

Voluntary Report – Voluntary - Public Distribution

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Report Name: Mexican Organic Production and Trade

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Report Highlights:

Trade in organic products between the United States and Mexico is flourishing, reaching record highs in 2023. The top five organic exports from the United States to Mexico in 2023 were apples, pears, grapes, spinach, and lettuce. Mexico's top five organic exports to the United States in 2023 were avocados, strawberries, raspberries, blackberries, and tomatoes. Mexico prioritizes selling its organic products to the United States and Canadian markets due to closer proximity and efficient transportation channels, despite having numerous free trade agreements with other countries.

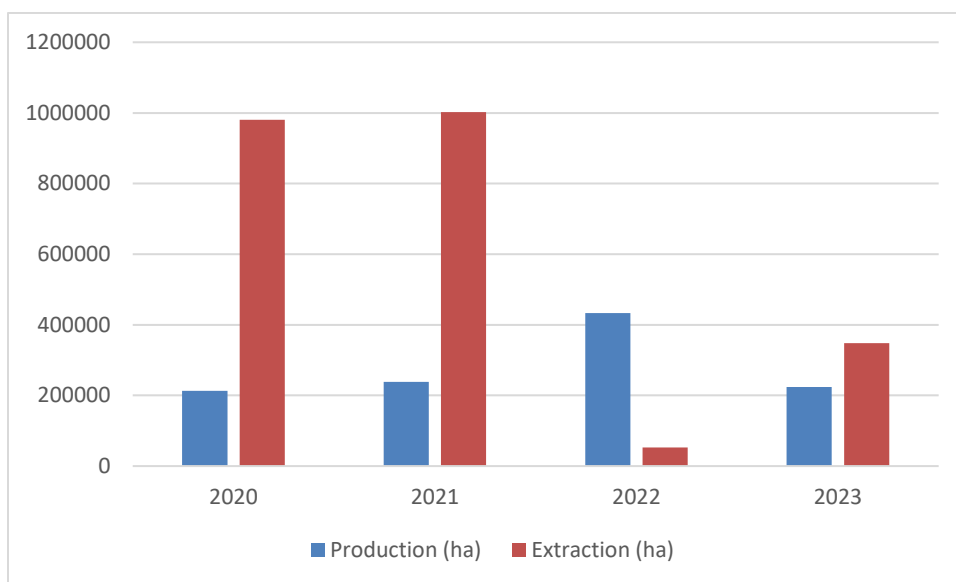
Production

Mexico's [National Organic Operation Control Board](#) (NOOCB) classifies certified Mexican producers based on production methods. These production classifications include production of fruits and vegetables, animal production, harvesting or collection of products from their natural habitats, and food processing.

In 2023, organic-certified area totaled 571,608 hectares (ha), 60 percent for harvesting or collection and 40 percent for crop production. [Note: The NOOCB only publishes data on organic-certified area for harvesting/collection and crop production, not for animal production.]

Between 2022 and 2023, Mexico's organic production area increased for specific fruits like oranges (from 16,668 ha to 20,943 ha), mangoes (from 13,598 ha to 16,506 ha), and lemons (from 5,068 ha to 6,266 ha). Planted area for other organic products decreased during the same period (See Figure 3).

Figure 1: Organic Production Area (Hectares)

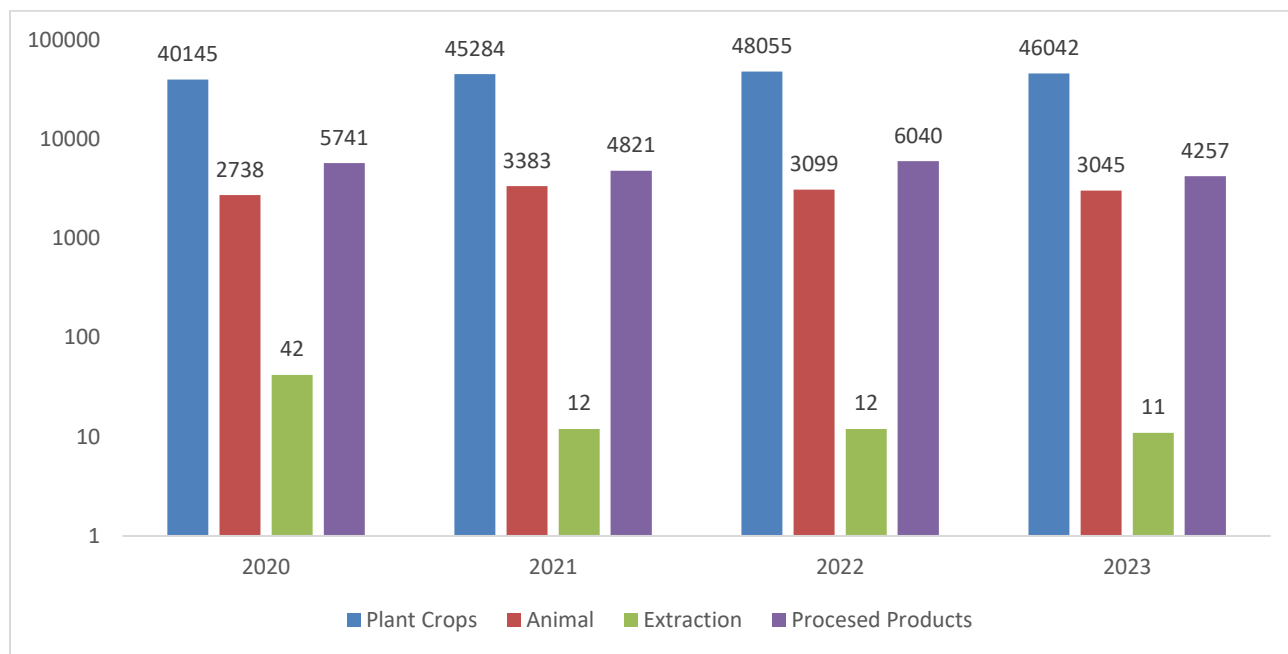


Source: National Service for Agri-Food Health, Safety, and Quality ([SENASICA](#))

Organic Certified Producers

There were a total of 46,030 certified-organic plant producers in 2023, a 4 percent decrease from 2022, 91 percent of which were coffee producers. In the animal sector, beekeepers make up 99 percent of certified organic producers. The size of the organic beekeeping industry declined by 2 percent from 2022 to 2023, falling from 3070 producers to 3022 producers. Meanwhile, the number of harvesters of wild products fell from 12 to 11 producers. The highest reduction in number of producers was in the processed products sector, which fell by 30 percent to 4257 producers in 2023.

Figure 2: Number of Certified Organic Producers



Source: [SENASICA](#)

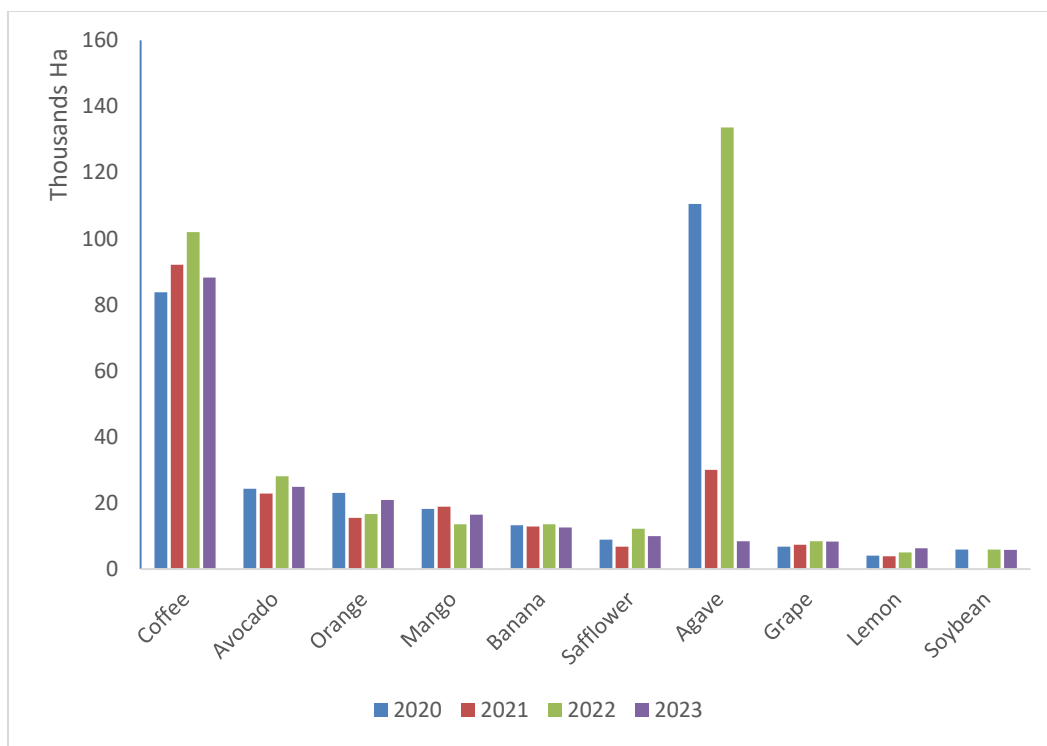
Table 1. Organic Certified Animal Producers

	2020	2021	2022	2023
Bees	2704	3335	3070	3022
Chicken	7	76	13	9
Cattle	5	9	15	12
Goat	1	1	2	1
Pig	1	3	1	1
Turkey	1	1	1	0
Sheep	0	1	0	0
Buffalo	0	0	3	0
Duck	0	0	1	0

Products

Coffee is the main organic plant product, both in terms of area cultivated and number of producers. In 2023 there were 88,173 ha of organic coffee planted area, representing 40 percent of all organic production area. Likewise in 2023, there were 41,911 organic coffee producers with an average of 2.1 ha / producer. Organic coffee producers are mostly indigenous community organizations, located primarily in the states of Chiapas, Oaxaca, and Puebla. These organizations generate significant income through direct export to specialty markets, mainly in the United States. The most successful organizations include UCIRI, CEPSCO, ISMAM, Majomut, Yeni Navan, Tiemelonla Nich K Lum, Tosepan Titataniske, Tzeltal Tzotsil, and Maya Vinic.

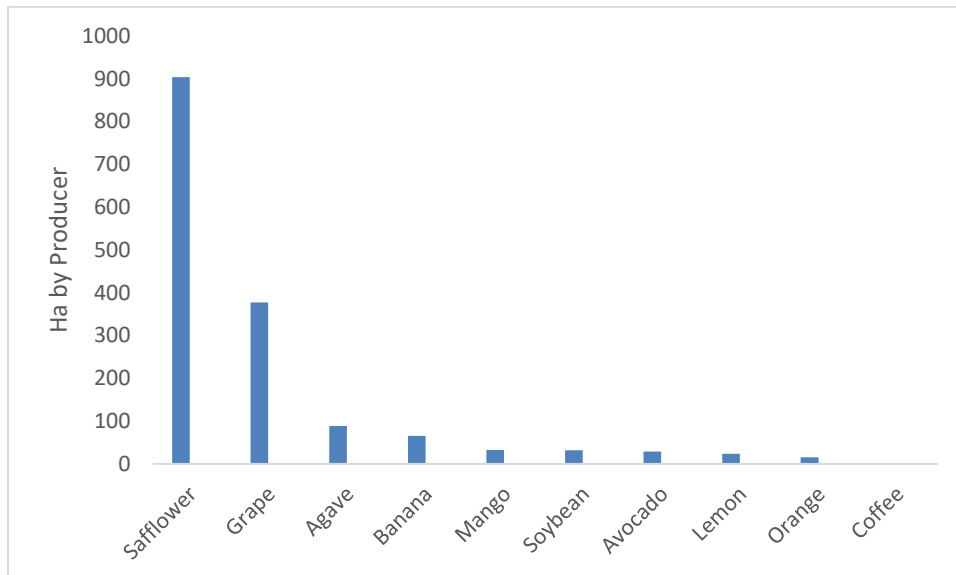
Figure 3: Top Organic Plant Products



Source: [SENASICA](#)

Among certified organic producers in Mexico, safflower farms have the largest average land area per producer, at 903.8 hectares. This is followed by grape farms with an average of 377.4 hectares per producer. There are more organic grape producers (26) than organic safflower producers (11).

Figure 4. Organic Production Area



Source: [SENASICA](#)

Harvesting from Natural Habitats

Mexico's organic production includes harvesting natural resources from the wilderness. In 2023, *chicle*, a natural gum used for chewing gum, was extracted from 256,000 hectares by 3 producers. Several other certified organic products grow in Mexico's arid regions that are harvested from the wild habitats, including yuca, agave, prickly pear cactus (known for its fruit), oregano, and *xoconostle* (another cactus fruit). In 2023, 3,954 hectares were certified for hunting organic certification for quail, wild pig, dove, and deer.

Market Orientation – Organic vs Conventional and Domestic Market vs Export

The ratio of organic production to conventional production, in terms of volume, is very low (see Table 2). According to many producers, the premium price for organic products does not cover the expenses for production and certification for the domestic market. However, in the northern border states, favorable infrastructure and logistics facilitate export to the United States, which is more lucrative than the domestic market. Mexico tends to supply the U.S. market during the off season for U.S. production.

For example, in the case of strawberries, production in central Mexico is for local markets and most of it is conventional, while the area planted in Baja California is 95 percent organic and directed to the U.S. market with a price differential of 25 percent.



FAS Mexico field visits to strawberry production areas.

Table 2. Highest Value Mexican Organic Products vs Conventional.

	Conventional Production Tons (Percentage)	Organic Production Tons (Percentage)	Price for Conventional Ton	Price for Organic Ton
Avocado	2,313,918 (96.7)	79,931 (3)	\$ 1,014	\$ 1,537
Strawberry	551,879 (99)	5,635 (1)	\$ 956	\$ 1,454
Raspberry	144,547 (98.8)	1,803 (1.2)	\$ 1,594	\$ 3,923
Blackberry	212,628 (98.5)	3,296 (1.5)	\$ 1,835	\$ 2,569
Tomato	3,302,330 (98)	68,496 (2)	\$ 468	\$ 539
Green Chile	2,816,987 (99.9)	1,456 (0.1)	\$ 603	\$ 721
Cucumber	1,146,462 (98.4)	13,471 (1.2)	\$ 330	\$ 473
Lemon	2,834,814 (99.4)	16,613 (0.6)	\$ 328	\$ 439

Source: Agri-food and Fishery Information Service (SIAP) Most recent data 2020

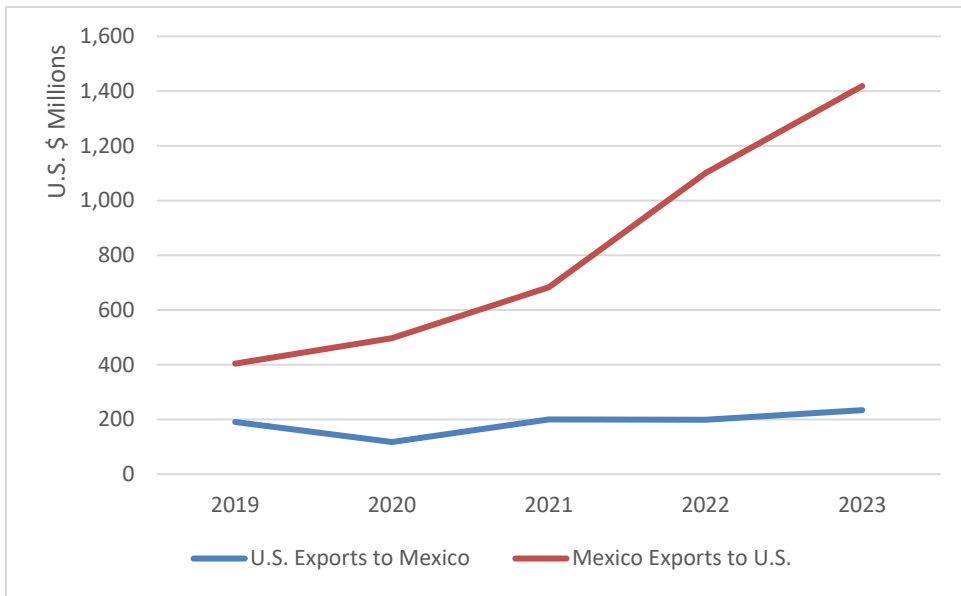
Trade

The Harmonized System (HS) covers a limited number of organic commodities. Existing HS codes include fresh organic products, milk, fruits, and vegetables, but not processed products or organic nuts. U.S. exports to Mexico of products that have organic HS codes have increased in recent years, especially berries and avocados. Trade in organic products between the U.S. and Mexico is significant

and growing. While the HS system covers a limited number of organic commodities, the actual value of organic trade between the two countries is undoubtedly much higher.

U.S. organic exports to Mexico reached a record \$234 million in 2023. During COVID, there was a decline in U.S. organic exports to \$118 million, consistent with other agricultural commodities, and organic product exports from the U.S. rebounded in 2021 and 2022 to \$200 million. Meanwhile U.S. organic imports from Mexico in 2023 topped \$1.4 billion.

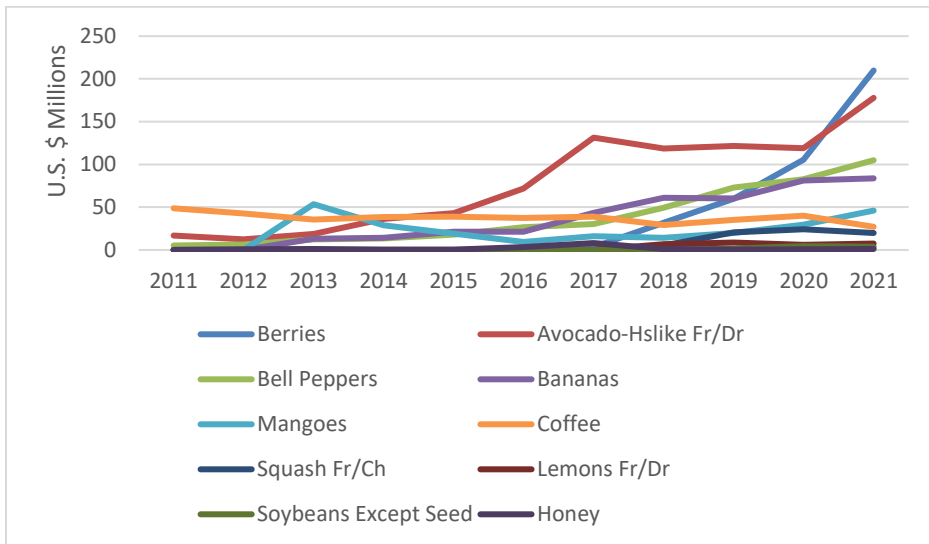
Figure 5: U.S. Organic Trade with Mexico (U.S. \$ Millions)



Source: USDA’s Global Agricultural Trade System ([GATS](#))

Mexico exports large volumes of organic products to the United States that complement existing products in the U.S. market or are not produced in the United States because of climatic conditions, including avocados, tropical fruits, coffee, and honey. Mexico also exports products that compete directly with U.S. organic products, including berries, squash, and soybeans.

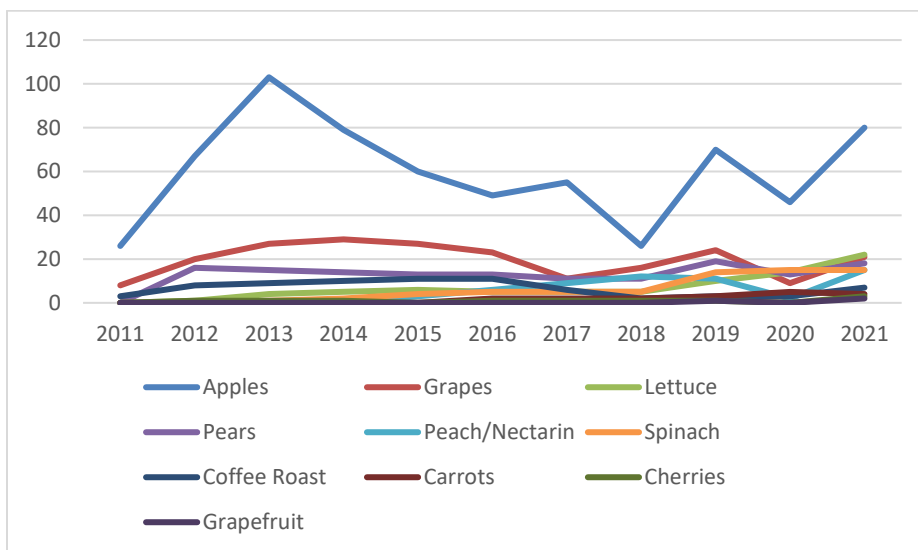
Figure 6: Top U.S. Organic Imports from Mexico



Source: USDA’s Global Agricultural Trade System ([GATS](#))

The main U.S. organic product that has an HS code and is exported to Mexico is fresh apples, totaling \$91 million in 2023, followed by pears at \$35 million.

Figure 7: Top U.S. Organic Exports to Mexico



Source: USDA’s Global Agricultural Trade System ([GATS](#))

Consumption

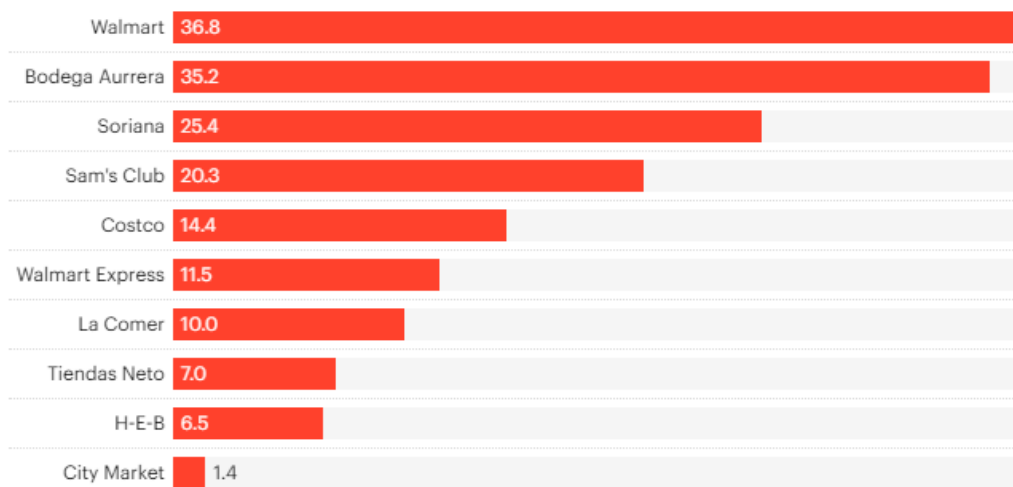
The Mexican organic market is at an early stage and has room to develop. Organic products are increasingly popular, and benefit from the support of the current Mexican federal administration, which

promotes organics as environmentally friendly. However, because of the relatively high cost of organic products compared to conventional products, and increasing poverty in Mexico, the market is limited to only a small portion of the population with higher purchasing power (See Opportunities and Challenges section).

Marketing

In-person shopping experiences remain by far the preferred option among Mexican consumers. Regardless of gender, purchasing power, or generation, consumers are more confident about making purchases in physical stores. At least 85 percent of Mexican consumers – irrespective of gender, purchasing power, and generation – make purchases at convenience stores or supermarkets at least once every two weeks. Organic sections are common in supermarkets throughout Mexico, while the preferred stores for premium (including organic) products include Walmart, H-E-B, La Comer, Costco, and SAM’s Club.

Figure 8. Most Popular Supermarkets in Mexico



Source: [BrandIndex](#)

Despite Mexican consumers’ continued preference for physical stores, e-commerce is making inroads and changing consumption patterns. This change is particularly evident in the food and beverage sector. While consumers still frequent convenience stores or supermarkets at least bi-weekly, a recent survey showed that 88 percent of consumers complemented in-store shopping with online grocery shopping, often on the websites of the same supermarkets. This trend suggests a growing comfort level with online grocery purchases, especially as disposable income rises. As a result, e-commerce offers a promising avenue for marketing organic products in Mexico: as consumers' purchasing power increases, there is a greater willingness to shop online for food and beverages.

Policy

Definitions

According to the Mexican Law for Organic Products:

Article XII: The label "organic" refers to a product derived from agricultural production or activity that complies with the Law for Organic Products ([LOP](#)) and its associated regulations. For labeling purposes, the terms "organic," "ecological," "biological," and prefixes like "bio" and "eco" are all considered synonyms under Mexico's LOP.

Article XVII: Organic Production: production and food processing systems, animal products, plant products, or other commodities with a regulated and restricted use of external inputs, including the absence of the use of synthetic chemical products.

Twenty USDA-accredited organic certifiers operate in Mexico and there are more than 2,600 USDA-certified organic operations in Mexico. Products are required to be USDA-certified in order to be exported to the United States.

Further information on Mexican legislation for organic products is available on the SENASICA website: <https://www.gob.mx/senasica/documentos/39618>

Certification and Production

In Mexico, the authority to certify production processes rests with SENASICA. Certification can be accorded either directly by SENASICA or by one of the certification bodies authorized by SENASICA ([List of Certified Agents](#)).

The Secretary of Agriculture, through [SENASICA](#), regulates organic production in Mexico. Regulations stipulate that producers can only use specific [inputs](#) as herbicides, fertilizers, or pesticides in order to be able to use the "ORGÁNICO MEXICO" seal. Processed products are also subject to LPO requirements in order to be sold or marketed as organic in Mexico, falling under the purview of the Secretariat of Economy (*Economía*) through Mexico's Consumer Protection Agency (PROFECO).

Mexico updated its organic guidelines and has implemented the LPO for imported products since January 2022.

Table 4 categorizes products by enforcement point and competent authority. Note: The table is intended as a quick-reference guide, and as such it is not comprehensive. Mexico's regulations are the authoritative source for enforcement points and competent authorities.

Table 3. LPO Enforcement by Product and Secretariat

SENASICA – Point of Entry	PROFECO – Point of Sale
Imports	Imported and Domestic
Bulk Product/Material Imported for Retail Sale in Mexico	Processed Product (e.g., bottle of vinegar) and Bulk Product/Material for Retail Sale in Mexico
Listed in Annex b-f by HS code	All Products Marketed as Organic
Each shipment verified at time of import (at point of entry)	Spot check verifications conducted as response to specific complaints
The products must be accompanied by the following documents: copy of the organic certificate or equivalent and International Transaction or Control Document (Form O-SQ-F-03).	Whether imported or domestic, as of January 1, 2022, all products marketed as organic should be certified to the LPO.

Legislation

- In 2006, Mexico published its original national organic law and corresponding standards under the *Ley de Productos Orgánicos* (LPO). See [GAIN Report No. MX6501](#).
- In 2015, Mexico announced a grace period (from May 2015–October 2016; see [GAIN report no. MX2015-2073](#)) for organic exports to Mexico to enter into compliance with the LPO and its regulatory updates of [2010](#) and guidelines on [labeling](#) and [production](#) of 2013.
- On June 8, 2020, the Government of Mexico (GOM) published Modifications to the Guidelines for the Organic Operations in its federal gazette, finalizing a multi-year process of revising the LPO’s organic standards. Official GOM information about the guidelines can be found [here](#).
- In December 2020, Mexico [announced it was ready to enforce the LPO](#) for raw material and processed products to be commercialized in Mexico as organic. After consultations with industry and trading partners, Mexico offered two extensions and finalized [January 1, 2022 as the deadline for LPO compliance](#).
- U.S. organic products exported to Mexico must be labeled according to Mexico’s organic labeling requirements. Products may display the USDA organic seal if they are certified to the USDA organic regulations, and they may display the Mexico organic seal if they are certified to Mexico’s LPO.

Opportunities & Challenges for U.S. Organic Exports to Mexico

Opportunities

- Rising Mexican household incomes post-pandemic and the “super peso” make U.S. goods relatively more affordable for Mexican consumers.
- According to a [Mexican consumer trends study](#), 54 percent of Mexican consumers consider sustainability important when making a purchase, and this indicator is likely to increase in the coming years.
- Mexican consumers prioritize quality, price, and health benefits when making purchase decisions. In the case of food and beverages, 62 percent consider quality to be the most important factor when deciding what to purchase, 21 percent consider health benefits to be the most important, and 10 percent think price is the key factor.

Challenges

- Mexican consumers face uncertainty this year due to presidential elections in both Mexico and the United States, changes in government policies, international tensions, global economic uncertainties, and environmental challenges.
- These concerns could impact purchase decisions, spending levels, and consumer confidence.

Sources of Information

National Organic Operation Control Board:

<https://dj.senasica.gob.mx/SIAS/Statistics/Inocuidad/OperacionOrganicalNal>

Mexican Legislation for Organic Products: [Mexican Legislation for Organic Products | Servicio Nacional de Sanidad, Inocuidad y Calidad Agroalimentaria | Gobierno | gob.mx \(www.gob.mx\)](#)

National List Of Allowed Substances 2023 LPO Mexico:

https://www.gob.mx/cms/uploads/attachment/file/830046/National_List_of_Allowed_Substances_2023_LPO_M_XICO.pdf

AGREEMENT Through Which Diverse Provision Of The Guidelines For The Organic Operation Of The Agricultural And Livestock Activities Made Public On October 29th, 2013 Are Modified, Added Or Repealed: https://www.gob.mx/cms/uploads/attachment/file/662402/English-DOF_8_Junio_Acuerdo_Modificacion_de_Lineamientos_Operacion_Organica- Version_integral.pdf

AGREEMENT Provided To Promote The National Distinctive Of Organic Products And Establish The General Rules For Its Use In The Labeling Of Certified Organic Products:

https://www.gob.mx/cms/uploads/attachment/file/194130/NationalSeal_1_.pdf

Organic Products Act First About Objective and Application of The Law:

https://www.gob.mx/cms/uploads/attachment/file/194131/OrganicProductsLaw_1_.pdf

Bylaw of The Law For Organic Products:

https://www.gob.mx/cms/uploads/attachment/file/194132/OrganicProductsRegulations_1_.pdf

AGREEMENT Through Which The Guidelines For The Organic Operation Of The Agricultural And Livestock Activities Are Made Public:

<https://www.gob.mx/cms/uploads/attachment/file/194133/OrganicGuidelines.pdf>

Guide To Request The Equivalence Determination Regarding To Organic Production:

https://www.gob.mx/cms/uploads/attachment/file/210718/Organic_Products_Equivalence_Guide.pdf

Register of Certification Organizations for Organic Products OCO 03/21/2024:

https://www.gob.mx/cms/uploads/attachment/file/896527/Padron_Organismos_de_Certificacion_de_Productos_Organicos_2024-03-21.pdf

Register of Participatory Organic Certification Systems 10/10/2023:

https://www.gob.mx/cms/uploads/attachment/file/862387/Padron_Sistemas_de_Certificacion_de_Organica_Participativa_2023-10-05.pdf

Guidelines and Infographics of SENASICA about organic production, labeling, Ingredients, traceability, and several topics (Spanish): [Guías e infografías | Servicio Nacional de Sanidad, Inocuidad y Calidad Agroalimentaria | Gobierno | gob.mx \(www.gob.mx\)](#)

Guidelines for Importing Organic products to Mexico:

https://www.gob.mx/cms/uploads/attachment/file/784074/Importacion_ENG.pdf

Attachments:

No Attachments.