  
Contact: Mr. Danilo Zamora Salas, General Manager

**30. LADEN, S.A.**

Address: 19 Avenida 8-26 Zona 11  
Guatemala City  
Phone: (502) 474-3723 / 17  
Fax: (502) 474-3719  
Contact: Ms. Guisela de Morales, Imports Manager

**31. EXPOBUENA**

Address: 19 Avenida 16-30 Zona 10  
Guatemala City  
Phone: (502) 363-0410 / 337-0178

Fax: (502) 337-0214  
Contact: Rafael Tellez, General Manager  
Abraham Olivo Díaz, Legal Representative

32. **SUPERTIENDAS PAIZ, S.A. (LA FRAGUA)**  
Address: 3 Calle 7-14 Zona 9  
Guatemala City  
Phone: (502) 360-7570 to 80  
Fax: (502) 360-5041  
Contact: Mrs. Jaqueline de Paiz/ Ms. Ana Luisa Bianchi, Category Manager

33. **MULTIMART**  
Address: Boulevard Los Próceres 20-24 Zona 10  
Guatemala City  
Phone: (502) 366-7891 to 94  
Fax: (502) 366-7889  
Contact: Mr. Mario Leal Castillo, General Manager

34. **BEST DE GUATEMALA**  
Address: 4 Avenida 39-57 Zona 8  
Guatemala City  
Phone: (502) 471-6544  
Fax: (502) 471-5735  
Contact: Ms. Verónica Del Aguila, Imports Manager

35. **SUPERMERCADO LA TORRE**  
Address: Calzada Roosevelt 0-19 Zona 7  
Guatemala City  
Phone: (502) 440-2548  
Fax: (502) 471-4156  
Contact: Mr. Alvaro Ruiz, General Manager

36. **LA RACLETTE**  
Address: 6a. Avenida 14-09 Zona 9  
Guatemala City  
Phone: (502) 360-0439/49  
Fax: (502) 3342496  
Contact: Mr. Jim Nikolaus, President