

TARIFFS

Under current regulations in Mexico, permits are not required to import salmon products, although the ad valorem duty is extremely high at 50 percent. Negotiations between Canada, Mexico and the United States toward a North American Free Trade Agreement, if completed, will help provide improved tariff access for Canadian and U.S. salmon suppliers over offshore countries (eg. Norway, Scotland).

HEALTH REGULATIONS

All seafood imports require a commercial invoice, bills of lading, certificate of origin, free sale certificate and health certificate declaring that the salmon product is within maximum levels for heavy metals established in Codex Alimentarius. A "Free Sale Certificate" is also required and is a declaration on the exporters letterhead stating the products processed by the company are genuinely Canadian and comply with all sanitary conditions and regulations established by Canadian health authorities, and cleared for consumption in Canada and abroad. All documents must be attested to by competent Canadian authorities and Visaed by a Mexican Consular Office in Canada.

POST PROPOSALS

Price competitiveness and optimum product quality are paramount considerations when approaching the Mexican market which, as may be seen by the previous statistics, is supplied by many other countries including Canada. A promising marketing initiative in the Mexican market would be aggressive promotions, particularly aimed at the gourmet restaurant trade. Properly targeted promotions could result in increased export volumes of smoked, fresh, chilled and frozen salmon products to the Mexican market. Marketing promotions should consider, because of the specialty/gourmet characteristics of salmon in Mexico, the post does not expect significant increases in marketing opportunities at the supermarket outlet level.