USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network



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# Guatemala

# Food Processing Ingredients

# Annual

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**Report Highlights:**
Guatemala is a major importer of raw materials and ingredients for the food processing industry. The United States continues to be the largest trading partner to Guatemala. In 2009, the U.S. exported a total of US$801 million of agricultural, food, fishery and forestry products to Guatemala. Since the implementation of the United States –Central America- Dominican Republic Free Trade Agreement (CAFTA-DR), Guatemala has found new opportunities to increase exports of processed food products not only to other Central American countries, but also to the Central American immigrant community living in the United States. In 2009, Guatemalan exports of food and beverage processed products to the world accounted for more than US$612 million and US$42 million of these exports were to the United States.

**Post:**
Guatemala City

**Executive Summary:**

**Author Defined:**
**SECTION I. MARKET SUMMARY**

According to the Bank of Guatemala (BANGUAT), despite the economic downturn faced during the global economic crisis, the food and beverage processing industry in Guatemala is expected to grow 1.7 percent in 2010. The total industrial production in 2009 was estimated at US$4.35 billion and the food and beverage processing industry represents more than 42 percent of that figure. Presently, there are more than two hundred food processing companies that are mainly dedicated to producing 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.

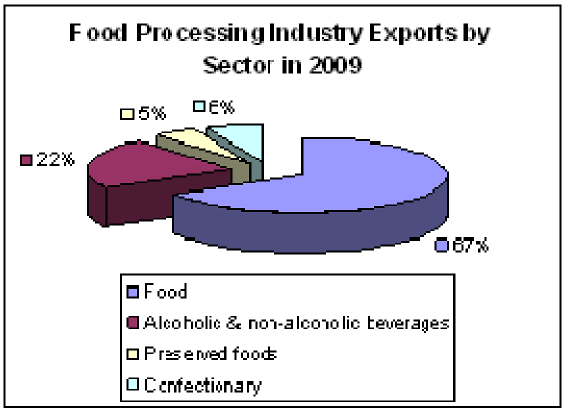
**Guatemala's Food and Beverage Processing Industry**
**Production 2004-2008**
**US$ millions**

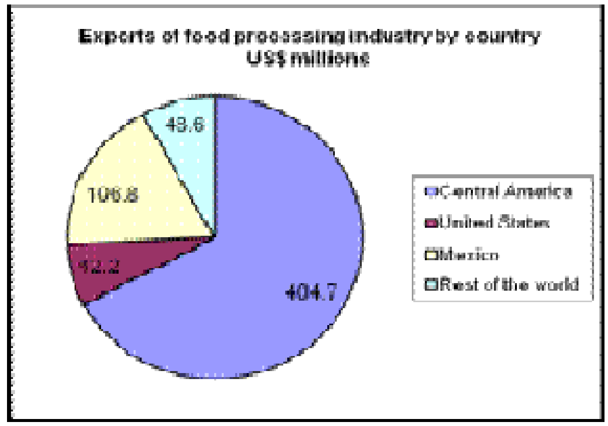
| | 2004 | 2005 | 2006 | 2007 | 2008 |
|---|---|---|---|---|---|
| Fish & fishery products | 17.4 | 18.0 | 19.0 | 20.3 | 19.3 |
| Meat & meat products | 19.0 | 21.1 | 23.5 | 26.2 | 28.6 |
| Processed or preserved fish products | 1.4 | 1.5 | 1.9 | 1.9 | 2.1 |
| Processed or preserved vegetable products | 36.4 | 39.7 | 45.6 | 49.1 | 55.8 |
| Edible oils and fats | 138.1 | 139.1 | 153.6 | 189.4 | 244.4 |
| Grain mill products | 236.4 | 251.7 | 275.0 | 368.7 | 507.2 |
| Animal feeds | 9.9 | 10.8 | 11.8 | 13.1 | 14.9 |
| Bakery products | 1.4 | 1.4 | 1.5 | 1.7 | 2.0 |
| Sugar Processors | 94.9 | 102.4 | 110.5 | 123.2 | 150.3 |
| Noodles, macaroni and other mealy products | 5.3 | 5.3 | 5.8 | 6.6 | 9.5 |
| Dairy Products | 93.7 | 103.6 | 115.1 | 128.5 | 147.6 |
| Other food products | 138.4 | 138.5 | 156.5 | 175.0 | 201.1 |
| Soft drinks & carbonated waters | 1.8 | 2.1 | 2.4 | 2.6 | 2.8 |
| Alcoholic drinks | 23.9 | 27.4 | 29.5 | 33.5 | 37.1 |

Source: Bank of Guatemala

According to the National Exporters Association (AGEXPORT) in Guatemala, the processing's industry in Guatemala represents 27 percent (around US$1.9 billion) of Guatemala's total exports. In 2009, total exports of processed food products were estimated at US$612 million. Local processors understand the importance of producing high-quality products that will not only satisfy the local demand but that also open new markets in other countries since Guatemala has signed various trade agreements with countries including: CAFTA-DR, Chile, Colombia, Mexico, Panama, and Taiwan. In addition, the hotel, restaurant and retail sectors are also demanding processed products with higher quality at lower prices that can compete with the imported products. Since the implementation of CAFTA-DR, Guatemala has found new opportunities to increase exports of processed food 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. In 2009, Guatemalan exports of processed food products to the United States accounted for more than US$42 million.

Chart 1: Output of Food Processing Industry by Sector in 2009

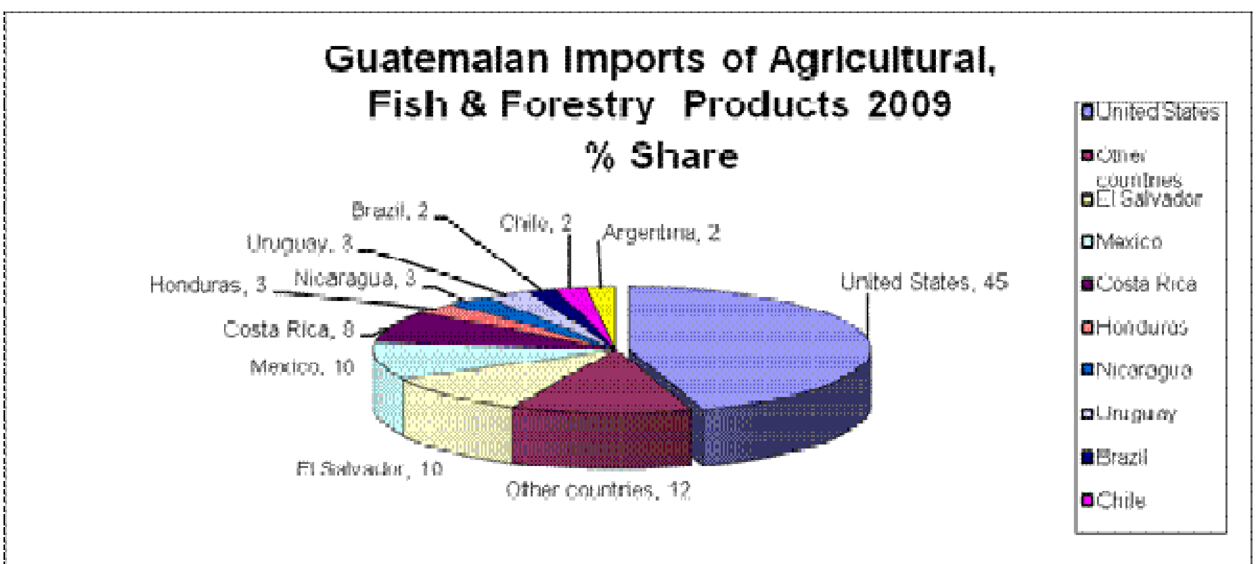



Source: AGEXPORT/BANGUAT

Guatemala is a major importer of raw materials and ingredients for food processing; therefore, U.S. ingredients have significant opportunities in the Guatemalan food processing industry. In 2009, Guatemala imported approximately US$1.7 billion of agricultural, food, fishery and forestry products from the world. U.S. suppliers have a good opportunity to export raw materials for use in Guatemala's food processing industry.

**Total Agricultural, Fish & Forestry Imports by Country in 2009**




Source: Global Trade Atlas

In 2009, the United States exported a total of US$801 million to Guatemala and was the largest supplier of agricultural, food, fishery and forestry products, with a 45 percent market share, followed by El Salvador with exports of US$175 million, Mexico with US$171 million, and Costa Rica with US$138 million. These four countries accounted for about 73 percent of the total imports of agricultural, food, fishery, and forestry products in Guatemala.

The areas with the most growth potential for the food processing industry are:

Deli meats: MDM; boneless picnic; pork bellies, trimmings and offals; flours (fillers); animal fats;
Beverages: fruit concentrates and nectars; drink bases and syrups; soy flakes and soy powder; artificial fruit flavors
Baking: pancake mixes; pre-mixes; bulk cake flours
Snacks: dehydrated potato flakes and powder; soy flakes; nuts; fresh potatoes; fruit fillings; raisins; pork rind; whey powder, protein concentrates; corn; rice
Soups and Broths: dehydrated potato flakes and powder; soy flakes; dehydrated vegetables; condiments

U.S. products such as beef, pork, wheat, soybeans, and vegetables, as well as other food items, can easily be introduced to improve the quality of the goods being processed in the above-mentioned sectors. Some of the processors use domestic inputs for processing but local production is not always enough to satisfy their production needs; therefore, these companies look for inputs from other countries. Some large processors already import directly from the United States and many of the small processors still rely on local distributors to import their inputs. In 2009, the United States exported to Guatemala a total of $209 million in intermediate agricultural products that are mainly used for further processing.

**Advantages and Challenges for U.S. Food and Fishery Products**

| Advantages | Challenges |
|---|---|
| Local processors are increasing their capacity and quality to export to the United States as a result of the implementation of CAFTA-DR. | Guatemala has not yet complied with international food safety standards to export meats or meat content products to the United States. |
| As Guatemalan consumers become more sophisticated, opportunities for higher value added products increase. | Guatemala is a price sensitive market and this could affect loyalty to brands in times of economic difficulty. |
| Many local companies are taking advantage of their lower costs to fill market niches normally filled by imported products. | Nearby countries such as El Salvador and Mexico can supply the local demand for inputs of the processing industry and compete with U.S. products. |
| The food processing industry has ridden the supermarket expansion wave, and now is directing its attention to the export market. | Lack of a civil service career within the Government of Guatemala (GOG) and compliance with international standards make regulatory structures fragile and problematic for exports. |
| The United States is Guatemala's main trading partner and U.S. products are considered of high-quality. | Guatemala is negotiating free trade agreements with the European Union and Canada. |

Guatemala imports from the United States bulk commodities such as rice, beans, wheat, etc., as well as intermediate products such as wheat flour, soybean meal, soybean oil, animal fats, sugar and sweeteners for beverage bases, etc. In addition, there are some other consumer-oriented products: meats, eggs, dairy products, fresh and processed fruits and vegetables, etc. that are within some of the raw materials used for further processing for domestic consumption and exports to other countries.

## II. ROAD MAP FOR MARKET ENTRY

### A. ENTRY STRATEGY

U.S. food ingredient producers that want to enter the Guatemalan market may contact directly local food processors, or they may contact local importers/agents/distributors depending on the type of product. The larger food processors frequently prefer to import directly from the suppliers, while medium to small processors are sometimes not familiar with importing procedures and prefer to have a local distributor supply their inputs.

The advantage that processors find in buying their raw materials from local suppliers is that more technical assistance is provided and also more options for financing are available to them. The key to success is to try to match local prices with higher quality inputs as Guatemala is a price-conscious market. U.S. products are well known for their quality and safety; therefore, local food processors are looking for U.S. companies that can supply products that comply with these two important factors. Local companies are willing to establish long-lasting business relationships with U.S. suppliers that can offer good credit terms, customer service, and marketing support.

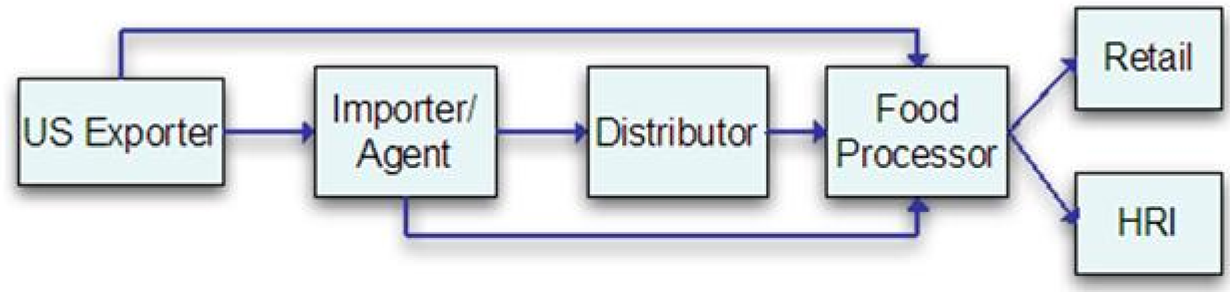
The success in introducing an imported product in the Guatemalan market depends on local representation and personal contact. Hiring a distributor is sometimes the easiest and fastest way to enter the market, particularly if the distributor is already supplying other imported products throughout the country. The Foreign Agricultural Service (FAS) office in Guatemala City maintains a list of companies that represent or distribute U.S. products in Guatemala. The office also has ongoing activities that provide opportunities to meet the Guatemalan trade.

U.S. suppliers that want to enter the country must comply with local regulations for imported products to avoid problems when importing products. For further information on these regulations, please refer to FAIRS Report 2010:
www.fas.usda.gov/scriptsw/attacherep/default.asp

It is recommended that U.S. suppliers meet the local importers and learn more about the Guatemalan market. Trade missions or local trade food shows are also other ways to find importers or distributors. Most of the business people that participate in these types of events are usually looking for new products to supply to the local market.

### B. MARKET STRUCTURE

The following is an overview of the distribution channels for imported food ingredients from the U.S. exporters to the Guatemalan processing food industry.




Most food processors import their ingredients directly, others, however, rely on importers and distributors to get their raw materials, or they buy their inputs from the local market.

The local food processing companies usually have their own distribution channels to wholesalers and retailers, as well as the hotel, restaurant and institutional industries. There is a small portion of companies that also have the ability to distribute their products to the interior of the country.

## C. COMPANY PROFILES

As of 2010, AGEXPORT's National Commission of Food and Beverage Processors only has 70 member companies that benefit from their training and promotion programs which prepare them to compete in international market. According to AGEXPORT, the size of the Guatemalan food processing industry dedicated to exports is one of the fastest growing sectors and is composed of large, medium and small companies. According to their records, 50 percent of the food and beverage companies are considered large processors, 25 percent are medium sized companies with growth potential and the rest are small processing companies. Approximately 90 percent of these companies are located within Guatemala City, and the rest are located in western Guatemala where most vegetables are grown.

The following is a list of some Guatemalan companies that manufacture and distribute products locally, as well as some that export to other countries. Guatemalan companies are not required by law to provide information on sales to the general public; therefore, this information is only available upon request, and firms can provide this information on their own discretion.

| **Red meats and poultry meat (MDM; boneless picnic; pork bellies, trimmings and offals; flours (fillers); animal fats)** | | | | |
|---|---|---|---|---|
| Name of the company | Sales (US$Mil/Yr) | End-use channel | Production Location | Procurement Channels |
| Avícola Villalobos | N/A | Retail and HRI | Guatemala City | Direct importers |
| Centro de Carnes, S.A. | N/A | Retail and HRI | Guatemala City | Direct importers |
| Embutidos Santa Lucía | N/A | Retail and HRI | Mixco | Direct importers |
| Empacadora Perry | N/A | Retail and HRI | Guatemala City | Direct importers |
| Lion Brand | N/A | Retail and HRI | Guatemala City | Direct importers |
| Toledo | N/A | Retail and HRI | Amatitlan | Direct importers |
| Procasa | N/A | Retail, HRI, | Guatemala City | Direct importers |

| | | | | |
|---|---|---|---|---|
| | | owns deli-store | | |
| Astoria | N/A | Retail, HRI, owns deli-stores | Guatemala City | Direct importers |
| Sigma Alimentos, S.A. | N/A | Retail and HRI | Guatemala City | Direct importers |

| **Dairy Products (whey powder, protein concentrates)** | | | | |
|---|---|---|---|---|
| Name of the company | Sales (US$Mil/Yr) | End-use channel | Production Location | Procurement Channels |
| Parma | N/A | Retail, HRI, owns deli-stores | Guatemala City | Distributors |
| Corporación Normandía | N/A | HRI | Guatemala City | Distributors |
| CHIVOLAC | N/A | HRI & owns deli-store | Guatemala City | Distributors |
| Helados Foremost | N/A | Retail and HRI | Guatemala City | Direct importers |
| ILGUA, S.A. | N/A | Retail and HRI | Guatemala City | Distributors |
| Industrias Lacteas | N/A | Retail and HRI | Villa Nueva | Distributors |
| PASAJINAK | N/A | Retail and HRI | Guatemala City | Distributors |
| Adriana Lopez | N/A | Retail and HRI | Guatemala City | Distributors |
| Agrinsa | N/A | Retail and HRI | Villa Lobos | Distributors |
| Dispalsa | N/A | HRI | Guatemala City | Distributors |
| Lacteos Trebolac | N/A | Retail & HRI | Sacatepequez | Distributors |

| **Prepared fruits and vegetables (sauces, pastes, concentrates, and preserved)** | | | | |
|---|---|---|---|---|
| Name of the company | Sales (US$Mil/Yr) | End-use channel | Production Location | Procurement Channels |
| Agroindustrias Lozano | N/A | Retail & HRI | Guatemala City | Distributors |
| Alimentos C&Q | N/A | HRI | Guatemala City | Distributors |
| Alimentos Gourmet | N/A | Retail & HRI | Sacatepequez | Distributors |
| Alimentos Montesol | N/A | Retail & HRI | Guatemala | Distributors |
| Alimentos Nutrica, S.A. | N/A | Retail & HRI | Guatemala | Direct importers |
| Contrasa | N/A | Retail & HRI | Guatemala | Distributors |
| Industrias Alimenticias Kern's | N/A | Retail & HRI | Guatemala | Direct importers / distributors |
| Productos Alimenticios Centroamericanos | N/A | Retail & HRI | San Miguel Petapa | Distributors / direct importers |
| Envasadora de Alimentos y Conservas Anabelly | N/A | Retail & HRI | Guatemala | Distributors / direct importers |

| | | | | |
|---|---|---|---|---|
| Productos Alimenticios Imperial | N/A | Retail & HRI | Guatemala | Distributors |
| Alimentos Maravilla, S.A. | N/A | Retail & HRI | Escuintla | Direct importers |
| Central de Alimentos, S.A. | N/A | Retail & HRI | Guatemala | Direct importers |

| **Confectionary products (hard candies, chewing gum, chocolates, traditional candies)** | | | | |
|---|---|---|---|---|
| Agroindustrias Picsa, S.A. | N/A | Retail, convenience stores & HRI | Sacatepequez | Distributors |
| Chocolates Best de Guatemala | N/A | Retail, convenience stores & HRI | Guatemala | Distributors |
| Fabrica de Chocolates Granada | N/A | Retail, convenience stores & HRI | Guatemala | Direct Importers |
| Chocolateria Zurich | N/A | Own restaurant chain & HRI | Guatemala | Distributors |
| Confiteria La Tropical | N/A | Retail and convenience stores | Guatemala | Distributors |
| Productos Gloria | N/A | Retail, convenience stores, HRI & own stores | Guatemala | Distributors |

| **Baked goods (cookies; pancake mixes; pre-mixes; bulk cake flours; toppings)** | | | | |
|---|---|---|---|---|
| EXPRO, S.A. | N/A | Retail & HRI | Guatemala | Direct importers / distributors |
| Industrias Helios | N/A | Retail & HRI | Guatemala | Direct importers / distributors |
| Super Pan | N/A | HRI & own bakery shops | Guatemala | Direct importers / distributors |
| ISOPAN | N/A | Own bakery shops | Guatemala | Direct importers / distributors |
| MULTIPAN | N/A | Retail , HRI & own bakery shops | Guatemala | Direct importers / distributors |
| Pasteleria Milano | N/A | HRI & own bakery shops | Guatemala | Direct importers / distributors |
| Servipan | N/A | HRI & own bakery shops | Guatemala | Direct importers / distributors |
| Pan Victorias | N/A | Retail & HRI | Guatemala | Distributors |

| **Snack Foods (dehydrated potato flakes and powder; soy flakes; nuts; fresh potatoes; corn; rice)** | | | | |
|---|---|---|---|---|
| Central de Alimentos, | N/A | Retail and | Guatemala | Direct importers |

| | | | | |
|---|---|---|---|---|
| S.A. | | convenience stores | | |
| Industrias Rick's | N/A | Retail & convenience stores | Guatemala | Distributors |
| Fábrica de Productos C&P | N/A | Retail & convenience stores | Guatemala | Distributors |
| Productos Ya Esta | N/A | Retail, convenience stores and HRI | Guatemala | Distributors |
| Pepsico (Frito Lay) | N/A | Retail and convenience stores | Guatemala (JV) | Direct importers |

| **Beverages (with alcohol)** | | | | |
|---|---|---|---|---|
| Industrias Licoreras de Guatemala (rum) | N/A | Retail, convenience stores and HRI | Guatemala | Direct importers / distributors |
| Cerveceria Centroamericana (beer) | N/A | Retail, convenience stores and HRI | Guatemala | Direct importers / distributors |

| **Pet Foods (bulk grains and feed ingredients)** | | | | |
|---|---|---|---|---|
| Aliansa | N/A | Retail and convenience stores | Guatemala | Direct importers |
| ARECA | N/A | Retail and convenience stores | Guatemala | Direct importers |
| Molino Santa Ana | N/A | Retail and convenience stores | Amatitlan | Direct importers |
| Alimentos Del Prado | N/A | Retail and convenience stores | Guatemala | Direct importers |
| Alimentos, S.A. | N/A | Retail and convenience stores | Guatemala | Direct importers |
| Nutrimentos Purina | N/A | Retail and convenience stores | U.S. | Direct importers |
| Industrias Agricolas y Ganaderas San Martin | N/A | Convenience stores | Escuintla | Direct importers |

## D. SECTOR TRENDS

- According to data from the Bank of Guatemala, foreign direct investment (FDI) to Guatemala totaled almost US$754 million in 2008. After six years of growth, FDI declined 26 percent in 2009 totaling US$560 million as a result of the global economic crisis.

- Some of the major U.S. companies that have presence in the Guatemalan food processing industry are Cargill, Chiquita Brands International, Frito Lay, Pepsi-Co Bottling Co., and Wal-Mart. Bimbo and Cindal-Nestlé are also present as important foreign investors; however, the majority of the industry is composed of local companies that are growing larger as a result of free trade agreements signed with other countries that stimulate the production for exports. This is why AGEXPORT is now looking at other markets in the Asian countries such as Japan and Taiwan as potential new markets for processed products.

- At present, the food processing industry is mainly exporting cereal preparations, beverages, liquors, vinegars, shortenings and oils, soups, processed and semi-prepared foods and essential oils.

- Consumption trends in Guatemala are very much influenced by the United States not only because the United States is Guatemala's largest trade partner, but also because high-value foods are more affordable to some families thanks to the remittances sent by more than one million Guatemalans living and working in the United States.

- Due to the increasing demand within Guatemala and its export market, firms will be searching for sustainable/consistent, suppliers of quality and safe inputs given Guatemala's overall lack of food security and inconsistent levels of internal production of certain quality commodities, i.e. high quality corn for the snack food sector, etc.

- Guatemalans have also followed the trend towards more ready-to-eat foods as demand for these types of products has increased domestically. The local processing industry is taking advantage of this niche market and products such as refrigerated tacos, tortillas, burritos, corn-based tamales and instant soups are among the preferred foods in the supermarkets not only because they are easy to cook/heat but also because of their price.

- Diet and healthy foods also have niche markets; however, these types of products are more commonly imported products and therefore are only affordable for those consumers with higher incomes.

## III. COMPETITION

In Guatemala, the leading locally produced products that are used for further processing are: fruits, vegetables, beverage bases, poultry, pork, dairy and grains. The following table summarizes the competitive situation facing U.S. suppliers in the food processing sector from other suppliers in the world.

| **Product Category (2009 calendar year)** | **Major Supply Sources in 2009** | **Strengths of Key Supply Countries** | **Advantages and Disadvantages of Local Suppliers** |
|---|---|---|---|
| Fish and Seafood<br><br>Net imports:<br>23,713 MT. | Panama: 25 percent<br>Ecuador: 16 percent<br><br>The United States has | Panama and Ecuador offer more competitive prices than the United | Guatemala is an exporter of fish and seafood products. However, local prices |

| | | | |
|---|---|---|---|
| Valued at:<br>US$35.7 million | 13 percent market share and is the third supplier of fish and seafood products but there are still ample opportunities in this market. Also CAFTA-DR offers 0% duties for these products. | States. | for these products are high and products are not always available year round since most of the production goes to the export markets. Given that Guatemala is closer to the U.S. in comparison with Panama and Ecuador, seafood products from the U.S. have better opportunities within the Guatemalan market. |
| Milk and cream powdered sweetened<br><br>Net imports:<br>1,054 MT.<br><br>Valued at:<br>US$1.1 million | Netherlands:<br>38 percent<br>Argentina:<br>36 percent<br>New Zealand:<br>12percent<br><br>The United States has 0.21 percent of market share. | Competitive prices from Netherlands and is primarily imported from one of the largest powdered milk distributors. | Guatemala is not a significant producer of milk. |
| Dairy products<br><br>Net imports:<br>56,905 MT.<br><br>Valued at:<br>US$89.8 million | Costa Rica:<br>27 percent<br>Nicaragua:<br>23 percent<br><br>New Zealand:<br>13 percent<br><br>The United States has 5% of market share. | Costa Rica and Nicaragua offer competitive prices due to low transportation costs. | Guatemala's domestic production of dairy products is insufficient to supply the demand by the processing industry. |

## IV. BEST PRODUCT PROSPECTS

A. **Products present in significant quantities but which have good sales potential.**

| **Product Category (2009 calendar year)** | **2009 Market Size volume MT** | **2009 Import (Sales) in US$ million** | **5-Yr Average Annual Import Growth (%)** | **Key Constraints on Market Development** | **Market Attractiveness for the U.S.** |
|---|---|---|---|---|---|
| Wheat | 444,079 | US$128.9 | 7 | New legislation expanding the role of the Ministry of | The bakery industry in Guatemala is growing and the U.S. is the major supplier of wheat. |

| | | | | | |
|---|---|---|---|---|---|
| Coarse grains | 653,037 | US$149.9 | 11 | Agriculture, Livestock and Food (MAGA) in phytosanitary clearance at ports of entry for all imported bulk commodities. | Local production is not sufficient to satisfy the local demand. |
| Rice | 82,666 | US$35.2 | 7 | | Guatemala has the lowest per capita consumption of rice in Central America. There are ample opportunities for market growth. |
| Sugar sweeteners and bev. bases | 19,753 | US$10.3 | 19 | None. | Guatemala's production of alcoholic and non-alcoholic beverages has been growing for the past few years; presently, this industry represents 22 percent market share for exports to other countries. This industry imports a lot of beverage bases to produce juices, nectars and others. |
| Poultry meat | 64,305 | US$44.7 | 3 | The tariff rate quota (TRQ) for chicken leg quarters used in 2006 when CAFTA-DR was implemented. | All Central American tariffs on poultry and poultry products will be eliminated within 18 years. Other chicken products are assessed 0 percent tariff. |
| Processed fruits & vegetables | 42,688 | US$63.8 | 10 | None. | All U.S. vegetables are tariff free, except the following: frozen vegetables (the zero tariff is phased in over ten years); mixed vegetables (five years phasing of zero tariff). |
| Red meats, fresh/chilled/frozen | 19,753 | US$26.6 | 19 | None. | Immediate duty-free access for "prime" and "choice" cuts. |

A. **Products not present because they face significant trade barriers**

There are few products that are not present in the Guatemalan market due to trade barriers, but there are some sanitary and phytosanitary issues that sometimes restrict trade. Products which face trade restrictions are:

| Product | Trade Barriers | Description of Problem | Estimated Value of Trade Affected |
|---|---|---|---|
| Agricultural products from Florida and California | Phytosanitary (pest concern) | Pink Hibiscus Mealy bug disease free status | US$3.0 million<br>(estimate from other countries imports of fruits and vegetables hosts) |
| Flour, salt and sugar | Fortification requirement (food consumption) | Mineral and vitamin fortification | US$2.5 million<br>(imports from other countries) |

Phytosanitary restrictions have been partially eliminated. Horticultural imports from Florida and

California are still restricted due to the presence of the Pink Hibiscus Mealy bug, but advances have been made. For example, the GOG modified its requirement that states or growing areas be pest-free. The requirement now is that individual shipments of agricultural commodities must be pest-free.

SPS issues at ports have been affecting importers and food aid recipients. The Regional Office for Animal and Plant Health Service (OIRSA) has occasionally misidentified quarantine pests at port. When this has happened, OIRSA officials have followed a general fumigation protocol without a science-based risk assessment.

Fortification – Guatemala requires that three products be fortified before they are approved for retail sale. Imported flour must be fortified with riboflavin, folic acid, niacin, iron and thiamine. Imported salt must be fortified with iodine, and imported sugar with vitamin A. The GOG applies these same fortification requirements to domestic products.

## V. POST CONTACT AND FUTHER 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: Licda. Gladys Arreola
Title: Jefe
Institution: Departamento de Regulación y Control de Alimentos
Address: 3 Calle final, 2-10 Zona 15. Valles de Vista Hermosa. Guatemala
Telefax: (502) 2369-8784 / 6

Name: Lic. Mario López
Title: Director
Institution: Unidad de Normas y Regulaciones/Ministerio de Agricultura
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Fax: (502) 2475-3058

Name: Dr. Anibal Menéndez
Title: Director OIRSA-SEPA-SITC
Institution: Organismo Internacional Regional de Sanidad Agropecuaria
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Telephone: (502) 2369-5900
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Name: Ing. Juan Alfonso de León
Title: Minister
Institution: Ministry of Agriculture, Livestock and Food
Address: 7 Avenida 3-67 Zona 13, Guatemala
Telephone: (502) 2413-7000
Fax: (502) 2413-7002

Name: Lic. Alexander Cutz
Title: CAFTA-DR Administrator
Institution: Foreign Commerce Administration Direction (From the Ministry of Economy)
Address: 6 Avenida 10-43 Zona 1, Guatemala
Telephone: (502) 2412-0200

The following reports provide more information on exporting U.S. food products into the Guatemalan market:

- Exporter Guide 2010: www.fas.usda.gov/scriptsw/attacherep/defaults.asp.
- FAIRS Report 2010: www.fas.usda.gov/scriptsw/attacherep/default.asp
- FAIRS Export Certificate Report: www.fas.usda.gov/scriptsw/attacherep/default.asp
- U.S. Commercial Service in Guatemala www.buyusa.gov/guatemala