

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Mexico

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Opportunities for US Duck Sales in Mexico

Report Categories:

Promotion Opportunities

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Report Highlights:

Mexico imported nearly \$4.4 million of frozen duck meat in 2017. The United States is Mexico's main duck meat supplier, 97 percent by volume of the total amount imported. While the market for duck meat is relatively modest, there is room for growth. In order to help expand the market, USAPEEC, in conjunction with FAS-Mexico and the Indiana Soybean Alliance, hosted a series of events to promote U.S. duck meat with foodservice professionals in Mexico City.

General Information:

Market Information

The United States is by far the largest supplier of duck meat to Mexico, accounting for nearly \$4.1 million of the \$4.4 million import market in 2017. Canada accounts for the remainder of duck imports. Frozen whole ducks represent over 90 percent of the total import market by volume, and smaller volumes of frozen duck livers and other frozen pieces are also imported. Mexico does not currently import significant volumes of fresh or refrigerated duck. While the overall market for duck meat is relatively modest, there is room for growth through increased market promotion activities.

Imported duck meat available in Mexico comes from the Muscovy and Pekin breeds, consumed as foie gras, pate, confit, and magret. Due to its versatility and convenience, Mexican chefs have incorporated duck as a protein for several traditional dishes.

Mexico has a small local production of 2,000 ducks per year produced mainly in the State of Jalisco; its consumption is mainly regional.

Mexico Import Statistics

Commodity: 0207.42 Duck Meat

0207.42.01 Duck Meat not cut in pieces, frozen

Imports	Value 2018 Jan-Sep	Volume 2018 Jan- Sep	Value 2017 Jan-Dec	Volume 2017 Jan- Dec	Value 2016 Jan -Dec	Volume 2016 Jan-Dec
Total	3,003,283	747,693	3,304,979	827,736	4,881,934	1,088,709
United States of America	2,781,588	711,348	3,204,725	810,368	4,687,194	1,060,176
Canada	221,695	36,344	100,254	17,367	194,740	28,533

Note: Value expressed in USD / Volume expressed in kilograms

Source: Secretaria de Economia - SIAVI (Mexico Ministry of Economy Tariff Information System via Internet)

Commodity: 0207.45 Duck Meat

0207.45.01 Duck liver, frozen

Imports	Value 2018 Jan-Sep	Volume 2018 Jan-Sep	Value 2017 Jan-Dec	Volume 2017 Jan- Dec	Value 2016 Jan - Dec	Volume 2016 Jan- Dec
Total	261,073	6,933	143,234	3,593	192,356	5,154
United States of America	77,295	1,799	29,755	788	35,568	915
Canada	183,778	5,134	113,479	2,804	156,788	4,239

Note: Value expressed in USD / Volume expressed in kilograms

Source: Secretaria de Economia - SIAVI (Mexico Ministry of Economy Tariff Information System via Internet)

Commodity: 0207.45 Duck Meat
0207.45.99 Duck meat other pieces, frozen

Imports	Value 2018 Jan- Sep	Volume 2018 Jan- Sep	Value 2017 Jan- Dec	Volume 2017 Jan- Dec	Value 2016 Jan -Dec	Volume 2016 Jan- Dec
Total	946,835	67,710	934,663	65,643	1,290,294	79,790
United States of America	927,563	66,289	852,788	59,495	1,290,294	79,790
Canada	19,272	1,420	81,875	6,147	0	0

Note: Value expressed in USD / Volume expressed in kilograms

Source: Secretaria de Economia - SIAVI (Mexico Ministry of Economy Tariff Information System via Internet)

USAPEEC, USDA, and the Indiana Soybean Alliance Host Duck Promotion Events

The USA Poultry and Egg Export Council (USAPEEC) recently hosted events to promote duck meat products in Mexico City. An audience of more than 140 attendees was present at the U.S. duck demo-dinner in Mexico City, sponsored mainly by the Indiana Soybean Alliance. Foodservice professionals were the main target for these events, where attendees had the opportunity to watch Chef Chris Koetke in action. Chefs and foodservice professionals from more than 50 different companies watched Chef Koetke display the incredible versatility of U.S. duck in a variety of dishes, using skills acquired through 30 years of experience in the culinary industry. The event took place in the gorgeous *Palacio de Autonomia* museum in downtown Mexico City.

Three U.S. companies, Agri West, Eastern Quality Foods, and Maple Leaf Farms participated in this event, where a local distributor of Mexico City received a special recognition for more than 40 years of selling U.S. duck in Mexico.



Prior to the duck demo-dinner, USAPEEC held a special event developed for a local foodservice distributor, promoting U.S. duck meat. Around 40 people from their sales force attended this event, where Chef Chris Koetke also demonstrated the different uses for U.S. duck meat in the foodservice industry, preparing five different dishes from influences all over the world and using almost all parts of the duck.



