

COMPETITION

Canadian pork is price-competitive in Mexico. Most consumers consider it superior to American products, but not as good as top-quality Mexican pork.

MEXICAN COMPETITORS

The pork processing industry is dominated by a group of large firms. Most are either Mexican-owned or have alliances with foreign companies.

LEADING MEXICAN PORK PROCESSING COMPANIES

Company	Percentage market share	Ownership
Sigma	35	part of Grupo Alfa, 2.5 percent U.S. and 97.5 percent Mexican
Zwanenberg	12	subsidiary of Unilever (UK 100 percent)
Rion	11	unknown
Kir	9	100 percent Mexican
Alpro	9	100 percent Mexican
Kowi	5	100 percent Mexican
Pisa	3	unknown
Lancer	2	100 percent Mexican
Aric F. Mayo	2	unknown
Parma	1	Italian/Mexican
Campofrío	1	Spanish/Mexican
Others	10	n/a

Mexican hog producers are only partly competitive compared to American and Canadian operations.

- Animal feed is 2.5 to 3 times as expensive as in the United States. It is cheaper to import one kilogram of meat than the seven kilograms of grain required to produce it.
- High interest rates limit producers' ability to improve productivity and quality standards. At the same time, it is getting harder to sell meat that does not conform to Mexico's *Tipo Inspección Federal (TIF)*, sanitary inspection standards.