

Nebraska Agricultural Trade Office staff have been working to build solid relationships for many years in Mexico.

Food & Beverage August 2013

Because of close proximity and a free trade agreement, Nebraska food companies have been exporting to Mexico for many years. Agricultural commodity exports from Nebraska to Mexico totaled over \$1.5 billion in 2012. The economic downturn affected Mexican consumers however, and they are not eating out and watching spending on food. Convenience foods are becoming more and more important, which is positive for Nebraska food companies.

Currently, Mexico is leading the world in obese children. This is causing the government to enact new health laws for schools and other organizations. Healthy, natural, and organic foods are gaining popularity. Exporters need to cater to this exploding market and learn the new regulations for school children.

MEXICAN FOOD & BEVERAGE INDUSTRY

Price and quality currently are the most important aspects of food currently to Mexican consumers. Women and children are controlling food purchasing, and healthy foods are in high demand. Convenience is gaining ground as well, as more women are working and pushing for fast, convenient meals. Nebraska food companies can be successful in Mexico if they cater to Mexican consumer needs.

The following products are in high demand in Mexico:

Snacks

Ethnic foods

Potatoes

Frozen foods

Vegetables

Processed, ready to eat foods

Desserts

Meat (beef, pork, poultry)

Cheese

Sauces

Soups

Wine & Beer



Here are tips for exporting to Mexico:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Developing a relationship with importers can make the process easier. To be successful in Mexico, exporters need to have a personal relationship with importers. Visiting one-on-one with buyers may be the best way to build this relationship. Also another great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

KNOW EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. All products exported to Mexico must have labels printed in Spanish. You also may need to change your labels to include the "Made in the USA" statement on them. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



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