

For a long time, Mexico's protectionist policies and price controls either shut out or discouraged foreign investment in the food and beverage sector, and domestic manufacturers held sway over a captive consumer market. Since the late 1980s, reduced trade barriers have led to new foreign investment as well as aggressive joint venturing with foreign food processors. As a result, this sector is now one of the most fiercely competitive in the country. It has also injected new dynamism into the food chain, creating exciting opportunities for processors as well as for equipment manufacturers.

## PROCESSED FOOD SALES

### LEADING PRODUCERS, 1992-93

Rank (in top 500)	Company	Sales (US \$ millions)
9	Grupo Industrial Bimba	1,516
10	Campanía Nestlé	1,383
50	Anderson Clayton	474
34	Grupa Industrial Maseca	473
84	Sigma Alimentos	383
75	Herdez	292
68	Ganaderos Productores de Leche Pura	284
96	Agrobios	174
119	Lechera Guadalajara	130
123	Danone de México	124
128	Ingenio Tres Valles	109
154	Productos de Leche	96
153	Helados Holanda	89
159	Molinas Azteca	75
138	Corporación Azucarera de Tala	70
192	Derivadas de Maíz Alimenticio	58
218	Laboratorios y Agencias Unidas	57
204	Ingenio Adolfo López Mateas	43
260	Aceite	37
	<b>Total</b>	<b>7,153</b>

Source: *Expansión*, August 17, 1994.