

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Guatemala

## Food Processing Ingredients 2015

## Annual

**Approved By:**

Lashonda McLeod, Regional Agricultural Attaché

**Prepared By:**

Edith Vasquez, Marketing Specialist

**Report Highlights:**

According to the Bank of Guatemala (BANGUAT), the food processing industry in Guatemala for year 2015, will grow 3.5 percent and will contribute 0.67 percent to the total GDP.

**Post:**  
Guatemala City

## **SECTION I. MARKET SUMMARY**

In Guatemala, total calendar year 2015 industrial production is estimated at \$1.8 million. The food and beverage processing industry represents nearly 12percent of the total industrial production. Presently, there are over 200 food processing companies that are dedicated to producing products under the following categories:

- ❖ Beverages: juice concentrates, powdered drinks and mixes, non-alcoholic beverages
- ❖ Preserved foods: canned fruits and vegetables, jams, jellies
- ❖ Confectionary: hard candies, chewing gum, chocolates, traditional candies
- ❖ Other processed foods: frozen products (tacos, tamales, pupusas), soups, condiments, sauces, bakery, deli meats, dairy

The National Exporters Association (AGEXPORT) of Guatemala reports that the processing industry represents 27 percent (around \$1.9 billion) of the Guatemalan total exports. Local processors understand the importance of producing high quality products that will not only satisfy the local demand, but would also open new markets in other countries. Guatemala signed trade agreements with following countries: United States –CAFTA-DR, Europe, Panama, Mexico, Taiwan, Colombia, and Chile. In addition, the hotel, restaurant, and retail sectors are also demanding high-quality processed products.

Since the implementation CAFTA-DR, Guatemala has found opportunities to increase exports of food processed products to other Central American countries. In addition, companies are looking to supply the demand of the nostalgic market, which is composed of Guatemalans and other Central Americans living in the United States. The main products sent to the Guatemalans living in the United States are tamales (corn based food), alcoholic drinks, preserved foods, dehydrated fruit punch, and plantain leaves (use to prepare homemade tamales), just to mention some of the products exported. For the past five years (2011-2015), those products increased 5 percent during the months of August through December each year, due to the Christmas holidays when demand is high.

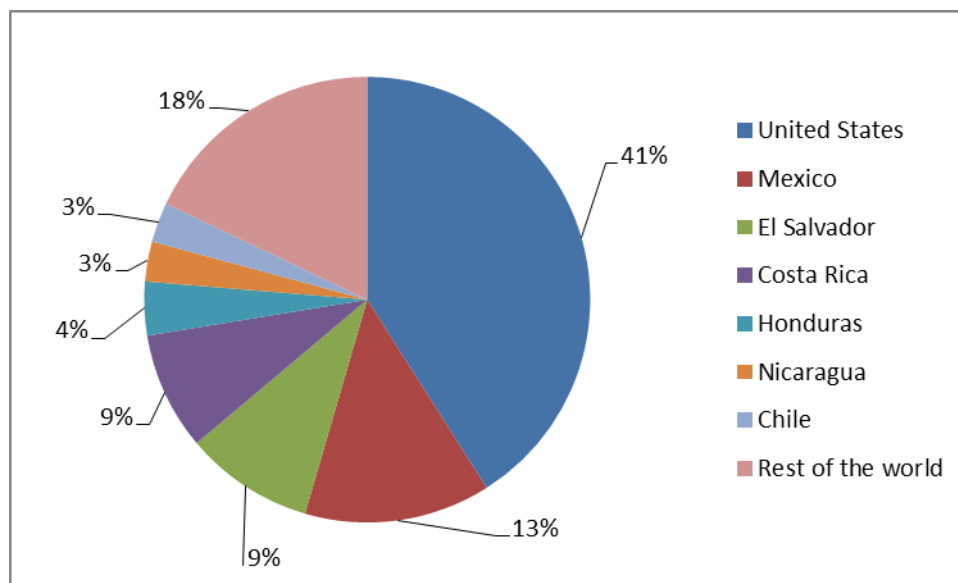
As of October 2015, Guatemalan exports of consumer-oriented products to the United States accounted for \$570.3 million. Products exported are snack foods, processed fruits and vegetables, fruit and vegetable juices, tree nuts, beer, nursery products, spices, and other consumer oriented.

According to the Bank of Guatemala (BANGUAT), Guatemala's food processing industry will grow 3 percent and will contribute 0.67 percent of the total GDP in 2015. The food processing industry is divided into different sub-sectors, led by non-alcoholic beverages and preserved foods. These two sub-sectors represent 40 percent of the total national production, followed by baked goods (15 percent of the total exports).

Guatemala is a major importer of raw materials and ingredients for food processing; therefore, U.S. ingredients have a great opportunity to increase exports to supply the food processing industry. In 2014, Guatemala imported \$2.5 billion of agricultural, food, fishery, and forestry products from the world. That same year, the United States exported \$406.3 million in bulk commodities such as wheat, yellow corn, rice, soybeans, oilseeds, cotton, and pulses; exports of intermediate products totaled \$343.5 and the most imported products were soybean meal and oils, sugar, sweeteners, beverage bases, feeds, and

fodders. Consumer-oriented products also had a record year in 2014, and products such as beef, pork, poultry, dairy products, and fresh fruits are among the most exported products to Guatemala from the United States. Thus, U.S. suppliers have a good opportunity to export raw materials and intermediate products for further processing in Guatemala's food industry.

### **Guatemalan Market Percentage of Total Agricultural, Fish & Forestry Imports by Country in 2014**



Source: Global Trade Atlas

#### **Processed foods ready to eat:**

Guatemala is one of the major food processing countries in Central America. Guatemalan domestic brands offer a wide variety of products that include shelf-stable ready to eat meals such as canned beans, refried beans (mostly black beans), tomato paste, flavored tomato sauces; soy based ready meals (Protemás), and instant noodle soups. These products are available to consumers not only on all supermarkets, but also at corner stores, and open-air-markets throughout the country. These products are high-quality and are sold at competitive prices, which make them more affordable to the lower and medium-income consumers. For other frozen or refrigerated ready to eat products, local brands also manufacture traditional foods such as refried tacos, pupusas, burritos, pizzas, and dairy products (cheese, cream, yogurts, and dips.)

#### **Savory and sweet snacks:**

Guatemala produces a wide range of savory snacks and its leading brand is Tortrix which is a tortilla chip that comes in different flavors (barbeque, hot, cheese, and tomato sauce.) This product has 15 percent retail value share. However, there are many other locally produced snacks such as crisps, fruit snacks, nuts, and popcorn that generate sales up to \$300,000 a year with approximately a 9 percent growth rate in current value terms from 2013 to 2014. Confectionery products (sweets, gum, and chocolate,) are the strongest competitors to the savory and sweet snacks but local production is very

small and most products are imported from the United States, Mexico, Colombia, and other Central American countries.

### **Beverages: juice concentrates, and non-alcoholic beverages:**

Non-alcoholic drinks sector is growing and generates more than 25,000 jobs. According to the Superintendence of Tax Administration (SAT), in 2014, there was a total of total of 783.47 million drinks sold in the market from which 450.06 million were non-alcoholic beverages. SAT estimates that there is 10 percent more non-alcoholic beverages sold in the market that is not officially reported, because these beverages are contraband products from Mexico.

Sodas are among the leading products of the non-alcoholic beverages consumed in Guatemala, followed by natural beverages and artificial juices. There are nine companies in Guatemala that distribute sodas under different brands. Companies such as Envaisa, Ajemaya, Fersan, S.A., El Manantial, and Grupo India Quiché, are manufacturing sodas for private labels that are sold in Guatemala or exported to other Central American countries. Natural beverages and artificial juices witnessed 60 percent growth over the past 10 years. In 2014, roughly 241.3 million liters were sold in the market. For 2015, it is estimated that the United States will export more than \$25.2 million of sweeteners and beverage bases to Guatemala, which would represent a record year of exports according to the U.S. Census Bureau Trade data.

### **Processed meats:**

The production of processed meats (deli meats) is also increasing and in 2014, export sales accounted for \$44.9 million. According to the Ministry of Economy, exports of processed meats are expected to grow between 3 - 5 percent in the next five years, due to demand. There are more than 10 large meat processing companies in Guatemala and approximately 750 small producers who produce pork sausages for local distribution at open air markets around the country. The small producers mainly use local pork and poultry meat as the raw material to manufacture their products. Larger companies such as Toledo, Embutidos Santa Lucia, Sigma Alimentos, Embutidos Perry (Cargill), Embutidos Bremen, etc., use a combination of imported raw materials and local meats (chicken, pork, beef, lamb, etc.) Most of the large processing companies for processed meats are located in Guatemala City and products are distributed nationwide and exported to other Central American countries such as El Salvador, Honduras, and Nicaragua. Local meat processors compete with imported products from the United States, Mexico, El Salvador, Costa Rica, France, and Spain. Exports of meats from the United States to Guatemala in 2015 (as of October) were as follows:

Beef & beef products:	\$28.3 million
Pork and pork products:	\$41.0 million
Poultry meat & products (excl. eggs):	\$111.3 million

Those import values confirm that the United States is set to have a record export year in 2015, for all three products.

The United States continues to be Guatemala's largest supplier of agricultural, food, fishery and forestry

products, followed by Mexico with exports of \$297 million; El Salvador with \$238 million; and Costa Rica with \$179 million. These four countries accounted for about 70 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:

Processed 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 aforementioned 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 2012, the United States exported to Guatemala a total of \$309 million in intermediate agricultural products that are mainly used for further processing.

GUATEMALA: IMPORTS OF BULK AND INTERMEDIATE PRODUCTS FOR THE PROCESSING INDUSTRY				
Raw materials and intermediate products				
2014			2015	
Description	Metric Tons	Value in \$US thousands of dollars	Metric Tons	Value in \$US thousands of dollars
For agricultural use	1,092	540,667	1,135	507,157
For industry use	3,072	4,398,830	3,435	4,406,708

Source: Bank of Guatemala

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

<b>Advantages</b>	<b>Challenges</b>
Local processors are increasing their capacity and quality to export to the U.S. 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 cost 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), 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 recently signed a free trade agreement with the European Union and is in negotiations to sign one with Canada.

Guatemala imports from the United States bulk commodities such as rice, beans, wheat, etc., intermediate products- wheat flour, soybean meal, soybean oil, animal fats, sugar and sweeteners for beverage bases. 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 the local food processors or through local importers/agents/distributors depending on the type of product. The larger food processors frequently prefer to import directly from the suppliers, while medium and smaller 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 a long-lasting business relationship with U.S. suppliers that in addition, 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

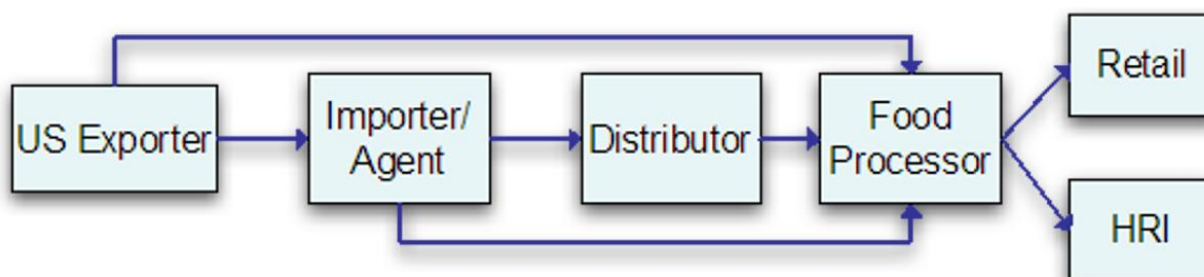
the market, particularly if the distributor is already supplying other imported products throughout the country. USDA Foreign Agricultural Service (FAS) office in Guatemala City maintains a list of companies that represent or distribute U.S. products in Guatemala. The office also has ongoing activities 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 2015: [www.fas.usda.gov/scripts/attacherep/default.asp](http://www.fas.usda.gov/scripts/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 channel for imported food ingredients from the U.S. exporters to the Guatemalan food processing industry.



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

The local food processing companies usually have their own distribution channels to wholesalers, retailers and 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

AGEXPORT's National Commission of Food and Beverage Processors only has 60 member companies that benefit from training and promotion programs which prepare them to compete in international markets. 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. Only 25 percent of the food and beverage companies in Guatemala are considered large processors, 50 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 and 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 can provide this information separately.

<b>Red meats and poultry meat (MDM; boneless picnic; pork bellies, trimmings and offals; flours (fillers); animal fats)</b>				
Name of the company	Sales (US\$Mil/Yr)	End-use channel	Production Location	Procurement Channels
Embutidos Bremen	N/A	Informal market, and retail	Guatemala City	Direct importers
Avícola Villalobos	N/A	Informal market, 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, owns deli-store	Guatemala City	Direct importers
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

<b>Dairy Products (whey powder, protein concentrates)</b>				
Name of the company	Sales (\$Mil/Yr)	End-use channel	Production Location	Procurement Channels
Parma	N/A	Retail, HRI,	Guatemala City	Distributors

		owns deli-stores		
Corporación Normandía	N/A	HRI	Guatemala City	Distributors
CHIVOLAC	N/A	HRI & owns deli-store	Guatemala City	Distributors
Lala de Centroamerica	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	Carretera a El Salvador	Distributors
PASAJINAK	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

<b>Prepared fruits and vegetables (sauces, pastes, concentrates, and preserved)</b>				
Name of the company	Sales (\$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 &	Escuintla	Direct importers

		HRI		
Central de Alimentos, S.A.	N/A	Retail & HRI	Guatemala	Direct importers
Alimentos, S.A.	N/A	Retail & HRI	Carretera a El Salvador	Direct importers

<b>Confectionary products (hard candies, chewing gum, chocolates, traditional candies)</b>				
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

<b>Baked goods (cookies; pancake mixes; pre-mixes; bulk cake flours; toppings)</b>				
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
Pan Victorias	N/A	Retail & HRI	Guatemala	Distributors
Comercial Pozuelo Guatemala	N/A	Retail & HRI	Guatemala	Distributors
San Martin Bakery	N/A	HRI & own bakery shops	Guatemala	Direct importers/distributors
<b>Snack Foods (dehydrated potato flakes and powder; soy flakes; nuts; fresh potatoes; corn; rice)</b>				
Central de Alimentos, S.A.	N/A	Retail and convenience stores	Guatemala	Direct importers
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	Direct importers

<b>Beverages (with alcohol)</b>				
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

<b>Pet Foods (bulk grains and feed ingredients)</b>				
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

- The food processing industry is mainly exporting the following products: 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 U.S. 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.
- Guatemalans also followed the trend towards more ready-to-eat foods and demand for these types of products. 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 for being easy to cook/heat but also because of their price.
- 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.; Ralston Purina, and Wal-Mart. Bimbo and Cindal-Nestlé are present in the country as important foreign investors; however, the majority of the industry is composed by local companies that are growing as a result of free trade agreements signed with other countries that stimulate production for exports. This is why the AGEXPORT is looking at other markets in the Asian countries such as Japan and Taiwan as potential new markets for processed products.

- According to data from the Bank of Guatemala, foreign direct investment (FDI) to Guatemala totaled almost \$2.3 billion in 2014.
- Diet and healthy foods have also a niche market; however, these types of products are more commonly found on imported products and therefore are only affordable for those consumers with higher income.

### III. COMPETITION

In Guatemala, the leading locally produced products that are used for further processing are: fruits and vegetables, meats (poultry, pork, and beef), milk, vegetable oils, soybean oils and meals, and bulk grains. Since the U.S. is Guatemala's leading supplier of foods for further processing, there are no major competitors for inputs used by the food processing industry.

### IV. BEST PRODUCT PROSPECTS

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

Product Category (2014 calendar year)	2014 Market Size volume MT	2014 Import (Sales) in \$ million	Key Constraints Over Market Development	Market Attractiveness for USA
Wheat	508,496	\$164.9	New legislation expanding the role of MAGA in phytosanitary clearance at ports of entry for all imported bulk commodities.	The bakery industry in Guatemala is growing and the U.S. is the major supplier of wheat.
Coarse grains	864,216	\$206.7		Local production is not sufficient to satisfy the local demand.
Rice	97,796	\$42.5		Guatemala is the C.A. country with less consumption per capita of rice. There are still ample

				opportunities for market growth.
Sugar sweeteners and bev. bases	50,797	\$20.1	None.	Guatemala's export of alcoholic and non-alcoholic beverages has the 22 percent market share for exports of processed foods to other countries.
Poultry meat	75,485	\$88.6	None.	All Central American tariffs on poultry and poultry products will be eliminated within 18 years. Other chicken products are 0 percent tariff.
Processed fruits & vegetables	78,234	\$124.5	None.	All U.S. vegetables are tariff free.
Red meats, fresh/chilled/frozen	15,841	\$58.9	None.	Immediate duty-free access for "prime" and "choice" for beef cuts.

Source: Global Trade Atlas

#### B. 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. These products are:

Product	Trade Barriers	Description of Problem	Estimated Value of Trade Affected
Agricultural Products from Florida (avocado, guava, mango, cucumber, cabbage, peppers, lettuce, tomato, and ornamental plants.	Phytosanitary (pest concern)	Pink Hibiscus Mealy bug disease free status	\$7 million (imports from other countries) Guatemala is a large producer of these fruits and vegetables.
Salt and sugar	Fortification requirement (food consumption)	Mineral and vitamin fortification	\$7 million (imports from other countries)
Fish and seafood products	Inspection on a plant-by-plant	U.S. origin seafood and fish within its in-origin	\$67 million (imports from other countries)

	basis (food consumption)	inspection mandate, demanding U.S. authorities to request inspection on a plant-by-plant basis, including warehouses and distribution centers which are not processing or packing facilities	
Other red meats (excl. pork beef, and poultry)	Inspection on a plant-by-plant basis (food consumption)	GOG requests inspection on a plant-by-plant basis, including warehouses and distribution centers which are not processing or packing facilities	No data available.

Horticultural imports from Florida are still restricted due to the presence of the Pink Hibiscus Mealy bug. The GOG requires that each shipment must present a phytosanitary certificate that states that the shipment is “pest-free” to reduce detention actions at the ports. 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 that requires a general fumigation protocol without further investigation.

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

Food Safety Unit of Ministry of Agriculture is carrying out inspections at origin to certify U.S. warehouses/facilities that re-export Asian fish and seafood. If the warehouse doesn’t meet food safety criteria for Ministry of Agriculture, the whole exports of the warehouse or facility may be shut down, including U.S. origin products.

The GOG has banned imports of U.S. lamb, based on a CAFTA-DR Ministerial Decree issued in Guatemala back in 2006, recognizing equivalence for U.S. meat and products, but specified beef, pork, and poultry only (did not include lamb or other red meats).

## **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](mailto: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: Lic. Bernardo Molina

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) 2502-2502

Website: <http://portal.mspas.gob.gt/index.php/en/servicios/regulacion-y-control-de-alimentos-menu-servicios.html>

Name: Guillermo Ortiz

Title: Plant Health Director

Institution: Norms and Regulations Unit/Ministry of Agriculture (MAGA)

Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala

Telephone: (502) 2413-7389

Website: [http://visar.maga.gob.gt/?page\\_id=56](http://visar.maga.gob.gt/?page_id=56)

Name: Alex Salazar

Title: Food Safety Director

Institution: Norms and Regulations Unit/Ministry of Agriculture (MAGA)

Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala

Telephone: (502) 2413-7389

Website: [http://visar.maga.gob.gt/?page\\_id=58](http://visar.maga.gob.gt/?page_id=58)

Name: Byron Thomae

Title: Animal Health Director

Institution: Norms and Regulations Unit/Ministry of Agriculture (MAGA)

Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala

Telephone: (502) 2413-7389

Website: [http://visar.maga.gob.gt/?page\\_id=55](http://visar.maga.gob.gt/?page_id=55)

Name: Ing. Elmer Lopez

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) 2369-5900

Fax: (502) 2334-0646

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://portaldace.mineco.gob.gt/>

Name: Maria Elisa Chang  
Title: Chief of International Agreements Unit  
Institution: Superintendence of Tax Administration (SAT)/Customs Authority  
Address: 7a Av. 3-73, Zona 9, Edificio Torre SAT, Guatemala City  
Telephone: (502) 2329-7070, Ext. 1313  
Website: <http://portal.sat.gob.gt/sitio/index.php/institucion/organizacion/25-organizaci/743-funcionarios-superiores.html>

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

- Exporter Guide 2015: [www.fas.usda.gov/scripts/attacherep/defaults.asp](http://www.fas.usda.gov/scripts/attacherep/defaults.asp).
- FAIRS Report 2015: [www.fas.usda.gov/scripts/attacherep/default.asp](http://www.fas.usda.gov/scripts/attacherep/default.asp)
- FAIRS Export Certificate Report 2015: [www.fas.usda.gov/scripts/attacherep/default.asp](http://www.fas.usda.gov/scripts/attacherep/default.asp)
- U.S. Commercial Service in Guatemala [www.buyusa.gov/guatemala](http://www.buyusa.gov/guatemala)