

August 1994, *SECOFI* announced that it had formally terminated its investigation and that it had found no basis for any action. In November, however, another probe was launched into charges of dumping against Danish pork products levied by the *Consejo Mexicano de Pocericultura (CMP)*, Mexican Council of Pork Producers.

PERCEPTION OF CANADIAN PRODUCTS

Canadian pork enjoys a very good reputation in Mexico. In comparison to American pork, Canadian products are perceived as having better texture, containing less salt and being less greasy. The genetic stock of Canadian pork is considered superior to its American equivalent. High-quality Mexican pork is considered superior to both U.S. and Canadian products.

Many processors and retailers interviewed for this study praised the quality of Canadian pork but complained that they cannot find it due to the lack of a stable Canadian presence in the Mexican market.

Spanish pork products are generally well-accepted but occasionally are considered too salty. The Spanish pork industry has not been able to eradicate pork cholera, thus exports to Mexico are sporadically interrupted due to health regulations.

Most Mexicans who were interviewed felt that Canadian pork products were equal in quality to Danish products.

In spite of the good reputation of Canadian pork, some of the buyers interviewed suggested that Canadian pork exporters will have difficulty obtaining a premium price, even for high-quality products. The reason is that even though Mexican consumers have a high regard for imported products, they are generally unaware of high-quality pork. Even though buyers appreciate the difference, prices are ultimately determined by consumer demand.