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Mexico

Retail Food Sector

Report

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Report Highlights:
The retail market in Mexico continues to offer excellent opportunities to U.S. suppliers. Retailers invested about $1.2 billion in new outlets and increased floor space in 2002 and are increasingly developing sophisticated distribution systems. The market posted a six percent increase in sales from 2001-2002, though success was uneven among the major retailers.

Includes PSD Changes: No
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SECTION I. MARKET SUMMARY

There are approximately 4,255 retail stores in Mexico selling food and beverages, a figure that includes outlets for major retail chains, government and convenience stores, but excludes "mom and pop" shops. The retail market posted a six percent increase in sales from 2001-2002. Net sales growth in 2002 for the four leading retailers was as follows: Wal-Mart, 13.1 percent; Comercial Mexicana, –5.9 percent; Gigante, –2 percent; and Soriana 5.8 percent. Despite the sector's growth, same-store sales growth among the top four retailers dropped to one percent in 2002 from an average of 3.4 percent in 2000.

Retailers invested approximately US$1.2 billion in 2002 to establish new outlets and increase floor space. Soriana plans to spend roughly US$240 million in 2003. Wal-Mart expects to invest US$615 million over the next 18 months to open 61 new outlets. Comercial Mexicana will also invest US$119 million during the same period. Formal retail space expanded by an average of 7.6 per cent per year between 1998-2001, but only increased by 5.4 percent in 2002. Morgan Stanley expects that leading retailers will expand at a nine percent rate in 2003.

The major retailers are developing increasingly sophisticated distribution systems. Comercial Mexicana recently opened a facility north of Mexico City that is handling approximately 80 percent of its dry goods. Wal-Mart launched its newest distribution center in Monterrey in July 2003 and plans to inaugurate a 2.1 million square foot facility for frozen goods in 2004. Texas-based HEB has plans to develop a 300,000-square-foot distribution center just north of Monterrey for both perishable and dry goods. Despite advances in logistics, retail stores still depend heavily on local distributors for supplying the shelves, especially for frozen food and perishables. When delivering to a distribution center, distributors pay a fee of 2.5 to eight percent to retailers.

Supermarkets and department stores continue to provide U.S. exporters with the best points of sale. Convenience stores are potentially excellent venues for U.S. product, though most chains sell relatively few imported goods. Traditional retail stores (mom and pop stores) serve a large number of Mexican consumers but offer little potential for selling imported product.

Advantages/Challenges for U.S. Exporters Targeting Mexico's Retail Sector

Advantages	Challenges
Retail stores are modernizing and adding more freezer space to accommodate frozen foods.	Mexican industry offering more frozen products competing with imports.
Belief among Mexican consumers that U.S. products such as red meat, pork, dairy, poultry and other products are of high quality.	Commercial barriers such as labeling, phytosanitary regulations, and NOMs (Mexican quality standards) continue to pose obstacles for importing some U.S. products.
Major retailers are adopting modern, centralized distribution systems that should help U.S. suppliers compete with the powerful delivery systems of Mexican producers.	As Mexico's transportation and distribution infrastructure improves, other countries will be able to deliver product more efficiently to the Mexican market.
Rising per capita income, more women in the workforce, and increasing foreign investment are driving the demand for imported foods.	The traditional "mom and pop" stores and street markets make up a large part of Mexico´s retail sector, but offer limited market potential for U.S. exporters.
Because of NAFTA, U.S. products have preferential import duties compared to products from many third countries. As of 2003, most U.S. food and agricultural product exports to Mexico are duty-free.	The European Union, Chile, and other Central American and South American countries have free trade agreements with Mexico giving them preferential duties for some products.
Mexico's domestic production of milk powder, poultry, red meat, canned fruits, sugar, cereals and pet food cannot meet domestic demand (Source: Bancomext).	U.S. firms must aggressively solicit new business and establish in-country sales and servicing infrastructure.
Geographic proximity to Mexico gives U.S. exporters a competitive advantage over third country suppliers.	Imported products are relatively more expensive and take longer to arrive.

SECTION II. ROAD MAP FOR MARKET ENTRY

A. MEGAMARKETS, HYPERMARKETS, SUPERMARKETS, CLUB, AND WAREHOUSE STORES

Entry Strategy

The best way to simultaneously find a distributor and determine the viability of your product in the market is to visit Mexico and meet with prospective representatives. These distributors are constantly visiting customers and introducing new products; if anyone knows whether a given food item has possibilities, it is the distributors. Exporters should also participate in and/or attend Mexican trade shows not only as a way to contact local distributors/sales agents, buyers and businessmen, but also to familiarize yourself with the local competition and market trends. The Agricultural Trade Office (ATO) in Mexico City organizes participation in Mexican trade shows and can assist in providing information on distributors and retail contacts.

Once a distributor is established, the U.S. supplier needs to nurture the relationship. Good communication between the supplier, distributor, and end-user was cited often by interviewees as one of the most important components to building a successful distribution network in Mexico. U.S. suppliers should closely monitor their distributor's activities by traveling to the market, going on customer calls, and supporting the distributor's promotional activities.

It is possible to bypass a Mexican distributor and to sell directly to retail stores. As discussed below, the major retailers are establishing their own distribution centers and currently import product directly from the United States. But unless the volume is significant, a U.S. supplier will still depend on a local representative. Also, the exporter would need a local distributor to service the remaining retailers that do not import directly.

If introducing a new product, be prepared to provide support and pay for in-store and media promotions to create consumer awareness. If possible, develop product information/promotional pamphlets in Spanish. Food and beverages packaged for retail consumption in Mexico must be labeled according to NOM regulations (Mexican Official Norms). Incorrect metric system designations, imprecise punctuation, or the wrong font size can be enough to have a label and its accompanying product rejected at the border.

The availability of private labels depends on the product category. Comercial Mexicana reported that ten percent of its dry goods carried private labels and made up roughly four percent of its sales of non-perishables. Both Carrefour and HEB import their own private labels, the former from France and South America and the latter from the United States. A Mexico City distributor of imported brand name pretzels also sells the same product as a private label. The distributor reported that he sells six times as much of the brand-name pretzel and the generic version suggesting that Mexicans may be more brand-loyal than price sensitive. He also commented that the brand-name pretzel had a 30 percent margin while the private label had a 10 percent margin.

Roughly ten percent of the stock of the top retailers is imported. In specific categories this number can be much less. Comercial Mexicana reported that less than four percent of its dry goods are imported.

Market Structure

Store Formats. Mexico's large retailers are similar in size and structure to those in the United States. The following table summarizes the formats.

Retail Store Formats

Format	Sq. Feet	Description	Store Names
Megamarket	more than 100,000	Full line of merchandise and additional services such as a pharmacy.	Wal-Mart Super Center; Casa Ley; Comercial Mexicana; Carrefour; Chedraui; Soriana
Hypermarket	45,000 - 100,000	Almost a full line of merchandise and additional services.	Wal-Mart; Aurrera; Gigante; Casa Ley; Comercial Mexicana; Comercial V.H.; Carrefour; Chedraui; Soriana; San Francisco de Asis; HEB
Supermarket	5000 – 45,000	Food items (perishables and dry goods) and limited services, including a pharmacy.	Superama; Sumesa; Casa Ley; Super G; Central Detallista; Comercial Mexicana; Comercial VH; Chedraui; San Francisco de Asis; HEB
Warehouse	over 25,000	No-frills with wholesale discounts. Full line of merchandise.	Bodega Aurrera; Bodega Gigante; Bodega Comercial Mexicana
Convenience Stores	less than 5000	Limited selection of convenience items sold 24 hours.	OXXO; 7-Eleven; Matador, Comextra; Circle K; Duxy; AM PM; Superette; Del Rio; Super's Rapidito Bip Bip
Club Stores	greater than 45,000	Full line of merchandise targeted to other wholesalers and semi-wholesalers, business owners and large families.	Sam's Club; Costco
Department Stores	Over 25,000	Full line of luxury goods, similar to a Macy's. Also has gourmet food section.	Palacio de Hierro; Liverpool

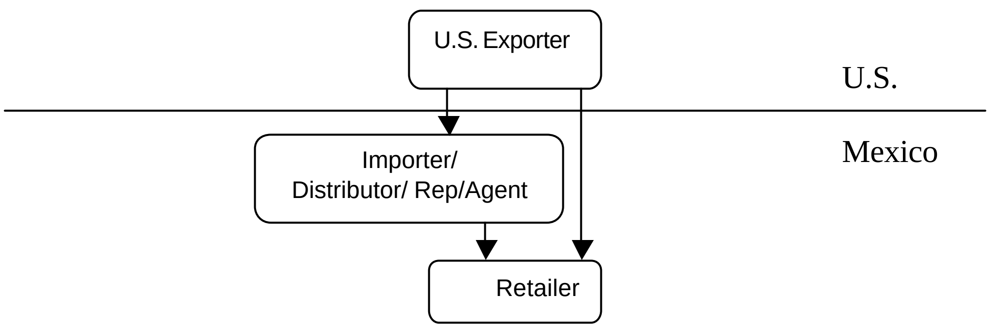
Source: ANTAD

Consumers from all socioeconomic levels shop at stores in these categories, although primarily those from middle and upper-income groups. The exception are the "Club" formats which require members to pay a yearly fee, effectively excluding lower income consumers. These consumers more commonly shop in the "bodega" or warehouse stores that offer bulk items in a no-frills environment.

It is important to note that Club stores in Mexico have become important sources of supply for small businesses. It is very common for restaurant owners and distributors to buy U.S. meat and other products in bulk at Costco and Sam's Club. These stores are effectively competing with the *Central de Abastos* as a "wholesaler".

More stores are offering ready-to-eat foods, although these are limited. Superama, for example, prepares Japanese "California rolls" and sells whole roasted chickens. Wal-Mart and Carrefour serve prepared Mexican dishes that customers pack themselves into styrofoam containers for immediate consumption at home. Many retailers have their own in-store bakeries.

Distribution. U.S. exporters normally ship their product to distributors that import, stock, and deliver to the retailer's distribution center or individual stores. Wal-Mart, Gigante, Soriana, and Comercial Mexicana, Carrefour, and HEB are capable of direct purchasing and may deal directly with foreign suppliers. Even the largest retailers depend heavily on local distributors for imported product, however.



Soriana, Gigante, and Comercial Mexicana recently announced they would cooperate in purchasing and distribution to reduce costs and compete with the market leader, Wal-Mart. Combined, these chains sell less than the U.S.-owned giant, which controls 43 percent of the market.

Major Retailers

Retailer Name and Outlet Type	Ownership	Sales US$ Millions	Number of Outlets	Locations City/Region	Purchasing Agent Type
Wal-Mart de México, SA de CV [Supercenters (75), Supermarkets (44), Clubs (50), Warehouses (116)]	Wal-Mart, 62%	8,530	285	All major cities	Direct, local distributors; importers
Grupo Gigante, SA de CV [Hypermarkets (84), Supermarkets (112); Clubs (18); Warehouses (54)]	Local	2,854	268	All major cities	Direct, local distributors; importers
Controladora Comercial Mexicana SA de CV [Hypermarkets (70), Megamarkets (27), Supermarkets (20), Warehouses (33), Club (21)]	Local	3,185	171	Mexico City and Central Mexico	Direct, local distributors; importers

Organización Soriana, SA de CV [Hypermarkets, (110), Megamarkets (6)]	Local	2,767	116	All major cities (except Mexico DF and State of Mex.)	Direct, local distributors; importers
Grupo Comercial Chedraui, SA de CV. [Hypermarkets (70), Megamarkets (2), Supermarkets (7)]	Local	1,001	79	Major cities in Southern and Central Mexico	Direct and local distributors
Grandes Superficies de México, SA de CV ("Carrefour") [Hypermarkets (5), Megamarkets (14)]	French owned	810	19	All major cities	Direct, local distributors; importers
Supermercados Internacionales HEB, SA de CV [Hypermarkets (8), Supermarkets (11)]	US owned	N/A	19	Northern Mexico	Direct, local distributors
Central Detallista, S. A. de C.V ("Calimax") [Supermarkets (42)]	Local	N/A	42	North Western Mexico (Baja Cal. and Sonora)	Direct, distributors
Casa Ley [Hypermarkets (52), Megamarkets (6), Supermarkets (41)]	Safeway 49%	N/A	99	Western Mexico	Local distributors
Comercial VH [Hypermarkets (5), Supermarket (36)]	Local	N/A	41		Direct, local distributors
Super San Francisco de Asis, S.A. de C.V. [Hypermarkets (2), Supermarkets (33)]	Local	N/A	35	Southern Mexico	Direct, and local distributors

Source: Expansion, ANTAD, company annual reports, and telephone interviews.

The top retail food chains are increasingly supplying their stores via centralized distribution centers (DCs). In this respect, Wal-Mart is well ahead of the competition in terms of percentage of goods that are delivered to stores on Wal-Mart vehicles. Most frozen food distributors report that they still deliver directly to stores, while dry goods suppliers claim that they are making far more deliveries to DCs. Suppliers report paying a 2.5 to eight percent fee to the retailers for shipments delivered to the DCs, an amount that they believe is justified since they no longer have to deliver to each store.

Comercial Mexicana recently opened a facility north of Mexico City that is handling approximately 80 percent of its dry goods. Wal-Mart launched its newest distribution center in Monterrey in July 2003 and plans to inaugurate a 2.4 million square foot facility for frozen goods in 2004. Wal-Mart DCs offer state-of-the-art logistics technology featuring a system called "retail link" that informs suppliers on how their product is selling and when re-stocking is required. Texas-based HEB plans to develop a 300,000-square-foot DC just north of Monterrey for both perishable and dry goods.

The large retail stores continue to grow, with much of the expansion occurring outside of Mexico City. According to Morgan Stanley, Wal-Mart plans to increase its retail space by ten percent in 2003; Soriana has an aggressive goal to increase by 15 percent; Carrefour expects to expand by 23 percent; and in the north, HEB plans to add two to four stores per year.

B. CONVENIENCE STORES, GAS MARTS, KIOSKS

Entry Strategy

The entry strategy for supplying these store formats is essentially identical to supplying the large retail stores: U.S. suppliers will most likely need to work through a local distributor. It is also important to note that convenience stores in Mexico offer a limited number of products, and brand selection is equally small. Thus, frozen foods, gourmet items, wines, and other up-scale products will have limited prospects.

Demand for competitively priced imported products at convenience stores, gas marts and kiosks is growing moderately. Typical imported products include: snacks, candies, pet food, cookies, alcoholic beverages, beer, prepared dinners and cake mixes. Portion control products are gaining popularity, and sales of high energy soft drinks are brisk.

Market Structure

Convenience stores are those selling a limited number of convenience items 24 hours a day. Retail space is less than 500 meters, but OXXO's average store is only 1200 square feet. Although the stores appear similar to their U.S. counterparts, a closer inspection reveals that the product selection is less extensive. The refrigerated section offers a limited number of soft drinks, juices, yogurts, cheese, and sandwiches. The frozen section is usually one small freezer with only ice cream bars. They typically also offer hot dogs, sandwiches and microwaveable products.

Convenience stores are located in major and medium-sized cities, usually in middle and upper class neighborhoods. In general, convenience stores normally source their products with agents/distributors, although some chains like 7-Eleven have purchased directly from the exporter.

OXXO is the leading chain in the industry with 2,400 stores. The company also operates 584 outlets under the name "Matador" which are smaller in size and carry lower priced products. 7-Eleven has 366 outlets and Comextra (Extra) has 280.

Convenience stores are the fastest-growing store format in Mexico. OXXO tripled its number of outlets in just five years. 7-Eleven doubled the number of stores in the same time period. This growth may be coming at the expense of the "traditional" stores: according to Mexico's Small Business Chamber of Commerce (Canacope), for every convenience store that opens, five "mom and pop" shops close.

It is interesting to note that OXXO is owned by Grupo Femsa (the holding company for Coca-Cola and Cerverceria Cuauhtemoc) and Comextra/Extra is owned by Grupo Modelo. OXXO does not sell products competitive to the brands of the parent company (i.e., does not stock Pepsi or Corona beer). Similarly, Extra does not sell Cuauhtemoc beer (such as Sol and Dos Equis) but does sell imported beers from Anheuser-Busch, a major investor in Modelo.

Purchasing decisions at OXXO are generally made at the national level and 76 percent of the products are delivered directly to the stores by OXXO or FEMSA subsidiary vehicles. Products with longer shelf lives are distributed to stores via five regional OXXO warehouses located throughout the country.

"Kiosks" can be found on highways (usually near toll booths) and other high traffic areas. One chain, Duxy, has 51 locations nationwide. These outlets can vary from permanent small stores to mobile trucks. They offer soft drinks, hot beverages, snacks and confectionery products.

Pemex, the state-owned oil company, now allows private operation of its service stations. Virtually all of Mexico's 5,564 Pemex service stations are privately owned and operated as franchises. Many of these have chosen to install convenience stores on the premises. OXXO is one of the leaders in number of stores. Hydrosina, one of the largest franchise operators, has an agreement with Extra for developing new stores.

Major Convenience Store Chains

Retailer Name and Outlet Type	Ownership	2002 Sales US$ Millions	Number of Outlets	Locations City/Region	Purchasing Agent Type
Cadena Comercial OXXO, SA de CV	Subsidiary of FEMSA/Cerveceria Cuauhtemoc	NA	2,399	Major cities and regions	Direct Purchase and local distributors
Matador	Part of OXXO	NA	584	Major cities	Direct Purchase and local distributors
7-Eleven México, SA de CV	Joint venture with local ownership	NA	366	Major cities	Direct purchase and local distributors
Comextra (Extra)	Subsidiary of Grupo Modelo	NA	280	Major cities	Direct purchase and local distributors
Circle K	Local ownership	NA	45	Major cities	Direct purchase and local distributors
Duxy	Local ownership	NA	51	Major toll highways	Direct purchase and local distributors
Comercial Nortena (Super's Rapidito Bip Bip)	Local ownership	NA	69	Cd. Juarez	Direct purchase and local distributors
Almacenes Distribuidores de la Frontera (Superettes; Del Rio)	Local ownership	NA	120	Chihuahua	Direct purchase and local distributors
AM PM	NA	NA	34	Tijuana	Direct purchase and local distributors

Source: ANTAD, annual reports, and telephone interviews.

C. TRADITIONAL MARKETS -- SMALL INDEPENDENT GROCERY STORES, "MOM AND POP" SHOPS, WET MARKETS, AND HIGH-END SPECIALTY STORES

Entry Strategy

Given the fact that most products are supplied out of central markets or Club stores, U.S. exporters should contact local large wholesalers and *Centrales de Abastos,* which deliver or serve these stores. Given the limited number of products sold in this format, only inexpensive, non-perishable dry goods are appropriate.

Distributing to high-end specialty stores is similar to selling to other major retailers. This will almost certainly be accomplished through a local distributor.

Market Structure

There are four types of retail channels in this category.

1. The independent "small grocer" that has a cash register and check out counter and up to ten stores operated by the same owner.
2. The small grocery store ("tienda de abarrotes") that sells a line of dry goods, canned goods or non-food items plus some perishable items.
3. The wet market, which is an informal open air and/or roofed market.

4. High-end specialty stores that carry mostly imported products.

Morgan Stanley estimates that only 55 percent of the food and general merchandise spending occurs in formal retail channels. Thus, these small, family-owned stores and markets are important sales points for food products. Unfortunately, because they cater to mostly low-income customers and quick convenience purchases, the prospects for selling higher value-added products is very small. The "wet" market offers no sales opportunities to U.S. exporters. On the other hand, *Centrales de Abastos*, giant food distribution markets, have imported products offered through importers and wholesalers.

Store owners are supplied by wholesalers or the large food and beverage processors with staples such as bread, dairy products and snack foods. Purchases of candy, alcoholic beverages, dry goods and fruits and vegetables are also made directly at hyper-markets such as Wal-Mart, Club stores like Sam's Club, and *Centrales de Abastos*.

Sub-Sector Profile

Small grocery stores are usually found in smaller urban centers throughout the country and/or in residential neighborhoods. They are visited on a regular schedule by wholesalers who may recommend new product lines that might include imported products. Most small grocery store retailers purchase their products at the city's *Centrales de Abastos*.

The smallest stores, "tiendas de abarrotes" (supply stores), are located on practically every block in Mexico's cities and towns. Their clients are commonly neighborhood residents, who tend to make smaller buys and have access to short term credit. It is estimated that there are approximately 400,000 stores of this type across the country. A store may measure as little as 100 square feet and carry a limited variety of products and a small inventory. Refrigeration space is limited.

"Wet markets" are either fixed or roving markets that mainly offer fresh fruits, vegetables, and meats. These are not a sales point for imported products.

There are a few small chains of specialty stores or independent operators that deal in fine foods and alcoholic beverages. These import directly and also use the services of domestic distributors of local and foreign goods. Located primarily in the Mexico's three largest cities, these stores cater to the high end of the food and beverage market. In addition to offering retail sales, these stores also distribute directly to bars and restaurants. The oldest and most prestigious of these high-end specialty stores is La Europea, which has 25 stores in Mexico City, Guadalajara, and Queretaro. While offering an extensive list of wines and spirits, the Europea also carries a broad selection of imported canned seafood, pastas, preserves and specialty foods. A source at this company noted that most of its foreign suppliers are European or Chilean.

High-End Specialty Stores

Retailer Name and Outlet Type	Owner-ship	Number of Outlets	Locations City/Region	Purchasing Agent Type
Vinos, Licores Naucalpan, SA de CV ("La Divina")	Local	99	Major cities	Importer and local distributor
La Europea México, SA de CV ("La Europea")	Local	25	Major cities	Import through Subsidiary: Importaciones Colombres, SA de CV
Vinoteca México, SA de CV.	Local	13	Monterrey and major cities	Importer and local distributor
La Castellana	Local	6	Major cities	Importer and local distributor

SECTION III. COMPETITION

Local producers are the main suppliers of consumer ready products. Mexico has a relatively strong food processing industry and leading Mexican brands have well-developed national distribution networks, are well-positioned in the market and enjoy high brand awareness with consumers. Some of these companies include Grupo Industrial Bimbo (bread products) considered to have one of the country´s best distribution systems, Nestle (food products in general), Herdez (food products in general), Sabritas (snack foods) Grupo Industrial Lala (dairy products), Jugos del Valle (canned fruit juices), Grupo Bafar (red meats), Productos del Monte (preserves), Pastelerias El Globo (baked goods), among others.

There are also several American and multinational producers/importers in Mexico, including: Campbell's, Bacardi, General Mills, Gerber, Kellog's, Kraft Foods, Procter & Gamble, Frito Lay-Pepsico, Pilgrim's Pride, Purina, and Tyson.

Competition among importers depends on the category. Competition from Europe has increased as a result of the Mexico-European Union Free Trade Agreement, although meat and dairy products were excluded from the treaty. Canada, Australia and New Zealand export notable amounts of meat and dairy products to Mexico. New Zealand butter, for instance, is well-positioned in Mexico City retailers.

Following is a summary of the main foreign competitors in their respective categories:

- ***Meat.*** Top suppliers of imports: United States (81 percent), Canada (12 percent), Australia (3 percent).
- ***Dairy.*** Top suppliers of imports: United States (36 percent), New Zealand (25 percent), Canada (eight percent).
- ***Confection.*** Top suppliers of sugar imports: United States (77 percent), Ecuador (four percent), Spain (three percent).
- **Baked Goods.** Top suppliers of imports: United States (56 percent), Ireland (nine percent), Netherlands (six percent).
- ***Snack Foods.*** Imports are still dominated by the United States, although they dropped by 52 percent in 2002.
- ***Beverages.*** Top suppliers of imports: United States (46 percent), Spain (15 percent), France (eight percent).
- ***Fruits, vegetables and grains.*** Almost all of the yellow corn consumed in Mexico originates from the United States while white corn is nearly entirely domestic. Corn importers must obtain a permit to buy yellow corn. Top suppliers of imports: United States (56 percent), Spain (27 percent).
- **Pet Food.** Top suppliers of imports: United States (95 percent), Canada (4.7 percent).

SECTION IV. BEST PRODUCT PROSPECTS

A. Products Present in the Market that have Good Sales Potential

Apples	Bread, pastry, cake, biscuits, etc.
Canned corn	Candies
Cheese and curds	Chocolate and preparations containing chocolate
Fresh and frozen meat cuts of beef and pork.	Fresh and fruit juices and concentrates
Fresh vegetables in dinner presentations	Frozen chicken parts
Frozen dinners	Frozen french fries
Frozen turkey parts	Further processed dark meat poultry products (precooked and fully cooked)
Frozen desserts	Frozen pastries and breakfast products
Fruits, nuts and edible plant preparations	Frozen vegetables
Ice cream	Jumbo frankfurters
Jams	Kosher food
Mesquite smoked turkey breasts	Pears
Pork	Prepared foods from cereal
Pizzas	Raw dark meat cuts of poultry and turkey
Salad dressings	Sauces and preparations
Seafood	Smoked sausage
Smoked turkey	Snacks, corn chips, potato chips
Soups, broths and other similar preparations	

B. Products Not Present in Significant Quantities but Which Have Good Sales Potential

Mixed nut assortments, beer nuts	Peanuts with and without shell
Peanut butter	Popcorn
Specialty beer	Cranberries
Apricots	Blueberries
Cherries	Dehydrated vegetables

C. Products Not Present Because They Face Significant Barriers

Most U.S. food and agricultural products became duty free on January 1, 2003 when the ten-year implementation period for the North America Free Trade Agreement (NAFTA) came to an end. However, the potential increase in imports associated with this opening resulted in negotiations to contain U.S. exports of certain products. Thus, some products still face quotas or other barriers: fresh poultry, beef carcasses, bone-in meat, boneless beef cuts, prime beef cuts, fresh potatoes, sugar, cocoa and cacao, white corn and high fructose corn syrup, among others.

SECTION V. POST CONTACTS AND FURTHER INFORMATION[1]

If you have any questions or comments regarding this report or need assistance exporting processed food products to Mexico, please contact the U.S. Agricultural Trade Office in Mexico City at the following address:

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[1] This report is for informational purposes only to assist exporters of U.S. produced food and agricultural products in their sales and promotional efforts in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official U.S. Department of Agriculture (USDA) data. While every effort has been made to provide an accurate list of contacts, telephone and fax numbers change frequently in Mexico. Also, there may be other qualified firms in Mexico and the United States, and their exclusion from any lists or directories is unintentional. Neither the U.S. Agricultural Trade Office (ATO) or the USDA endorse any firm contained herein. U.S. exporters should take normal commercial precautions when dealing with any potential importer, including checking references.