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Marketing Pulses in Mexico

The pulses market is very price sensitive and highly competitive. The principal distribution centers are located in Mexico City, Guadalajara and Monterey. Most of the dealers have warehouse facilities in these produce markets, known as Centrales de Abasto.

Canadian exporters who are interested in doing business in Mexico should visit the market, to learn first-hand how the products are handled and how the distribution system operates. Besides, it is essential that personal contact with potential buyers be made at the outset. The Embassy can assist in arranging meetings with local distributors of pulse crops on request. It should be borne in mind, however, that in some cases it might be necessary to engage the services of an interpreter, since some buyers do not speak English. Once a business relationship has been established, subsequent communication can follow the custom in North America, by facsimile or telephone.

Mexican buyers usually require product samples along with quotations, to see the quality they will be offering to their customers. For fast delivery, Canadian exporters may wish to consider forwarding such materials by courier service direct to the interested party.

It is not unusual for the best of buyers to renege on payment at times for different reasons: excessive dockage, poor quality product, untimely delivery, weight loss, etc. Close attention should be given to conforming to the customer's requirements and instructions to the letter. And, until such time as the exporter is satisfied with his buyer's payment record, he should protect himself by ensuring payment by an