

**MARKETING DRIED PULSES
AND SEEDS IN MEXICO**

NARRATIVE

Beans

A wide variety of beans, including black, pinto, and white, are grown in Mexico. The domestic bean market is dominated by the states of Zacatecas and Durango, which contribute between 70 and 80% of the total bean production for the entire country. The population of Mexico is approximately 100 million, with a large percentage of the population living in the large cities. The average Mexican consumes between 1.2 to 1.5 kilograms of beans annually, compared to a more liberal 1.5 to 2.0 kilograms by Canadians.

The import market for beans varies from year to year, since domestic production is highly dependent on adequate rainfall and other favorable climatic conditions. Imports of beans are generally low, but can reach up to 100,000 metric tons in some years.

This market study has been prepared to assist Canadian firms interested in exporting to Mexico. While an effort has been made to examine the most important aspects of the sector, the study is not exhaustive. Companies will have to tailor their marketing approach according to their particular interests and circumstances.

Further assistance can be obtained by addressing requests directly to the Commercial Division of the Canadian Embassy in Mexico City located at Calle Schiller No. 529, Col. Polanco, 11580 Mexico, D.F., fax (011-525) 724-7900, telex 177-1191 (DMCNME) and fax (011-525) 724-7982 (sending from Canada); or the Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2; phone (613) 996-8625; fax (613) 943-8806.

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