

## OILSEED SURVEY

### (1) CONSUMPTION

#### (a) Human Nutrition

- Vegetable oils and fats per capita consumption in 1991 was estimated at 19.3 Kg. Total fats and oils consumption in 1991 is estimated at 1.6 million tonnes broken down as follows:

24% animal fats, 76% vegetable fats of which 40% are consumed in solid form.

- Consumer preference even amongst middle and upper income class is based on price and habit. The most commonly consumed oil is a blend of soya, palm and canola oil. This blend is variously described as vegetable oil, cartamo or sunseed oil. Consumption level of domestically produced sesame seed oil, because of its prices, is very low.
- Although health concerns are becoming more evident, the Mexican market continues to be very price sensitive with price, rather than health, being the main factor in purchasing decisions both at processor and retail levels.
- No information of soyfood products (tofu, etc.) per capita consumption, although it would be very small.
- No human consumption of flaxseed or flaxseed products in Mexico.

#### b) Protein meals

#### Size of and growth pattern of Livestock Industry

	Cattle Millions of Head	Hogs	Sheep	Goats	Chicken		Turkeys
					(For eggs)	(For meat)	
1987	34.6	18.7	10.4	5.9	118.4	105.5	8.9
1988	33.8	15.9	10.1	5.8	115.4	118.6	8.8
1989	33.0	16.2	10.2	5.9	119.1	119.2	7.1
1990	32.0	15.2	10.4	5.8	115.2	118.8	7.0
1991 (Est)	31.9	15.9	10.7	6.0	106.6	124.8	6.8