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Mexico

Oilseeds and Products Annual

Mexican Oilseeds Production Expected to Increase

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Report Highlights:

Though total Mexican oilseeds production in MY 2010/11 is forecast to increase to 196,000 metric tons (MT), consumption continues to greatly exceed production. Soybean production is forecast to increase, with peanut production remaining constant. Total oil meal and oil production are also expected to increase, due to increased demand from the livestock and industrial sectors, respectively. Total domestic oilseed and oil meal consumption should also increase, largely due to Mexico's economic recovery and demand from the livestock feed sector. Oil consumption is also expected to increase in MY 2010/11, due to greater demand from the industrial and retail sectors resulting from shifting consumer preferences towards mid-oleic oils as well as population growth. Oilseed, oil meal and oil imports are all expected to increase in MY 2010/11 due to Mexico's economic recovery.

Executive Summary:

Commodities:

Oilseed, Peanut
Oilseed, Rapeseed
Oilseed, Soybean
Oilseed, Sunflowerseed
Meal, Soybean
Meal, Rapeseed
Meal, Sunflowerseed
Oil, Soybean
Oil, Rapeseed
Oil, Sunflowerseed

Production:

OILSEEDS

Total Mexican oilseeds production in MY 2010/11 is forecast to increase to 196,000 metric tons (MT), assuming normal weather conditions and an increase in harvested area. Despite this increase, domestic production continues to represent less than 4 percent of total domestic consumption, as imports have effectively displaced domestic oilseed production with almost all imports coming from the United States. Estimated production for MY 2009/10 has been revised downward to 169,000 MT due to recent official government information (please Soybean Production section). Similarly, the estimate of total oilseed production for MY 2008/09 has been adjusted upward based on recent official government information.

Soybean Production

Total soybean production and harvested area estimates for MY 2009/10 have been revised downward based on updated official data. Adverse weather conditions in the main producing states were the main reason for this decline.

Total Mexican soybean production for MY 2010/11 is forecast at 115,000 MT. This increase is due to a slight expansion in area harvested in Mexico's soybean producing regions, and assumes normal weather conditions. However, it should be noted that this increase is lower than that offered by the Pro-Oilseeds governmental program, launched by the Government of Mexico (GOM) in June 2009 (see Policy Section). According to industry sources, the decreased interest in cultivating soybeans and canola in Mexico is due to:

- Pests and diseases such as the Asian soybean rust and whitefly that have adversely affected soybean production in previous years;
- Limited availability of seed for planting varieties that can tolerate to these diseases and pests;
- The low productivity of seeds;
- Lack of training, technical assistance, and agronomic supervision resulting in inadequate pest and disease management as well as inadequate planting densities and inappropriate dates for sowing; and

- GOM policies aimed at supporting the production and marketing of grains such as corn.

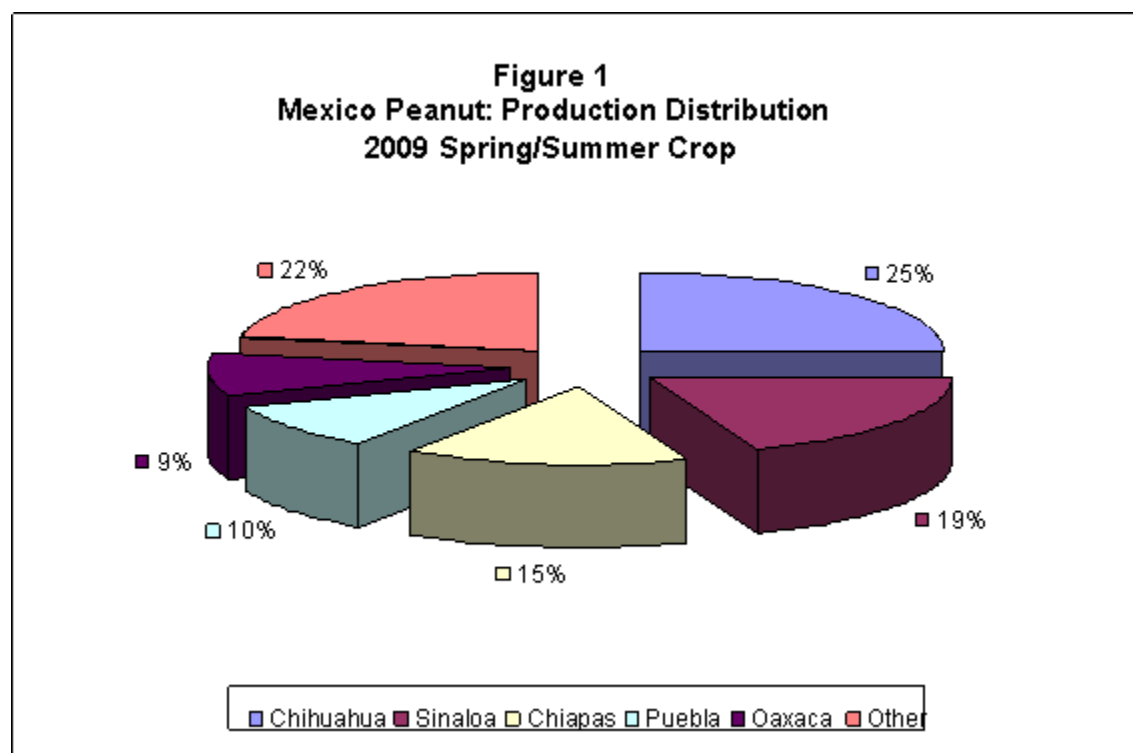
In the case of canola or rapeseed, the factors that have limited its production in Mexico are:

- Lack of domestic seeds with high yields;
- Lack of technical assistance and training in crop management (such as optimum planting date), which causes variability in yields; and
- Lack of proper equipment such as suitable planters and harvesters.

Other factors that have inhibited the production of oilseeds in Mexico are its high production costs, which are not compensated by GOM supports programs such as the “Target Income Program” (please see GAIN Reports MX2173 and MX9001), even though this program benefits other crops such as corn and wheat. Moreover, Mexican farmers are more familiar with the cultural production practices of crops such as corn and wheat. In the case of canola (or rapeseed), some sources pointed out that this cultivation is considered a soil “predator” that reduces the soil nutrients and that this perception consequently discourages its plantings. It should be noted that canola and sunflower seed production in Mexico continue to be zero.

Peanut Production

Peanut production is forecast to remain unchanged at 80,000 MT in MY 2010/11, which is consistent with the average of the last few years. It should be noted that production increased slightly compared to MY 2007/08. According to private sources, the rise in peanut production in the last two years was because producers found a better market price. However, growers continue to complain of insufficient GOM support programs for peanuts, relative to other crops. The graph below illustrates the distribution of peanut production in the main producing states for the 2009 spring/summer crop:



Source: SIAP/SAGARPA

SAGARPA publishes official data just once a year. Thus, peanut production and the planted and harvested areas have been revised upward for MY 2008/09 based on official information. Similarly, the peanut import and export estimates for MY 2008/09 and MY 2009/10 have been revised downward (from USDA official data), based on the Secretariat of Economy’s (SE) official information for the former and industry data for the latter. Peanuts continue to be consumed mainly as snacks

as well as dried, roasted, or ground into powders for sauces. Moreover, private industry sources have stated that none of the total production is used for oil or meal.

According to industry sources, the majority of peanuts are processed and packed in 500-gram bags for retail sale. There are many processors, and the main brands include: Sabritas, Barcel, Mafer and Nippon. Regional processors located in different states of Mexico, such as Botanas Bokados, Productos Michel, BYDSA, and Nishikawa also process peanuts snacks, with important regional market shares. However, there is also a big number of small/informal peanut processors that acquire peanuts from big distributors/importers and process peanut snacks in a more artisan way. During the last years, important peanut processors located in different regions of the country have identified U.S. peanuts as a high quality product in terms of flavor, shelf life, low aflatoxin levels and low foreign material content. A smaller amount of peanuts is also sold in-shell, especially for specific seasons such as Christmas, where peanuts are used to stuff traditional “piñatas.”

OIL MEALS

As in previous years, high-protein soybean meal accounts for approximately 77 percent of total Mexican oil meal production. Production of oil meal from imported rapeseed and canola seed accounts for approximately 23 percent of total meal usage. Total meal production estimates for MY 2008/09 and MY 2009/10 were revised slightly downward and upward, respectively, from previous USDA official estimates, based on updated industry information. FAS/Mexico forecasts the MY 2010/11 oil meal production to increase 3.6 percent due to the expected bullish demand from the livestock sector. For example, the poultry sector outlook is slightly optimistic for 2010 in comparison with 2009 (please see GAIN Report MX0010) and this sector is the major consumer of oilseeds meal in Mexico. The main factor that could stimulate broiler production in 2010 is the rate of economic recovery as it pertains to family incomes.

The soybean meal production estimate for MY 2009/10 has been revised downward, reflecting the sluggish demand from the livestock sector. However, this trend is expected to be reverse course due to stronger processor demand in MY 2010/11. Similarly, the rapeseed meal production for MY 2010/11 is forecast to increase 2.5 percent due to an expected increase in pork domestic production in 2010 (please see GAIN Report MX 0013). The pork industry is a major consumer of rapeseed meal. In line with more recent information obtained from private and official sources, MY 2009/10 rapeseed meal production has been revised slightly upward. Sunflower seed meal production is forecast to remain unchanged at 7,000 MT in MY 2010/11. The sunflower seed meal production estimates for MY 2008/09 and MY 2009/10 have been revised upward due to new information from the industry.

OILS

Total oil production is expected to increase by approximately 3.2 percent in MY 2010/11. Industry sources state that this increase is being driven by greater demand from the industrial sector, including snack food manufacturers (such as Games, Frito-Lay, Bimbo, Unilever, Sabritas, etc.). These companies are expected to continue the trend of cooking with vegetable oils with reduced linoleic acid, which are lower in trans fatty acids than many hydrogenated oils. Other factors that should encourage the increase in oil production are the expected consumer purchasing power recovery, due to the economic recovery, and population growth. The estimates of total Mexican oil production for MY 2008/09 and MY 2009/10 have been revised upward and downward, respectively, in accordance with more recent industry information. As a result of the recessionary scenario in CY 2009, industry sources stated that crushers were operating at less than 70 percent capacity. Also, these sources stated that big crushers found it more profitable to halt crushing and import crude oil to refine it since already thin crushing margins could disappear when variable input costs increased. In general, the prices of some inputs, such as gas and electricity, are higher in Mexico than in the United States.

The soybean oil production estimates for MY 2009/10 have been revised downward based on new industry information while reflecting an adverse economic scenario that included an increase in input prices. However, this trend should change in MY 2010/11 considering the recovery of the economy, which should increase consumer disposable incomes and encourage Mexico’s oil market, mainly in the cooking sector. Soybean oil continues to constitute the majority Mexico’s oil production. In MY 2009/10 soybean oil will represent 52 percent of total Mexican oil output, with rapeseed oil representing 48 percent.

Regarding rapeseed oil production, the estimate for MY 2009/10 has been increased slightly based on industry and official data and reflects favorable seed prices. This trend is expected to continue in MY 2010/11, with production reaching 574,000 MT. Sunflower oil production estimates in MY 2008/09 and MY 2009/10 have been revised upward based on revisions by

SAGARPA and industry sources. Production of sunflower seed oil is forecast to increase to 7,000 MT in MY 2010/11 as result of the growing demand of the snack food industry for vegetable oils with higher quality.

According to industry sources, in 2009 the leading oil-producing companies (i.e., La Corona, Agydsa, Hidrogenadora Yucateca or Proteinas y Oleicos, Industrial Aceitera and Aceites Industriales El Zapote), which account for more than 70 percent of total oil production, halted investments in plants as well as changes to brand images and packaging due to the poor macroeconomic scenario and the GOM's decision to lower applied duties for vegetables oils (please see GAIN Report MX8086).

Consumption:

OILSEEDS

Total domestic oilseed consumption for MY 2010/11 is estimated to increase approximately 3.4 percent from the revised MY 2009/10 estimate to 5.25 MMT. This increase in domestic demand is attributed mainly to the economic recovery. Recently, Mexican private sector economists increased their 2010 Gross Domestic Product (GDP) growth estimates. This occurred after the GOM raised its forecast for the year and indicators such as industrial output and retail sales rose for the first time in more than a year. Mexico's GDP will expand 3.87 percent in 2010, according to a monthly Central Bank (Banxico) survey of private economists released at the beginning of March, up from last month's 3.28 percent estimate. Meanwhile, the GOM also revised its forecast, raising its 2010 GDP forecast to 3.9 percent from 3 percent in February 2010. Latin America's second-biggest economy is recovering due to increasing exports and improving domestic demand, following a 6.5 percent contraction – the worst annual slump in 30 years – in 2009.

Based on this more optimistic macroeconomic prediction, consumer purchasing power should be favorably impacted in 2010. Domestic demand for meat products will likely recover because improved disposable income will encourage middle and lower-income consumers to substitute less expensive protein sources with meat and poultry products. In addition, the livestock sector is expected to have a better performance in 2010. The poultry sector outlook, for example, is slightly optimistic for 2010 in comparison with 2009 (please see GAIN Report MX0010) and this sector continues to be the major consumer of oilseed meal (especially soybean meal). The swine industry is another important end-user of oilseed meals.

At the same time, Mexican consumers will increase their consumption of products containing vegetable oils, such as soybean and canola oils, as improved incomes could encourage demand for convenience foods and other vegetable oil products. For MY 2009/10 the total demand for oilseeds was revised downward, reflecting the recessive scenario previously mentioned.

Soybean domestic consumption is expected to increase 136,000 MT in MY 2010/11 to 3.61 MMT, as a result of the moderate increase in feed demand, stronger processor demand and population growth (0.8 percent). For MY 2009/10 domestic soybean consumption estimates have been revised downward reflecting the bearish market situation this year. Decreased demand has also led to lower than expected imports.

The rapeseed consumption estimate for MY 2009/10 has been revised slightly upward according to the most recent official information from SAGARPA and private sources. Meanwhile, MY 2010/11 is forecast to increase 2.4 percent to 1.44 MMT. Private sources have commented that Mexican crushers have a market for canola oil and they will import canola when the price is competitive.

For sunflower seed consumption, the MY 2008/09 and MY 2009/10 estimates have been revised upward based on SAGARPA information and reflect a relatively stronger demand from the confection, snack, and bird-feed sectors. For MY 2010/11, sunflower seed consumption is expected to increase slightly, due to the improved economic outlook. However, over the past few years, only a small amount of total sunflower seed production has been used for oil and meal.

For MY 2010/11, peanut consumption is forecast to increase to 189,000 MT. Approximately 97 percent of total peanut consumption comes from the snack-food market. The consumption estimates for MY 2008/09 and MY 2009/10 have been revised downward to 189,000 and 184,000 MT, respectively, based on industry figures.

Private sources state that due to the uncertainty generated by unfavorable economic conditions in CY 2009, the main crushers (i.e., Agydsa, Ragasa, Cargill, HYSA, ADM) have stopped or postponed investments in expanded crushing capacity.

Prices will continue to be the overriding factor in marketing oilseeds as demand is price elastic and companies can substitute some oilseeds depending on the price. Mexico will continue to be a net importer of oilseeds, and the United States will continue to be the principal supplier.

OIL MEALS

For MY 2010/11 the consumption of all oil meal products is forecast to increase to 5.29 MMT, up 2.4 percent compared to revised MY 2009/10 data, and reflects the expected slight growth of the livestock feed sector. Imported products will represent approximately 31.5 percent of Mexico's total oil meal consumption, which is slightly higher than the previous year but lower than the level registered in MY 2008/09. Soybean meal is likely to continue to be the ingredient of choice for the poultry and swine industries. However, rapeseed meal consumption, which is used mainly by the swine and dairy sectors, is expected to continue gaining market share assuming affordable prices prevail for Canadian rapeseed meal in MY 2010/11. It is expected that canola meal will constitute approximately 18.5 percent of total meal consumption. Total oil meal consumption figures were revised downward for both MY 2008/09 and MY 2010/11, reflecting the most recent industry and official information.

Soybean meal consumption increased in MY 2010/11 over last year's revised estimate, and is expected to continue to increase in the medium term, assuming a better performance from the poultry and hog industries.

The rapeseed meal estimate for MY 2008/09 has been revised upward, mainly due to low priced Canadian canola meal imports. For MY 2010/11, rapeseed meal consumption is expected to increase slightly to 1.09 MMT, assuming that Canadian imports continue to be affordable.

Sunflower seed meal is forecast to increase to 9,000 MT due to relatively stronger demand from the feed industry. The consumption estimate of sunflower meal has been revised downward for MY 2008/09 and MY 2009/10 to 8,000 each year, based on the most recent industry information. Industry sources indicated that sunflower seed meal has a very low acceptance rate by the crushing industry and feed manufacturers due to its high fiber content.

OILS

Oil consumption is expected to increase by 3.25 percent in MY 2010/11. This increase is driven by greater demand from the industrial and retail sectors due to shifting consumer preferences towards mid-oleic oils as well as population growth. Moreover, ANIAME stated that another factor that should increase the vegetable oil consumption from the industrial sector (mainly snack food sector) is the new GOM program to battle obesity, which costs the health system \$3.2 billion per year based on its estimates. On January 25, 2010, President Felipe Calderon launched a national public and private campaign against obesity and he called parents, teachers and the food industry to guide people to more healthful living.

The plan involves more exercise, weight measurement, drinking water, increasing fruit and vegetable consumption, and “socializing the problem and the strategy”. He called for support in the national strategy against obesity as it constitutes a serious national health problem with social and economic impact. He stated that Mexico is the nation with the greatest number of obese adults in the world and that Mexican children are following the same path. Calderon pointed out that 70 percent of Mexican adults are overweight. This includes some 4.5 million children between 5-11 years old. The plan should reverse the excessive growth of obesity in children between the ages of 2-5 and stop the progress of the disease between the ages of 5-19. The plan will also fight obesity in adults due to the unsustainable costs associated with obesity, such as diseases such as diabetes, hypertension, breast cancer and others.

As a result of this new plan, ANIAME stated that the big vegetable oil companies that have invested in marketing, and developed retail labels in the past few years, are now promoting the healthy aspects of vegetable oils. The products from these companies are low in saturated fats and contain omega-3 fatty acids (i.e., soybean, canola and sunflower oils). At the same time, industry snack food companies have been involved in a new campaign to promote healthy diets among schoolchildren and encourage the use of vegetables oils in their products.

Total oil consumption figures for MY 2008/09 and MY 2009/10 have been revised upward and downward, respectively, due to higher-than-expected crush levels the first year and higher-than-previously estimated imports during the second year.

The soybean oil consumption estimate for MY 2009/10 has been revised slightly downward based on updated information from the industry and reflects sluggish demand and deteriorated consumer purchasing power. However, for MY 2010/11 soybean oil consumption is forecast to increase 3.1 percent to 825,000 MT.

Soybean oil continues to be the dominant oil consumed in Mexico. Companies such as Ragasa and Oleofinos have continued to package and market oil as a retail vegetable oil in its own right. For example, pure soybean oil under the label “Nutrioli” was bottled and launched by Ragasa several years ago. Recently, this company launched a new version called “Nutrioli DHA.” This is the first Mexican cooking oil to feature DHA (docosahexaenoic acid), a nutrient important to brain health throughout the lifecycle. The DHA logo has been prominently displayed on all Nutrioli DHA packaging and in all marketing efforts, which includes broadcast, print and web advertising as well as television and radio spots. Moreover, it currently has a strong consumer demand because it was marketed at the high income market segment. In addition, this product is also being exported to the United States.

Similarly, Nutrioli initiated the operation of a new plant that includes the process called “Enzymatic interesterification,” which provides a safe, easy and cost-efficient alternative to chemical interesterification and hydrogenation. According to industry sources, this method of fat modification retains all of the health benefits of fat produced through chemical interesterification and allows for a more natural product with important environmental benefits. Sources state that soybean

oil awareness among the Mexican consumers has increased significantly over the years. It should be noted that, some years ago, soybean oil was considered a low quality product by many Mexican consumers.

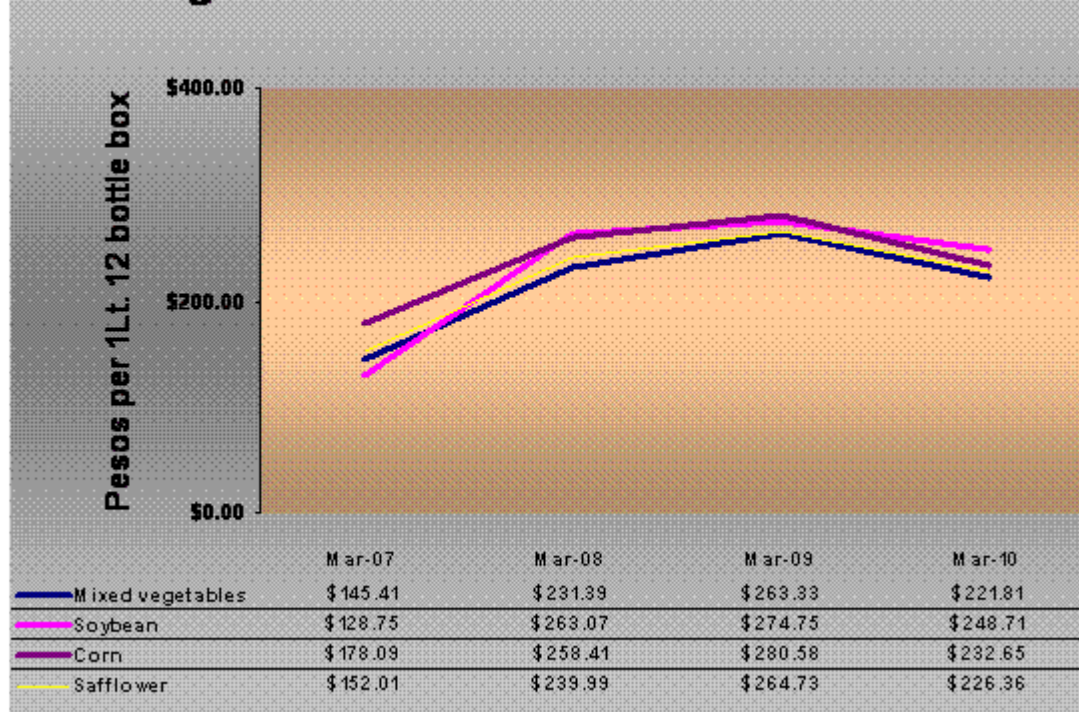
The consumption estimate for rapeseed oil for MY 2009/10 has been revised upward based on revisions of industry sources and SAGARPA. Assuming affordable international prices, rapeseed oil consumption is expected to increase slightly in MY 2010/11, due to market preference for this vegetable oil.

Recently, the Nielsen Company released the results of a 2009 survey about Mexicans' usage and knowledge of cooking oils. The survey, conducted in November/December 2009 among over 600 consumers in Mexico City, Guadalajara and Monterrey, pointed out that Mexicans buy oil twice a month and use it daily for cooking. Health and versatility are the attributes they most look for in cooking oils (i.e., that they are low in saturated fats and contain omega-3 fatty acids). According to the survey, only 11 percent of the interviewees used canola oil, and 11 percent thought they knew the difference between canola and other vegetable oils. After a description of canola oil's benefits was read to participants, 47 percent stated they would be willing to switch to this oil.

The consumption estimates for sunflower oil for MY 2008/09 and MY 2009/10 have been revised downward, based on revisions by SAGARPA and industry sources. However, sunflower oil consumption is forecast to increase slightly to 14,000 MT in MY 2010/11.

Table 2. Mexico: Retail Edible Oil Prices 2008-2010				
Variety	Presentation	March 08	March 09	March10
Mixed vegetables	1lt. 12 bottle box	231.39	263.33	221.81
Soybean	1lt. 12 bottle box	263.07	274.75	248.71
Corn	1lt. 12 bottle box	258.41	280.58	232.65
Safflower	1lt. 12 bottle box	239.99	264.73	226.36

Figure 2. Mexico's Oil Wholesale Prices



Trade: OILSEEDS

Mexico's total oilseed import estimates for MY 2008/09 and MY 2009/10 have been revised downward to 3.38 MMT and 3.49 MMT, respectively, based on official data of the SE in the first year and reflecting the impact of the economic recession and a relatively lower level of consumer purchasing power in the second year. While soybeans dominate oilseed imports in Mexico, imports are expected to increase 3 percent for MY 2010/11 because of the expected recovery in the economy. Mexico's outlook is substantially more favorable than the previous year and slight growth is therefore expected in the domestic hog and poultry sectors.

The soybean import estimate for MY 2009/10 has been revised downward based on industry sources. This decline primarily reflects the sluggish performance of the poultry and hog sectors.

The United States and Canada will continue to be the main suppliers of oilseeds to the Mexican market. Due to proximity and lower freight costs, U.S. suppliers should remain price-competitive and even increase their market share, eventually. For MY 2010/11, the U.S. share is expected to remain about the same as it was in MY 2009/10, at 74 percent.

Canada has continued to be the primary canola supplier to the Mexican market. Canola is counted in the rapeseed PSD. The rapeseed import estimates for MY 2009/10 have been revised upward from the previous estimates based on updated industry information. For MY 2010/11, rapeseed imports are expected to increase slightly to 1.44 MMT due to favorable international prices. Mexico's import decisions for oilseeds continue to be based largely on price and the availability of credit, rather than quality or strong consumer preference.

Sunflower seed imports are forecast to increase to 16,000 MT due to the increasing popularity of sunflower seed oil in the frying snack industry. Sunflower seed import estimates for MY 2008/09 have been revised upward based on end-of the year data from SE and industry information for the second year.

OIL MEALS

It is expected that oil meal imports will increase to approximately 1.7 MMT in MY 2010/11. The United States should capture 86 percent of the total meal import market, which is slightly higher than a year ago. Greater than previously estimated demand, mainly rapeseed (canola) meal, caused oil meal imports to increase in MY 2009/10. This increase in Mexican rapeseed meal imports was a result of an embargo on imported Canadian canola meal by the Food and Drug Administration (FDA). According to industry sources, in May 2009 FDA imposed a ban on Canadian canola meal imports into the United States after it detected salmonella bacteria in some shipments. A canola processing mill in Saskatchewan, Canada, has since been cleared to ship meal to U.S. customers, but other Canadian canola plants remain under an embargo. As a result, Canadian mills have been shipping much of the meal that would have been exported to U.S. to buyers to Mexico instead, at very affordable prices.

Due to the adverse impact on the sales of domestic crushing companies, the National Vegetable Oil and Lard Association (ANIAME) has requested that the Mexican government regulate these Canadian canola meal imports that have been detected with salmonella bacteria. Reportedly, Mexico does not have any regulation for imported canola meal. In October 2009, ANIAME filed an official letter to COFEPRIS (Mexico's FDA counterpart), requesting an emergency standard to regulate canola meal imports, mainly coming from Canada. Despite the lobbying efforts of ANIAME with the Secretariats of Agriculture, Health and Economy, Mexico continues to import the Canadian canola meal since there are not any applicable regulations. ANIAME has been informed that SENASICA does not regulate processed products such as canola meal and neither does COFEPRIS, as this product is for animal feed and not for human consumption.

The soybean meal import estimate for MY 2009/10 has been revised downward given the sluggish demand from the livestock sector and because the soybean meal is facing increased competition from distiller's dried grains with solubles (DDGS). It should be noted that Mexico is the largest export markets for U.S. DDGS, and its demand for the ethanol co-product continues to increase. Last year, Mexico imported approximately 1.47 MMT in 2009 against 1.15 MMT a year before. Industry experts anticipate more volumes to be traded in 2010. Much of this growth can be attributed to greater awareness about the product. Animal feed industry sources have pointed out that while the market for poultry, pork and beef in Mexico declined in 2009 largely because of reduced consumer purchasing power, the market for DDGS was amazingly stable. There is currently no other country exporting DDGS to Mexico, and as long as producers are searching for cheaper feed options, the United States will remain the key exporter to Mexico. Given this competition and the expected slight recovery on the livestock sector demand, imports of soybean meals are expected to increase only slightly in MY 2010/11.

Sunflower seed meal imports are forecast to remain unchanged at 7,000 MT in MY 2010/11. Import estimates of sunflower seed meal for MY 2008/09 and MY 2009/10 have been revised upward reflecting official data and industry information.

OILS

With the expected rebound of the Mexican economy, oil imports are forecast to rise almost 5 percent in MY 2010/11, and soybean oil is forecast to account for 77.2 percent of total oil imports while rapeseed and sunflower seed oils are forecast to account for 11.4 percent each. Soybean oil imports are expected to increase by 5 percent in MY 2010/11. The soybean oil import estimate for MY 2009/10 was revised upward based on preliminary information from the SE.

The sunflower oil import estimate for MY 2008/09 has been decreased based on revised SE data. Importers expect that sunflower oil import levels will remain relatively stable in MY 2010/11, due to a lack of domestic production. For rapeseed oil, the import estimate for MY 2009/10 has been increased, reflecting official industry information. According to industry sources, there is a relatively high rate of substitutability between soybean oil and sunflower and rapeseed oils. Price continues to be one of the main factors in marketing vegetable oils in the Mexican marketplace.

Policy:

OILSEEDS

Under PROCAMPO (the Mexican domestic agricultural support program), a flat-rate payment for oilseed crops was provided to farmers for the 2009 spring/summer crop cycle. On April 8, 2009, SAGARPA announced modifications to the

operational rules of PROCAMPO in the Mexican Federal Register (*Diario Oficial*) for the 2009 spring/summer to the 2012 spring/summer planting seasons. The new supports are between 963 to 1,300 pesos per hectare (U.S. \$71.07- 95.94/ ha), depending on the number of hectares each producer has registered in the program. Additionally, SAGARPA reduced the maximum payment limit under the program to 100,000 pesos (roughly U.S. \$7,380), regardless of total area under production. (For more information, please see GAIN Report MX9020.)

On June 25, 2009, SAGARPA announced the new “Pro-Oilseeds” Program that assists oilseeds growers with support for planting plots, purchasing improved seeds and fertilizers, and expert technical support. The main purpose of this program is to increase the production and productivity of oilseeds (i.e., safflower, canola, soybean and sunflower seed), increasing domestic production as well as providing alternative crops to improve growers’ incomes. As specific objectives, the “Pro-Oilseeds” program seeks to:

1. Increase safflower, canola, soybean and sunflower seed yields through improved production technologies and technical support;
2. Encourage the organization of crops at regional level, taking advantage of potentially productive areas for these oilseed crops; and
3. Encourage the capitalization of growers through support infrastructure for production and harvest.

In addition, the production goals of the “Pro-Oilseeds” Program are as follows:

Table 1. PRODUCTION GOALS OF PRO-OILSEEDS PROGRAM						
Year	2009		2010		2012	
Crop	Planted Area (1000 has)	Production (1000 MT)	Planted Area (1000 has)	Production (1000 MT)	Planted Area (1000 has)	Production (1000 MT)
Soybeans	102.8	192.2	140.0	294.0	280.0	616.0
Canola	12.0	18.0	24.0	40.8	190.0	399.0
Sunflower	5.0	5.5	10.0	14.0	20.0	36.0
Safflower	120.5	204.9	145.0	261.0	260.0	494.0
Total	240.3	420.6	319.0	609.8	750.0	1,509.0

The Program also includes technical assistance for higher sowing density, promotes the use of fertilizers and improvements in plant nutrition, and increases the planted area by applying efficient technologies including phytosanitary controls. The program provides support of up to 15 percent of the average cost of technical assistance, with a limit of 1,100 pesos per hectare (roughly U.S. \$126.00 per hectare) for the production of soybeans, canola (rapeseed) and sunflower seed.

FAS Mexico Web Site:

We are available at www.mexico-usda.com or visit FAS headquarters’ home page at <http://www.fas.usda.gov> for a complete selection of FAS worldwide agricultural reporting.

Production, Supply and Demand Data Statistics:

Mexico: PSD Total Oilseeds

Total Oilseeds Mexico (1000 Hectares) (1000 MT)	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Sep 2008			Market Year Begin: Sep 2009			Market Year Begin: Sep 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Area Planted	130	135	142	130	140	144	0	0	142
Area Harvested	122	121	129	116	119	111	0	0	127
Beginning Stocks	120	126	120	97	54	92	0	0	90
Production	224	228	235	176	186	161	0	0	196
MY Imports	4,647	4,678	4,616	5,035	4,904	4,928	0	0	5,076
MY Imp. from U.S.	3,395	3,380	3,376	3,567	3,552	3,492	0	0	3,598
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	4,991	5,032	4,971	5,308	5,144	5,181	0	0	5,362
MY Exports	15	16	12	15	17	11	0	0	12
MY Exp. to EU	0	0	1	0	0	0	0	0	0
Crush	4,641	4,754	4,643	4,962	4,942	4,861	0	0	5,029
Food Use Dom. Cons.	200	170	185	195	172	180	0	0	185
Feed Waste Dom. Cons.	38	38	39	38	37	39	0	0	39
Total Dom. Cons.	4,879	4,962	4,867	5,195	5,061	5,080	0	0	5,253
Ending Stocks	97	54	92	98	66	90	0	0	97
Total Distribution	4,991	5,032	4,971	5,308	5,144	5,181	0	0	5,362
CY Imports	4,562	4,930	4,930	5,205	5,068	4,708	0	0	5,006
CY Imp. from U.S.	3,268	3,541	3,542	3,718	3,701	3,528	0	0	3,620
CY Exports	15	15	15	15	15	11	0	0	14
CY Exp. to U.S.	0	9	11	0	8	6	0	0	10

Mexico: PSD Soybeans

Oilseed, Soybean Mexico (1000 Hectares)	2008		2009		2010	
	2008/2009		2009/2010		2010/2011	
	Market Year Begin: Sep 2008		Market Year Begin: Sep 2009		Market Year Begin: Sep 2010	
	USDA Official	New	USDA Official	New	USDA Official Data	Jan

(1000 MT)	Data		Post	Data		Post			
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Area Planted	80	88	88	80	89	92	0	0	90
Area Harvested	76	76	76	70	70	62	0	0	78
Beginning Stocks	56	56	56	36	36	36	0	0	36
Production	153	153	153	105	105	80	0	0	115
MY Imports	3,327	3,327	3,327	3,500	3,500	3,400	0	0	3,500
MY Imp. from U.S.	3,327	3,327	3,281	3,500	3,500	3,400	0	0	3,500
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	3,536	3,536	3,536	3,641	3,641	3,516	0	0	3,651
MY Exports	0	0	0	0	0	0	0	0	0
MY Exp. to EU	0	0	0	0	0	0	0	0	0
Crush	3,465	3,465	3,465	3,560	3,560	3,445	0	0	3,577
Food Use Dom. Cons.	0	0	0	0	0	0	0	0	0
Feed Waste Dom. Cons.	35	35	35	35	35	35	0	0	35
Total Dom. Cons.	3,500	3,500	3,500	3,595	3,595	3,480	0	0	3,612
Ending Stocks	36	36	36	46	46	36	0	0	39
Total Distribution	3,536	3,536	3,536	3,641	3,641	3,516	0	0	3,651
CY Imports	3,207	3,478	3,478	3,650	3,650	3,425	0	0	3,520
CY Imp. from U.S.	3,200	3,478	3,478	3,650	3,650	3,425	0	0	3,520
CY Exports	0	0	0	0	0	0	0	0	0
CY Exp. to U.S.	0	0	0	0	0	0	0	0	0

Mexico: PSD Rapeseed

Oilseed, Rapeseed (1000 Hectares) (1000 MT)	Mexico	2008			2009			2010		
		2008/2009			2009/2010			2010/2011		
		Market Year Begin: Oct 2008			Market Year Begin: Oct 2009			Market Year Begin: Oct 2010		
		USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
		Official	Post	Data	Official	Post	Data	Official	Post	Data
Area Planted		0	0	0	0	0	0	0	0	0
Area Harvested		0	0	0	0	0	0	0	0	0
Beginning Stocks		46	56	46	47	10	47	0	0	47
Production		0	0	0	0	0	0	0	0	0
MY Imports		1,164	1,230	1,164	1,385	1,280	1,400	0	0	1,435
MY Imp. from U.S.		15	15	46	15	15	40	0	0	40
MY Imp. from EU		0	0	0	0	0	0	0	0	0
Total Supply		1,210	1,286	1,210	1,432	1,290	1,447	0	0	1,482
MY Exports		0	0	0	0	0	0	0	0	0
MY Exp. to EU		0	0	0	0	0	0	0	0	0
Crush		1,163	1,276	1,163	1,390	1,280	1,400	0	0	1,435
Food Use Dom. Cons.		0	0	0	0	0	0	0	0	0
Feed Waste Dom. Cons.		0	0	0	0	0	0	0	0	0
Total Dom. Cons.		1,163	1,276	1,163	1,390	1,280	1,400	0	0	1,435
Ending Stocks		47	10	47	42	10	47	0	0	47
Total Distribution		1,210	1,286	1,210	1,432	1,290	1,447	0	0	1,482
CY Imports		1,200	1,337	1,337	1,400	1,300	1,156	0	0	1,350
CY Imp. from U.S.		15	25	25	15	15	49	0	0	40
CY Exports		0	1	1	0	0	0	0	0	0
CY Exp. to U.S.		0	1	1	0	0	0	0	0	0

Mexico: PSD Sunflowerseed

Oilseed, Sunflowerseed Mexico	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Oct 2008			Market Year Begin: Oct 2009			Market Year Begin: Oct 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Area Planted	0	1	1	0	1	1	0	0	1
Area Harvested	1	1	1	1	1	1	0	0	1
Beginning Stocks	1	1	1	1	1	1	0	0	1
Production	1	1	1	1	1	1	0	0	1
MY Imports	11	11	14	10	9	15	0	0	16
MY Imp. from U.S.	8	8	10	7	7	12	0	0	13
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	13	13	16	12	11	17	0	0	18
MY Exports	0	0	0	0	0	0	0	0	0
MY Exp. to EU	0	0	0	0	0	0	0	0	0
Crush	9	9	11	8	8	12	0	0	13
Food Use Dom. Cons.	0	0	0	0	0	0	0	0	0
Feed Waste Dom. Cons.	3	3	4	3	2	4	0	0	4
Total Dom. Cons.	12	12	15	11	10	16	0	0	17
Ending Stocks	1	1	1	1	1	1	0	0	1
Total Distribution	13	13	16	12	11	17	0	0	18
CY Imports	10	8	8	10	8	17	0	0	18
CY Imp. from U.S.	8	6	6	8	6	15	0	0	16
CY Exports	0	0	0	0	0	0	0	0	0
CY Exp. to U.S.	0	0	0	0	0	0	0	0	0

Mexico: PSD Peanuts

Oilseed, Peanut (1000 Hectares) (1000 MT) Mexico	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Sep 2008			Market Year Begin: Jun 2009			Market Year Begin: Sep 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Area Planted	50	46	53	50	50	51	0	0	51
Area Harvested	45	44	52	45	48	48	0	0	48
Beginning Stocks	17	13	17	13	7	8	0	0	6
Production	70	74	81	70	80	80	0	0	80
MY Imports	145	110	111	140	115	113	0	0	125
MY Imp. from U.S.	45	30	39	45	30	40	0	0	45
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	232	197	209	223	202	201	0	0	211
MY Exports	15	16	12	15	17	11	0	0	12
MY Exp. to EU	0	0	1	0	0	0	0	0	0
Crush	4	4	4	4	4	4	0	0	4
Food Use Dom. Cons.	200	170	185	195	172	180	0	0	185
Feed Waste Dom. Cons.	0	0	0	0	0	0	0	0	0
Total Dom. Cons.	204	174	189	199	176	184	0	0	189
Ending Stocks	13	7	8	9	9	6	0	0	10
Total Distribution	232	197	209	223	202	201	0	0	211
CY Imports	145	107	107	145	110	112	0	0	120
CY Imp. from U.S.	45	32	33	45	30	43	0	0	48

CY Exports	15	14	14	15	15	11	0	0	14
CY Exp. to U.S.	0	8	10	0	8	6	0	0	10

Mexico: PSD Total Oilmeals

Total Oilmeals Mexico (1000 MT) (Percent)	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Sep 2008			Market Year Begin: Sep 2009			Market Year Begin: Sep 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Crush	4,637	4,704	4,639	4,958	4,848	4,857	0	0	5,025
Extr. Rate, 999.9999	0.733	0.731	0.733	0.727	0.730	0.725	0	0	0.726
Beginning Stocks	43	43	43	91	91	91	0	0	45
Production	3,399	3,437	3,400	3,602	3,539	3,521	0	0	3,646
MY Imports	1,650	1,629	1,647	1,585	1,557	1,611	0	0	1,667
MY Imp. from U.S.	1,577	1,564	1,566	1,535	1,507	1,371	0	0	1,432
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	5,092	5,109	5,090	5,278	5,187	5,223	0	0	5,358
MY Exports	6	6	6	7	7	6	0	0	6
MY Exp. to EU	0	0	0	0	0	0	0	0	0
Industrial Dom. Cons.	0	0	0	0	0	0	0	0	0
Food Use Dom. Cons.	50	50	50	50	56	50	0	0	50
Feed Waste Dom. Cons.	4,945	4,962	4,943	5,187	5,090	5,122	0	0	5,248
Total Dom. Cons.	4,995	5,012	4,993	5,237	5,146	5,172	0	0	5,298
Ending Stocks	91	91	91	34	34	45	0	0	54
Total Distribution	5,092	5,109	5,090	5,278	5,187	5,223	0	0	5,358
CY Imports	1,635	1,587	1,587	1,630	1,603	1,557	0	0	1,592
CY Imp. from U.S.	1,566	1,558	1,558	1,585	1,558	1,399	0	0	1,432
CY Exports	7	7	7	7	7	6	0	0	6
CY Exp. to U.S.	0	0	0	0	0	0	0	0	0

Mexico: PSD Soybean Meal

Meal, Soybean Mexico (1000 MT) (Percent)	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Sep 2008			Market Year Begin: Sep 2009			Market Year Begin: Sep 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Crush	3,465	3,465	3,465	3,560	3,560	3,445	0	0	3,577
Extr. Rate, 999.9999	1.	1.	0.787	1.	1.	0.7866	0	0	0.787
Beginning Stocks	43	43	43	91	91	91	0	0	45
Production	2,727	2,727	2,727	2,800	2,800	2,710	0	0	2,815
MY Imports	1,497	1,497	1,497	1,450	1,450	1,350	0	0	1,400
MY Imp. from U.S.	1,497	1,497	1,497	1,450	1,450	1,350	0	0	1,400
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	4,267	4,267	4,267	4,341	4,341	4,151	0	0	4,260
MY Exports	6	6	6	7	7	6	0	0	6
MY Exp. to EU	0	0	0	0	0	0	0	0	0
Industrial Dom. Cons.	0	0	0	0	0	0	0	0	0
Food Use Dom. Cons.	50	50	50	50	50	50	0	0	50
Feed Waste Dom. Cons.	4,120	4,120	4,120	4,250	4,250	4,050	0	0	4,150
Total Dom. Cons.	4,170	4,170	4,170	4,300	4,300	4,100	0	0	4,200

Industrial Dom. Cons.	0	0	0	0	0	0	0	0	0
Food Use Dom. Cons.	0	0	0	0	6	8	0	0	9
Feed Waste Dom. Cons.	10	6	8	9	0	0	0	0	0
Total Dom. Cons.	10	6	8	9	6	8	0	0	9
Ending Stocks	0	0	0	0	0	0	0	0	0
Total Distribution	10	6	8	9	6	8	0	0	9
CY Imports	5	3	0	5	3	2	0	0	2
CY Imp. from U.S.	5	3	3	5	3	2	0	0	2
CY Exports	0	0	3	0	0	0	0	0	0
CY Exp. to U.S.	0	0	0	0	0	0	0	0	0

Mexico: PSD Total Oils

Total Oils Mexico (1000 MT) (Percent)	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Sep 2008			Market Year Begin: Sep 2009			Market Year Begin: Sep 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Crush	4,638	4,704	4,639	4,958	4,768	4,857	0	0	5,025
Extr. Rate, 999.9999	0.232	0.235	0.233	0.239	0.240	0.241	0	0	0.241
Beginning Stocks	50	49	50	20	14	20	0	0	18
Production	1,078	1,105	1,079	1,186	1,142	1,171	0	0	1,209
MY Imports	200	210	235	235	245	260	0	0	272
MY Imp. from U.S.	170	170	208	206	205	231	0	0	243
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	1,328	1,364	1,328	1,441	1,401	1,451	0	0	1,499
MY Exports	31	31	22	32	32	25	0	0	26
MY Exp. to EU	0	0	0	0	0	0	0	0	0
Industrial Dom. Cons.	0	0	0	0	0	0	0	0	0
Food Use Dom. Cons.	1,272	1,314	1,281	1,380	1,340	1,403	0	0	1,449
Feed Waste Dom. Cons.	5	5	5	5	5	5	0	0	5
Total Dom. Cons.	1,277	1,319	1,286	1,385	1,345	1,408	0	0	1,454
Ending Stocks	20	14	20	24	24	18	0	0	19
Total Distribution	1,328	1,364	1,328	1,441	1,401	1,451	0	0	1,499
CY Imports	254	294	294	235	239	223	0	0	247
CY Imp. from U.S.	225	261	261	206	206	196	0	0	217
CY Exports	32	35	35	32	32	23	0	0	25
CY Exp. to U.S.	29	32	32	29	29	21	0	0	21

Mexico: PSD Soybean Oil

Oil, Soybean Mexico (1000 MT) (Percent)	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Sep 2008			Market Year Begin: Sep 2009			Market Year Begin: Sep 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Crush	3,465	3,465	3,465	3,560	3,560	3,445	0	0	3,577
Extr. Rate, 999.9999	0.	0.	0.1758	0.	0.	0.1756	0	0	0.1756
Beginning Stocks	38	38	38	5	5	5	0	0	3
Production	609	609	609	626	626	605	0	0	628
MY Imports	159	159	159	195	195	200	0	0	210
MY Imp. from U.S.	159	159	159	195	195	200	0	0	210

MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	806	806	806	826	826	810	0	0	841
MY Exports	1	1	1	2	2	2	0	0	2
MY Exp. to EU	0	0	0	0	0	0	0	0	0
Industrial Dom. Cons.	0	0	0	0	0	0	0	0	0
Food Use Dom. Cons.	795	795	795	810	810	800	0	0	825
Feed Waste Dom. Cons.	5	5	5	5	5	5	0	0	5
Total Dom. Cons.	800	800	800	815	815	805	0	0	830
Ending Stocks	5	5	5	9	9	3	0	0	9
Total Distribution	806	806	806	826	826	810	0	0	841
CY Imports	214	214	214	195	195	175	0	0	185
CY Imp. from U.S.	214	214	214	195	195	175	0	0	185
CY Exports	2	2	2	2	2	2	0	0	2
CY Exp. to U.S.	1	1	1	1	1	1	0	0	1

Mexico: PSD Rapeseed Oil

Oil, Rapeseed Mexico (1000 MT) (Percent)	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Oct 2008			Market Year Begin: Oct 2009			Market Year Begin: Oct 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Crush	1,163	1,230	1,163	1,390	1,280	1,400	0	0	1,435
Extr. Rate, 999.9999	0.3998	0.4	0.3998	0.	0.	0.4	0	0	0.4
Beginning Stocks	12	11	12	15	9	15	0	0	15
Production	465	492	465	556	512	560	0	0	574
MY Imports	11	11	11	10	9	30	0	0	31
MY Imp. from U.S.	5	5	8	5	4	25	0	0	26
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	488	514	488	581	530	605	0	0	620
MY Exports	0	0	0	0	0	0	0	0	0
MY Exp. to EU	0	0	0	0	0	0	0	0	0
Industrial Dom. Cons.	0	0	0	0	0	0	0	0	0
Food Use Dom. Cons.	473	505	473	566	515	590	0	0	610
Feed Waste Dom. Cons.	0	0	0	0	0	0	0	0	0
Total Dom. Cons.	473	505	473	566	515	590	0	0	610
Ending Stocks	15	9	15	15	15	15	0	0	10
Total Distribution	488	514	488	581	530	605	0	0	620
CY Imports	10	47	47	10	9	18	0	0	30
CY Imp. from U.S.	5	41	41	5	4	15	0	0	25
CY Exports	0	0	0	0	0	0	0	0	0
CY Exp. to U.S.	0	0	0	0	0	0	0	0	0

Mexico: PSD Sunflowerseed Oil

Oil, Sunflowerseed Mexico	2008			2009			2010		
	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Oct 2008			Market Year Begin: Oct 2009			Market Year Begin: Oct 2010		
	USDA Official Data		New Post	USDA Official Data		New Post	USDA Official Data		Jan
	Official	Post	Data	Official	Post	Data	Official	Post	Data
Crush	9	9	11	8	8	12	0	0	13

Extr. Rate, 999.9999	0.	0.	0.4545	0.	0.	0.5	0	0	0.5385
Beginning Stocks	0	0	0	0	0	0	0	0	0
Production	4	4	5	4	4	6	0	0	7
MY Imports	30	40	29	30	41	30	0	0	31
MY Imp. from U.S.	6	6	5	6	6	6	0	0	7
MY Imp. from EU	0	0	0	0	0	0	0	0	0
Total Supply	34	44	34	34	45	36	0	0	38
MY Exports	30	30	21	30	30	23	0	0	24
MY Exp. to EU	0	0	0	0	0	0	0	0	0
Industrial Dom. Cons.	0	0	0	0	0	0	0	0	0
Food Use Dom. Cons.	4	14	13	4	15	13	0	0	14
Feed Waste Dom. Cons.	0	0	0	0	0	0	0	0	0
Total Dom. Cons.	4	14	13	4	15	13	0	0	14
Ending Stocks	0	0	0	0	0	0	0	0	0
Total Distribution	34	44	34	34	45	36	0	0	38
CY Imports	30	33	33	30	35	30	0	0	32
CY Imp. from U.S.	6	6	6	6	7	6	0	0	7
CY Exports	30	33	33	30	30	21	0	0	23
CY Exp. to U.S.	29	32	32	29	29	20	0	0	21