

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Guatemala

Exporter Guide

Annual

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Report Highlights:

All sections of the 2014 Exporter Guide report have been revised, mainly to update economic data and import regulations.

Post:
Guatemala City

Commodities:

I. MARKET OVERVIEW

A. Current Economic Situation

Guatemala has Central America's largest economy, accounting for almost one-third of the region's gross domestic product (GDP). Agriculture is the principal contributor to the production of goods and the economy relies on the incomes generated by the tourism sector, remittances from the United States and international trade, especially exports of goods to the United States and the rest of the Central American countries.

The World Bank reports that Guatemala has one of the most unequal income distributions in the Western Hemisphere. The wealthiest 10 percent of the population receives almost one-half of all income and the top 20 percent receives two-thirds. As a result, about 32 percent of the population lives on less than US\$2 a day and 13.5 percent on less than US\$1 a day. The exchange rate has fluctuated significantly over the last twelve months and presently it is US\$1.00 per Q7.7 (Q=quetzal).

Guatemala's economy is dominated by the private sector, which generates about 85 percent of total GDP. According to the Ministry of Labor, the labor force in Guatemala accounts for 4.4 million inhabitants, the unemployment rate in 2014 is at 3 percent and around 5 million people work in the informal economy. Agriculture contributes directly 13 percent of the GDP and accounts for 41 percent of total exports, industry accounts for 24 percent, and services reach more than 60 percent of the country's GDP. Most manufacturing is light assembly and food processing, geared for domestic consumption, exports to the United States and the rest of the Central American markets.

The U.S.-Central America-Dominican Republic Free Trade Agreement (CAFTA-DR) entered into force in Guatemala on July 1, 2006. CAFTA-DR has had a positive effect on bilateral trade. However in 2013, the U.S. agricultural, fish and forestry products to Guatemala were down from previous the year. Consumer-oriented products were the largest export category in 2013 (US\$317 million) and also had the highest export level reported by the BICO since 1970. Snack foods, red and poultry meat, processed fruits and vegetables, pet foods and prepared foods were among the categories with the largest export numbers.

Besides CAFTA-DR, Guatemala has a free trade agreement with Panama, Mexico, the Dominican Republic, Peru, Taiwan, Colombia, Chile, and the European Union. It has partial free trade agreements with Cuba, Belize, and Venezuela, and is still negotiating an agreement with Canada.

B. Demographics and Income Distribution

Guatemala's population is estimated at 15.4 million in 2014, with an annual growth of approximately 1.8 percent. The breakdown of the population follows the pattern of an underdeveloped country. According to Central Intelligence Agency's The World Factbook more than half of the population is below the national poverty line and 13 percent lives in extreme poverty. Poverty among indigenous groups, which make up 38 percent of the population, averages 73 percent and extreme poverty rises to 28 percent. According to the National Statistics Institute, the population of Guatemala City with its surrounding seven cities totals 3.2 million inhabitants.

Approximately 36 percent of the population is less than 15 years of age; 59 percent of the population is between 15-64 years and only 5 percent is over 65. Internal migration towards Guatemala City has been constant over the last few decades. The difference in population density between Guatemala City and the rest of the country is highly significant because it has determined the dynamics of economic and social growth of the nation. The department of Guatemala has a density of 1,532 inhabitants per square kilometer. The second densest department is Huehuetenango which has approximately 1,204,324 inhabitants followed by Alta Verapaz with a total of 1,183,241 inhabitants. The rest of the departments, with the exceptions of San Marcos and Quiché, have lower than a million inhabitants. Within this framework, it is easy to understand why most economic activity in the country revolves around the metropolitan area. Guatemala City and its surrounding areas offer the biggest concentrated market in the country with an accessible infrastructure.

Income is concentrated in the middle class and above, about twenty percent of the population. The skewed income distribution determines a particular pattern of consumption, while the majority of the population consumes merely for subsistence. Therefore, luxury goods can only be targeted to a significant but small portion of society. However, U.S. food products are very competitively priced and are sought out by both high-income and middle-income consumers. Other U.S. food products such as grains, cereals, fine meats: poultry (chicken leg quarters) and pork, fats and oils, and preserved foods, are normally cheaper than domestically produced products.

Income segments:

AB - is the top 4 percent of the affluent population. The difference between A and B is that the A's are extremely wealthy.

C+ - is the upscale middle class that can afford most food products.

C-is the general middle class that must watch how they spend their income.

D-is the lower class that is just surviving.

E-is the population below the poverty line.

It is important for U.S. firms considering exporting to Guatemala to understand that the market conditions are strongly affected by income distribution and there is a major difference between the interior of the country (with the exception of the tourist areas such as Antigua, Panajachel, and Puerto Barrios) and Guatemala City.

C. Market Size

U.S. agricultural exports to Guatemala:

- Total U.S. agricultural exports totaled US\$965 million in 2013.
- Bulk commodities decreased from US\$358 million in 2012 to US\$321 million in 2013.
- Intermediate agricultural products decreased from US\$315 million in 2012 to US\$313 million in 2013.
- Consumer-oriented products increased from US\$300 million in 2012 to US\$317 million in 2013. This was reported as the highest export level since CY1970.
- Seafood products also had a record export level increasing from US\$3 million in 2012 to US\$4.4 million in 2013.

Guatemalan exports to the U.S.:

- Total Guatemalan agricultural, fish and forestry exports US\$1.8 billion.
- Bulk commodities exports US\$544 million.
- Intermediate agricultural exports US\$49 million.

- Consumer-oriented exports US\$1.2 million.
- Seafood exports US\$30 million.

Guatemala's economy is the largest in Central America with a GDP estimated at \$81.5 billion in 2013.

D. Advantages and Challenges in the Market Facing U.S. Exporters

Advantages	Challenges
Guatemala is a trustworthy partner of the United States on trade issues.	The economic condition of the country limits imports and is targeted mainly to the wealthiest 20 percent of the population who receives almost one-half of all income.
There exists a low cost transportation of goods thanks to the proximity with U.S. ports.	Weakness to build confidence and improve the business climate in Guatemala.
In Guatemala, there are around 14,000 restaurants and 2,500 hotels which demand quality products. This creates an opportunity for new imported goods and ingredients.	The tourism sector in Guatemala is large but security is a concern and the local authorities have much to do to improve their security programs.
Importers are taking advantage of CAFTA-DR and favor trading with U.S. exporters.	Free Trade Agreements (FTA's) exist with various countries, including one with the European Union (EU). These FTA's force the United States to be more competitive.
The growing food processing industry is looking for quality food ingredients for bakery, deli meats, beverages and snacks.	There is limited infrastructure and distribution, especially for perishable products.
The Guatemalan Government (GOG) maintains an open trading policy.	Lack of a civil service career within the GOG, compliance with international standards, makes regulatory structures fragile and problematic.
Guatemala is unable to meet domestic demand for grains such as corn, beans, and rice.	Although in 2012, the Guatemalan Ministry of Agriculture finally approved the FGIS/GIPSA/USDA certification as equivalent to the Guatemalan Food Safety Certification for any product of plant origin certified by FGIS; there are still some re-classifications to the HS codes applied by the Customs Tax Administration (SAT).
Shipping products from the U.S. is cheaper and quicker than shipping products from Europe.	The Geographical Indicators (GIs) to some dairy products may affect the imported products from the United States

II. EXPORTER'S BUSINESS TIPS

A. Business Customs

The Guatemalan Government (GOG) welcomes foreign investment and generally few legal or

regulatory restrictions are placed on foreign investors. Guatemala represents a growing market for U.S. companies and is a country with relative stability, has a strategic geographic access to the region on both the Atlantic and Pacific Oceans, and is also very close to the United States. With the implementation of CAFTA-DR, one of the major benefits for U.S. exporters has been the legal changes, which improve Guatemala's transparency in customs dealings, anti-corruption measures in government contracting and procurement, and legal protection for U.S. investors.

Most businesses conducted in Guatemala are based on personal relationships. Business executives and government officials place great importance on personal contacts with suppliers. U.S. suppliers should be prepared to have a local representative or distributor and be prepared to travel to Guatemala. U.S. businesspersons often are surprised at the accessibility to key decision-makers and the openness and frankness of local buyers.

Sales, service and support rank high in the minds of Guatemalan buyers. U.S. firms, more than other foreign firms, generally have a reputation for providing good service and support. U.S. firms interested in penetrating the Guatemalan market should make a commitment to offer excellent service support to their buyers, agents or distributors. This commitment should be made clear. Poor or mediocre service often results in lower sales. The Guatemalan business community is comparatively small and word travels fast about local and foreign firms that offer poor service support.

B. Consumer Taste's and Preferences

Culturally speaking, Guatemalans have adopted much of the U.S. culture such as its music, sports, fashion, and fast food. Through the remittances sent by the Guatemalans leaving in the United States, the local food consumption trend is changing and more high-value foods are affordable to them, and consumers are accustomed to U.S. products. Many Guatemalans have traveled to the United States and have been introduced to American food products. U.S. products are viewed by consumers as higher quality and are preferred over other imports. Approximately 42 percent of all Guatemalan imports of agriculture, fish and forestry products come from the United States. Guatemalans have also followed the U.S. trend towards more natural and healthy products and consumers are demanding food with less sugar, saturated fat, and cholesterol. Convenience products have more demand and there is a niche market for refrigerated, ready-to-eat products and organic foods. The local processing industry is taking advantage of this trend and is developing and increasing the production of processed products such as tacos, tortillas, burritos, corn-based tamales, instant soups, etc., which are among the preferred foods in the supermarkets not only for being easy to cook/heat but also because of their lower prices as they are locally produced.

C. Food Standards & Regulations

Import Procedures and Product Registration

The first step to import food products in Guatemala is to register a product. Any producer, processor, packer, or distributor must operate under a sanitary license issued by Food Control. Importers are to be legally registered and imported products registered as well. Product registration is required for all packaged food products in Guatemala.

Food Control in the Ministry of Public Health is responsible for all registrations of processed products. Regulations and registration procedures and requirements can be consulted on-line at: <http://portal.mspas.gob.gt/index.php/en/servicios/regulacion-y-control-de-alimentos-menu-servicios.html>

For registration purposes, the sample of the product must be presented attaching the following documentation: a) Certificate of Free Sales, b) Bill of Lading, and c) Invoice (with any negligible quantity), specifying it is a sample only.

The Certificate of Free Sale can include a list of products to be registered, as long as all the products in that list are registered simultaneously. For example, if 20 products are to be registered at the same time, Food Control allows for one original certificate and 19 copies to accompany the rest of the products, since one complete file is kept per registered product. After requesting the registration of a product, it takes approximately 7-10 days to obtain the registration number and laboratory tests will take place within routine surveillance, scheduled annually according to product category. If products do not comply with labeling standards or food safety parameters, importers will be notified as necessary. Non-animal products do not require a phyto or sanitary certificate; a Certificate of Free Sales applies in this case. The Certificate of Free Sales is required for registration purposes only, and can be a federal or state document, or can be issued by a chamber of industry or chamber of commerce. The objective of the Certificate of Free Sales is to verify that the product is fit for human consumption in the country where it is processed.

As of July 1, 2013 Ministry of Health in Guatemala is enforcing the legal requirement for "legalization of foreign public documents" of the Certificates of Free Sales. This legal requirement applies only to Certificates of Free Sales issued for processed food products that need to be registered in Guatemala or the renewal of an existing registration. Registrations of processed food products are valid for only 5 years and a renewal process is required by Food Control. Exporters should complete the following two steps to legalize a Certificate of Free Sales: 1) the Certificate of Free Sales issued by U.S. government authority will have to be notarized and signed by any Guatemalan Embassy in the United States, certifying that the U.S. signature is legal. The list of Guatemalan Embassies and Consulates in the United States can be found at: <http://www.minex.gob.gt/>. This process will have to be completed by the U.S. exporter; and 2) the Certificate of Free Sales, once in Guatemala, will have to be sealed and signed by the Ministry of Foreign Affairs, certifying that the signature from the Guatemalan Embassy in the U.S. is legal as well. This process has to be completed by the Guatemalan importer.

For animal origin products, Food Control issues a sanitary registration number after a laboratory test has been performed; this registration number is valid for five years and takes six weeks to be issued.

General Import and Inspection Procedures

For additional information on import regulations and standards please refer to the FAIRS Report 2014 at www.fas.usda.gov/scripts/attacherep/default.asp.

III. MARKET SECTORS

A. Retail Sector

The retail sector in Guatemala is dominated by three supermarket chains: Pricesmart, Wal-Mart, and Unisuper (La Torre/Econosuper.) It is estimated that only 40 percent of food sales are made through the supermarkets and the rest are divided between corner stores and open-air markets. There are some other smaller supermarkets present in the country that are trying to gain territory on the retail sector, but these supermarkets are more targeted to the middle-low and lower income consumers. These are stores smaller than a regular supermarket and in consequence have smaller shelf space to display their products. These supermarkets are: 1) Super Elmar, S.A. is a family-owned company and has eight stores within Guatemala City. This supermarket has stores located within walking distance of residential areas and far away from the traditional commercial areas

where most of the bigger supermarket chains are located. The company buys imported products from local distributors and is still not planning to import directly. 2) Comercializadora Gigante, S.A., also known as La Barata, has 10 stores which are mainly located nearby the open-air markets within Guatemala City and its surrounding areas such as Mixco, Villa Nueva and Amatitlan. They have very few imported products supplied by local distributors and more than 80 percent of their food items are locally produced goods. 3) Super Del Barrio started its operations in 2007 and by the end of 2011, had already 20 stores. The store offers daily discounts in food items and competes with the larger stores attracting costumers that live in the nearby residential areas. 4) Supermercado Los Tiburoncitos is also a family owned business that started operations more than 40 years ago and is still on business with four stores located in Guatemala City.

Supermarket sales continue growing and new supermarket units are being built not only in Guatemala City, but also in the interior of the country. Around sixty percent of the Guatemalan consumers still shop on the open-air markets and the corner stores. The open-air market is where local farmers sell their products, mostly fresh produce. They are similar to farmers' market in the United States. The corner stores or mom and pop stores, also known as "tiendas de barrio", are smaller stores of approximately 30 square feet in size, and carry an inventory worth approximately US\$500. Their major suppliers are distributors, wholesalers and importers, which also supply to supermarkets. However, they offer very few imported products.

Walmart Mexico y Centroamérica is Guatemala's largest supermarket chain. In 2009, Wal-Mart Mexico bought 100 percent of Wal-Mart Central America's stock and become "Walmart de México y Centroamérica" it became Guatemala's leader supermarket chain, accounting for more than 31,000 direct jobs within their 655 units in Central America (as last reported in August 2013.) In Guatemala the company has grown in their concept stores of Despensa Familiar and Maxi Despensa. Total stores in Guatemala are: Supertiendas Paiz (31), Walmarts (8), Despensa Familiar (145), ClubCo (1) and Maxi Despensa (20). Walmart imports directly around 85 percent of their food products including, produce, grains, processed foods and beverages. Walmart Guatemala and Costa Rica have most of the purchasing decisions for the rest of the Central American stores and are interested in expanding the lines of imported goods to supply their high-end stores of hyper and Paiz' stores. Approximately 70 percent of the goods sold come from local suppliers.

UNISUPER is the second largest supermarket in Guatemala with 49 stores under the names of La Torre (51) and Econosuper (8). UNISUPER also works with two different store concepts: La Torre stores which are stores that sell domestically produced and imported products and are targeted for upper and middle class consumers; and Econosuper which is targeted to lower income consumers and sell mostly domestically produced products. Unisuper has been remodeling its stores and upgrading the Econosuper stores to have the same structure and quality service in all their units. In the past, UNISUPER kept the individual names of the stores so that customers keep in mind that La Torre's stores cater to the more affluent sector, while Econosuper serviced the lower income customers.

UNISUPER is also a member of Supermercados de Centroamérica y Panamá – SUCAP (Panama and Central America Supermarkets.) SUCAP incorporates 16 different supermarket chains in Central America (approximately 279 stores), small, medium and large stores that are present not only in the larger cities but also in the rural areas. SUCAP's main objective is to keep its market share in Central America and to compete with Wal-Mart.

This alliance among these well-known Central American supermarket chains, will allow them to exchange and share their knowledge on software technology, to train their personnel, and to provide other market intelligence resources that will allow them to reduce prices and transfer lower prices to their customers.

The members of SUCAP are: El Machetazo, Super 99, Mega Depot and Super El Rey from (Panamá); Perimercados, Super Compro, Jumbo and Automercados (Costa Rica), UniSuper /La Torre (Guatemala), La Colonia (Nicaragua), Super Selectos and Super Market (El Salvador) and La Colonia (Honduras).

Trends and Highlights:

- Supermarkets continue their expansion to other cities in the interior of the country and to some of the nearby areas within Guatemala City.
- Supermarket sales continue to grow and are still competing with wet markets and corner stores. For this reason, supermarkets are building stores closer to the residential areas to capture more costumers.
- Business people that live in residential areas outside the city limits have no option but go to a supermarket close to their homes for smaller purchases during the week.
- The membership discount club and bulk purchase concept have gained acceptance among consumers, as many find wholesale clubs much more suited for one-stop shopping.
- Going to the supermarkets is a family activity and therefore, marketing activities to promote new products during the weekends occur more often than any other day of the week. Many products are sampled during peak hours to motivate and attract consumers.
- In the three major supermarkets in Guatemala, convenience and prepared foods are gaining ground as consumers try to reduce time spent preparing foods at home. Also, business people who do not want to spend money on fast-food restaurants for lunch look for prepared meals inside the supermarkets. A wide variety is found: from typical foods to roasted turkey. Most products are already cooked and served inside the supermarket.
- Overall, frozen prepared foods account for 10 percent of imported food sales. The product variety is very small and few frozen vegetables are found.
- There is a trend to eat healthy food low in calories and cholesterol. Most supermarkets have a diversity of dry, frozen and ready-to-eat products. Also, sugar and gluten-free products are expanding their shelf share and grow every year. These products include items such as yogurts, candies, jams, cookies, and crackers.
- Supermarkets offer a variety of services under the same roof from bill payment services, coffee shops, deli stores to dry cleaning services.
- Discounts of 10 percent on total purchases are being offered by supermarkets when paying with credit cards issued by the local banks.

B. Hotel, Restaurant and Institutions

Hotels

Almost 2,778 hotels, motels and bed and breakfast accommodations operate in Guatemala. From the total of the accommodations in Guatemala there is a total of 46,797 rooms available; the hotels occupancy is around 50 percent year round and it has been stable at that level for the past years, with the exception of last year when these numbers were lower. Antigua Guatemala is the tourism site closer to Guatemala City and has more than 150 hotels from which 15 are boutique

hotels. According to the Guatemalan Tourism Institute (INGUAT), close to 70 percent of the tourists that travel to Guatemala visit Antigua and in consequence it is considered the most important tourism area in Guatemala.

INGUAT reported that income from the tourism sector in 2013 totaled US\$1,480 million which represents around 2 million tourists that visited Guatemala. This sector also contributes to 2.2 percent of the country's GNP. Guatemala City is the area where most 3 - 5 stars hotels are located.

In 2012 the highest number of travelers was from El Salvador totaling 638,058 followed by the United States with 446,814 visitors.

TOURISTS IN GUATEMALA BY NATIONALITY PERIOD 2008-2013 NUMBER OF TOURISTS

COUNTRY	2008	2009	2010	2011	2012	2013
United States of America	423,000	499,357	517,830	429,216	434,175	446,814
Mexico and Canada	92,905	105,456	127,691	175,380	197,772	205,461
El Salvador	647,568	507,802	485,888	542,316	604,871	638,058
Other Central America countries	288,036	384,894	447,929	387,942	405,882	397,827
South America and West Indies	66,031	66,425	65,416	58,670	68,375	71,706
Europe	156,978	173,057	179,824	173,074	185,871	177,994
Other Countries	40,908	39,877	51,199	56,065	52,310	62,266
Total	1,715,426	1,776,868	1,696,133	1,822,663	1,949,256	2,000,126

Source: Guatemalan Tourism Institute (INGUAT)

Restaurants

According to the Guatemalan Restaurant Council (GREGUA), over the past five years there has been an increase of almost 54 percent in sales. Guatemala has around 14,600 restaurants from which 79percent are formal restaurants; 4percent are fast-food restaurants and 16are informal restaurants. The majority of restaurants, 52 percent, serve Guatemalan traditional food restaurants, 30 percent are Chinese restaurants, 6 percent are U.S. food restaurants, 9 percent are international food restaurants, and 2 percent are Italian food restaurants. The Guatemalan cuisine is diverse but most local dishes include the main staple of the country: white corn.

The fast-food restaurant is a sector that has grown rapidly not only on their sales at their restaurants; and in the case of fast-food restaurants, sales increased also because of their home delivery services.

The most popular types of fast-food in Guatemala are: hamburgers, pizzas, tacos and fried chicken. Fast-food restaurants are also an option for business people in Guatemala who had to change their eating habits from eating breakfast and lunch at home to eating in restaurants nearby their work places. This has opened the opportunity for this sector.

The Institutional Market

The following sectors are considered important within the institutional market in Guatemala and depend on the Government of Guatemala (GOG) for acquisition of food products:

- Government social programs
- Public hospitals
- Penitentiary system
- Public schools for their lunch feeding programs (when budgeted and approved)

In Guatemala there are more than twenty social and sport clubs; most of them are located within Guatemala City. These clubs buy food and beverages from local importers/distributors, open air markets, and wholesale markets. Many of the clubs rent their facilities for social activities like weddings, baby showers, etc., and are available not just for their members but also for non-members.

For additional information please refer to the HRI Report 2012 at www.fas.usda.gov/scripts/attacherep/default.asp

Food Processing

The total industrial production in Guatemala for 2012 was estimated at US\$1.8 million and the food and beverage processing industry represents more than 42 percent of the total industrial production. Presently, there are more than two hundred food processing companies that are mainly dedicated to produce products under the following categories:

- Beverages: juice concentrates, powder drinks, alcoholic and non-alcoholic beverages
- Preserved foods: canned fruits and vegetables, jams, jellies, etc.
- Confectionary: hard candies, chewing gum, chocolates, traditional candies, etc.
- Other processed foods: soups, condiments, sauces, bakery, deli meats, dairy, etc.

Guatemala is a major importer of raw materials and ingredients for food processing; therefore, U.S. ingredients have a big opportunity in the Guatemalan food processing industry. In 2012, Guatemala imported approximately US\$2.5 billion of agricultural, food, fishery and forestry products from the world and the U.S. had a market share of 42 percent. U.S. suppliers have a good opportunity to export raw materials for use in Guatemala's food processing industry.

Since the implementation CAFTA-DR, Guatemala has found new opportunities to increase exports of food processed products to other Central American countries and some companies are also looking to supply the demand of the nostalgic market which is composed by Guatemalans and other Central Americans living in the United States. The main products exported to Guatemalans living in the U.S. are: tamales (corn based food), alcoholic drinks, preserved foods, dehydrated fruit punch, and plantain leaves use to prepare homemade tamales. Every year exports of these products have an increase of five percent during the the Christmas holidays when these products have a larger demand. In 2012, Guatemalan exports of processed food products to the United States accounted for more than US\$42 million.

The food processing industry is divided in several different sub-sectors but the non-alcoholic beverages and preserved foods are the two main categories that capture around 40 percent of the total national production followed by baked goods which have 15 percent of the total exporting market.

For additional information please refer to the Food Ingredients Report 2012 at

IV. BEST PRODUCT PROSPECTS

The following is a list of product categories with the best export potential for U.S. suppliers.

Product Category	2013 Market Size (Metric Tons)	2013 Imports (US\$ in thousands)	5-Yr. Avg. Annual Import Growth (%)	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for U.S. products
Beef	5,618	25,252	10.1	Immediate duty-free access for "prime" and "choice" cuts. Other cuts phased-out over 15 years. Duties on other products, including offal's phased-out over 5-10 years.	Competition from Nicaragua, Costa Rica and Honduras	Of the 14 million Guatemalans, one-half million are in a position to afford imported goods, and an additional 4 million can afford competitive U.S. food products. Guatemalans view U.S. products as of higher quality and safer than local products. Importers are eager to take full advantage of CAFTA-DR and favor trading with U.S. exporters.
Poultry Meat	84,813	73,181	9.2	All Central American tariffs on poultry and poultry products will be eliminated within 18 years. Chicken leg quarters are at 0% within quota.	Competition from: local production, Central American countries and Panama	
Processed Fruit & Vegetables	70,269	110,464	7.2	All U.S. vegetables are tariff free, except the following: Frozen Vegetables (10 yrs); Mixed Vegetables (5 yrs).	Competition from: Chile and Canada	
Dairy Products (excl. cheese)	92,958	165,438	3.3	Under CAFTA-DR dairy products will achieve free trade within 20 years. Duty-free TRQs expand at an annual compound rate of 5 percent. The over-quota tariffs on dairy TRQs remain at base rates for years 1-10th.	Costa Rica and Nicaragua offer competitive prices due to low transportation costs.	
Snack Foods	43,929	101,461	2.3		Competition from: Mexico, El Salvador and Costa Rica	

V. POST INFORMATION

If you need assistance exporting to Guatemala, please contact the U.S. Agricultural Affairs Office at the following address:

Office of Agricultural Affairs
Avenida Reforma 7-01, Zona 10
Guatemala, Ciudad 01010
Tel: (502) 2332-4030
Fax: (502) 2331-8293
Email: AgGuatemala@fas.usda.gov

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page: <http://www.fas.usda.gov>

VI. LIST OF MAJOR REGULATORY AGENCIES

Name: Ing. Karla Lucas
Title: Director
Institution: Food Control Unit/Ministry of Health (MSPAS)
Address: 3 Calle final, 2-10 Zona 15. Valles de Vista Hermosa. Guatemala
Telefax: (502) 2369-8784 / 6
Website: <http://portal.mspas.gob.gt/index.php/en/servicios/regulacion-y-control-de-alimentos-menu-servicios.html>

Name: Lic. Guillermo Ortiz
Title: SPS Director
Institution: Norms and Regulations Unit/Ministry of Agriculture (MAGA)
Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala
Telephone: (502) 2413-7000
Website: <http://www.maga.gob.gt>

Name: Dr. Julio Cabrera
Title: Director OIRSA-SEPA-SITC
Institution: Inter-Regional Organism for Plant and Animal Health/Ministry of Agriculture (MAGA)
Address: 21 Avenida 3-12, Zona 15, Guatemala
Telephone: (502) 2500-9200
Fax: (502) 2500-9349
Website: <http://www.oirsa.org/portal/Default.aspx>

Name: Lic. Alejandro Cutz
Title: CAFTA-DR Administrator
Institution: Foreign Commerce Administration Direction/Ministry of Economy
Address: 6 Avenida 10-43 Zona 1, Guatemala
Telephone: (502) 2412-0200
Website: <http://www.mineco.gob.gt/>

Name: Lic. Osmar Telon
Title: Chief of Operations Unit
Institution: Superintendence of Tax Administration (SAT)/Customs Authority
Address: Avenida Petapa 34 Calle "A" 19-31, Zona 12. Bodega II, Guatemala City

Telephone: (502) 4218-5129 / 4028-5960
 Website: <http://portal.sat.gob.gt/sitio/>

APPENDIXES

APPENDIX I STATISTICS

Table A. Key Trade and Demographic Information 2013

Agricultural, Fish & Forestry Imports from all countries (millions) / U.S. Market Share (%)	2,582 / (40)
Consumer Oriented Agricultural Imports from all countries (billions) / U.S. Market Share (%)	1.2 / (27)
Fish & Seafood Imports from all countries (millions) / U.S. Market Share (%)	37/ (14)
Total Population (millions) / annual growth rate (%)	15 / (2.0)
Urban Population (millions) / annual growth rate (%)	3 / (3.5)
Number of metropolitan areas	38/1
Per Capita Gross Domestic Product (U.S. Dollars)	5,300
Real GDP growth (%)	3.3
Unemployment rate (%)	4.1
Exchange Rate (US\$1 = X.X local currency)	Q7.7

1/ These are cities with more than 100,000 inhabitants

Source: Ministry of Economy
 National Statistics Office
 Central Bank of Guatemala
 The World Fact Book

Table B. Consumer Food & Edible Fishery Product Import

Guatemala Imports	Imports from the world			Imports from the U.S.			U.S. Market Share		
	Millions of 2011	2012	\$US 2013	Millions of 2011	2012	U.S. 2013	Percent 2011	2012	2013
CONSUMER-ORIENTED	1,057	1,147	1,217	280	311	334	26%	27%	27%
Snack foods (excl. nuts)	89	97	101	13	13	15	14	14	15
Breakfast cereals & pancake mix	69	59	64	4	3	4	5	5	6
Red meats, fresh/chilled/frozen	37	46	47	31	38	35	84	82	75

Red meats, prepared/preserved	33	37	45	15	17	22	46	47	49
Poultry meat	55	62	73	48	59	71	88	95	97
Dairy products (excl. cheese)	109	128	119	8	9	7	7	7	6
Cheese	34	41	45	13	14	15	40	35	33
Eggs & products	6	6	4	5	5	3	83	79	77
Fresh fruit	44	52	49	25	27	26	58	53	53
Fresh vegetables	10	7	9	1	0	1	12	12	12
Processed fruit & vegetables	92	94	110	41	41	48	44	43	43
Fruit & vegetable juices	23	20	22	7	3	4	30	18	16
Tree nuts	3	3	4	1	1	2	44	37	56
Wine & beer	16	20	20	1	4	3	8	20	15
Nursery products & cut flowers	3	5	5	0	0	0	12	10	11
Pet foods (dog & cat)	15	17	19	6	7	8	45	46	42
Other consumer-oriented	418	448	479	58	63	68	14	14	14
FISH & SEAFOOD PRODUCTS	72	57	38	7	5	5	10	9	14
Salmon	0	0	0	0	0	0	71	44	60
Surimi	0	0	0	0	0	0	0	0	0
Crustaceans	19	14	24	2	0	0	9	4	1
Groundfish & flatfish	0	0	0	0	0	0	21	11	20
Molluscs	1	0	1	1	0	0	75	82	73
Other fishery products	50	41	12	3	3	4	7	7	31
AG PRODUCTS TOTAL	2,345	2,408	2,481	1,147	1,050	1,013	49	43	41
AG FISH & FOREST TOTAL	2,476	2,533	2,582	1,161	1,066	1,030	47	42	40

Source: World Trade Atlas

Table C. Top 15 Exporters of Consumer-Oriented and Fish & Seafood Products

Consumer-Oriented Total (Thousands \$US)				Fish & Seafood Products (Thousands \$US)			
	2011	2012	2013		2011	2012	2013
United States	280,843	311,603	334,263	Honduras	2,256	4,501	12,526
Mexico	172,398	187,197	207,029	Ecuador	17,650	5,537	8,430
El Salvador	187,712	193,268	199,492	United States	6,943	5,150	5,289
Costa Rica	152,413	168,019	183,217	Thailand	3,373	3,720	3,701
Honduras	42,546	53,005	55,048	Nicaragua	3,985	9,071	2,372
Nicaragua	38,621	52,213	50,787	Costa Rica	7,489	3,603	1,897

Chile	36,531	37,325	42,075
New Zealand	17,090	17,948	18,312
Netherlands	13,195	17,067	17,786
Spain	9,687	9,767	11,238
Panama	8,859	7,885	10,634
China	12,080	10,633	10,141
Germany	8,852	6,394	7,180
Colombia	7,146	7,755	6,648
Australia	12,897	9,654	6,166
World	1,057,959	1,147,553	1,217,401

Colombia	1,143	1,626	1,184
Vietnam	430	1,431	667
China	695	480	502
Panama	13,176	11,468	334
Mexico	13,367	7,786	223
Indonesia	0	250	198
Spain	202	356	178
El Salvador	658	412	100
Peru	135	82	98
World	71,856	57,753	37,918

Source: World Trade Atlas