

## OPPORTUNITIES FOR CANADIANS

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For more information on Canadian export opportunities in Mexico, please consult the DFAIT Team Canada Market Research Centre.

For information, please contact the Info Centre at the Department of Foreign Affairs and International Trade by calling 1-800-267-8376 or (613) 944-4000.

An extensive study conducted among Mexican distributors and consumers highlights import opportunities for pork, poultry, deli meat, confectionary products, frozen and refrigerated vegetables, prepared food products, microwave meals, prepared sauces, low-fat products, beverages and juices. This study also identifies the main criteria which define the preferences of affluent Mexican consumers, including those related to product image, quality and originality, packaging, preparation time, and health aspects. This study concludes by noting the curiosity of affluent Mexicans aged 25 to 35 and the adaptation of North American food customs without omitting domestic dishes.

### GENERAL OPPORTUNITIES

Export opportunities for Canadian agri-food products have been identified based on recent Mexican import trends, present growth of the market, and the capacity of Canadian producers and processors to supply the market. Some examples are as follows:

- **OILSEEDS AND WHEAT:** These remain Canada's top two exports to Mexico. Opportunities exist for canola, canola oil, and possible canola meal sales to Mexico.
- **CANARY SEED:** Exports fell from \$14 million in 1996 to \$8 million in 1997, however by March 1998, Canadian exports had already exceeded \$4.5 million.
- **MALT:** Although sales fell from \$10 million in 1996 to just under \$4 million in 1997, industry continues to see Mexico as an important market for Canadian malt.
- **LENTILS:** Increasing 150% over five years, exports totalled \$4.7 million in 1997.
- **YELLOW AND GREEN PEAS:** Opportunities exist for both whole and split peas, mostly used for processed foods.
- **COLOURED BEANS:** (pinto, black and red) Mexico consumes huge amounts of coloured beans. Imports are often controlled by Conosapo, through open tenders.
- **COLD CLIMATE FRESH FRUITS AND VEGETABLES:** Mexico produces no more than 30% of its consumption of apples, peaches, pears, plums, and produces no cherries. Apples exports from Quebec and Ontario are on the increase. Good opportunities exist for off season supply of broccoli, cauliflower, and lettuce.
- **PROCESSED VEGETABLES:** This sector is expected to grow by 20% yearly, largely driven by french fries for the hotel, restaurant and institution sector.
- **SWINE GENETICS:** New swine breeds and technology are in demand as the Mexican hog producing industry continues to develop.
- **DAIRY AND BEEF GENETICS:** Mexico has been a steady market for Canadian dairy pure-bred live animals and semen. Demands are on the increase due to higher milk prices and liberalization of prices for processed milk (long shelf-life). Beef genetics are also in demand, particularly for commercial stock, as cattle populations in Mexico need to be replenished. With improved EDC lines of credit for Canadian breeding livestock for Mexico, opportunities are even better. As well, Canadian breeding cattle and genetics enter the Mexican market duty-free.
- **CHRISTMAS TREES:** One million per year. Key suppliers are Canada and US.