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Pannke, J. Antonio
The Mexican lobster fishery, marke
and distribution system
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THE MEXICAN LOBSTER FISHERY, MARKET AND DISTRIBUTION SYSTEM

Dept. of External Affairs Min. des Affaires extérieures

AUG 12 1993

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NARRATIVE

Mexico ranks eighth among the world's lobster-producing nations. Species of the Palinuridae, Nephropidae and Scyllaridae families of spiny lobsters may be found in Mexican waters. Of the seven Palinuridae species present, only four make up the principal lobster fishery: Panulirus interruptus (red lobster); Panulirus gracilis (green lobster); Panulirus inflatus (blue lobster) and Panulirus argus (Caribbean lobster).

Most of the lobsters are taken along the Peninsula of Baja California (from Ensenada to Bahía de Magdalena, Isla La Partida and Isla Espíritu Santo), and the Peninsula of Yucatán (Punta Holchit and the coastline of Quintana Roo). Potential exists to develop the lobster fishery along the coasts of Oaxaca and Chiapas. However, many studies are required to determine the exact potential of the resource and the number of fishermen that can be allowed to exploit it in that region.

The lobster fishery in Mexico is reserved to co-operatives. There are 90 fisheries co-operatives with a total membership of approximately 10,500 fishermen. However, not all of them are directly involved in catching lobsters; many of them are engaged in fishing for other marine species.

In order to manage and preserve this resource, the Secretariat of Fisheries via its National Fisheries Institute, has taken two regulatory measures (besides limiting the number of fishermen): a period each year when the catching of lobster is prohibited, and a minimum size that can legally be taken depending on the characteristics of each of the species being exploited. These measures are to allow more larva to be released by the female lobsters at spawning time, to give the resource a period of rest and to enable it to develop in size. The objective is to allow female lobsters to reach maturity and breed at least once in their lifetime, to have replacements for the females which are caught.

The prohibition periods and the minimum sizes allowed for each specie are:

Lobster Species	Prohibition Period	Minimum Size
Red Green & blue	16 March - 30 Sept. 1st. June - 15 Sept.	82.5 cephalothorax 82.5 cephalothorax
Caribbean	1st. March - 30 June	14.5 abdominal

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The fisheries authorities in Mexico are having difficulty in maintaining the resource at its optimum levels of production. This is mainly caused by consumer preferences of both the domestic and international markets for smaller size lobsters. This situation conflicts with the regulatory criteria, especially in the lobster fishery along Mexico's Caribbean coastline. The preferred sizes are precisely those which have not yet reached the legal minimum stage of development. Sustained harvest in that area is seriously inhibited since individuals of those smaller sizes do not get to reproduce even once in their lifetime.

The number of fishermen dedicated to the lobster fishery in the Caribbean has increased disproportionately, but not so the reproduction of the lobster resource. This has serious implications for maintaining the future balance, as the indiscriminate catching of lobsters by fishermen who use modern aqualung diving techniques, tends to deplete the numbers of female lobsters before they can reproduce. The exclusive use of lobster traps could resolve this problem, but no regulation has yet been introduced regarding the equipment and/or fishing systems that are appropriate and approved for the catching of lobster.

SUPPLY AND CONSUMPTION

The disposable volume of lobster in the domestic market in 1991 reached over 1,683 tonnes. This was an increase of 98.7%, compared to a decline of 2.7% the previous year. Per Capita consumption of lobster went from 11.13 kilograms in 1989 to 20.33 kilograms in 1991. Direct human consumption of lobster in 1991 is estimated at approximately 10.10 kilograms, while indirect human consumption reached 10.23 kilograms.

Lobster is distributed in the Mexican consumer market whole-boiled-frozen (67%), fresh-frozen tails (28%) and as lobster pulp (5%). Lobster is a high-priced food item, which is affordable and consumed regularly only by the upper middle class and the wealthy sectors of the population.

Of late, imported surimi products (imitation crab and lobster made from inexpensive white fish) have entered the market. They are sold over supermarket fish counters, fish stores and served mostly at Japanese restaurants. Being a new and cheaper product (the price of imported surimi is but a fraction of that for real lobster), Mexican housewives tend to be willing to try surimi for a time, but the novelty soon wears off. On the other hand, surimi consumption in specialty restaurants is on the increase, but this trend represents no serious threat to the traditional consumption of real product.

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DOMESTIC PRODUCTION AND FOREIGN TRADE

Lobster production in Mexico in 1991 reached an estimated 2,621 tonnes, an increase of 38.8% above the tonnage caught the previous year, reflecting the intense exploitation currently taking place. In contrast, the production increase from 1989 to 1990 was only 2.4%.

Over 35% of the lobster catch was exported in 1991, amounting to 939,399 kilograms for a value of US\$15,107,327 dollars. However, higher export percentages were recorded in the previous years, when they reached 53.2% and 55.9% in 1989 and 1990, respectively. The principal markets for Mexico's lobster are the United States and Japan. Lobster sales have also been made to France and Spain.

The recorded imports of frozen rock lobster and other sea crayfish (Palinurus, spp., Palunirus spp. and/or Jasus spp.) totalled only 1,435 kilograms in 1991, compared to 16,254 kilograms a year earlier. The major supplier of these sea products is the United States.

There are major discrepancies between official Mexican statistics and Statistics Canada data, concerning Canadian lobster exports to Mexico. SECOFI import data for 1991 recorded only 322 kilograms of Homarus Americanus lobster valued at US\$4,074 dollars as originating in Canada. On the other hand, Statistics Canada indicated a total of 3,055 kilograms (rock lobster and other sea crayfish) valued at \$16,000 Canadian dollars exported to Mexico that year. One explanation for this is that products arriving at Mexico's northern border crossings are registered as entering from the United States.

DISTRIBUTION SYSTEMS

The New La Viga Fish Market in Metropolitan Mexico City is the largest and most modern in Latin America. It is the major distribution center for all fisheries products, including lobster and crayfish. "Central de Pescados y Mariscos La Nueva Viga" is a modern facility for wholesale and retail of fisheries products, and home of the National Society of Fish and Seafood Distributors.

Product is distributed from La Viga to other urban centers in the interior, where lesser facilities receive and distribute to consumer outlets. Frozen lobster (whole-boiled and tails) is available wholesale or retail at La Viga, or from a number of supermarket chain stores, and fisheries products retail markets. Leading gourmet restaurants and five star tourist hotels list lobster on their menus.

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The lobster fishery is reserved to cooperative operations, as mentioned earlier. Product from these cooperatives is sold to intermediaries who bring the lobsters to distribution points located in the large urban centers such as Mexico City, Guadalajara, Monterrey, Acapulco, León, Tijuana, etc. These intermediaries and the wholesalers control the volume, price and quality of the product. An estimated 100,000 tonnes of fisheries products move through the La Viga fish market each year, and approximately 5% corresponds to crustaceans, including domestic crayfish and lobster.

TARIFF AND STRUCTURE

As of 13 November, 1992 the importation into Mexico of crayfish and lobster does not require a permit from the Secretariat of Commerce and Industrial Development (SECOFI).

Under the Harmonised System, crustaceans are described according to the following: "Crustaceans, including those that are shelled, live, fresh, chilled, frozen, dried, salted or in brine; unshelled crustaceans, boiled in water or steamed, chilled, frozen, dry, salted or in brine; meal, flour or "pellets" of crustaceans, fit for human consumption."

Class. No.	Product Description	AD VALOREN
	Frozen Product:	rfood importers and
0306.11.01		20%
0306.12.01	Lobsters (Homarus species)	20%
	Unfrozen Product:	
0306.21.01	Lobsters (Palinurus, Palunirus and Jasus species)	20%
0306.22.01		20%
1605.30.01	Prepared lobster or preserves	20%

PHYTOSANITARY REGULATIONS

All imported fisheries products must comply with sanitary requirements established by the Secretariat of Health, published in the Official Gazette on January 18, 1988. The law prohibits the marketing of fisheries products whose natural appearance, composition or quality have been adulterated in any way; they are considered to be contaminated when they exceed the limits allowed by the Secertariat for pathogenic agents, foreign substances, antibiotic residues, hormones and toxic substances such as heavy metals, biotoxins, petroleum and hydrocarbon derivatives, insecticides, bacteriostats and radioactive substances.

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0306.11.01 Lobston (Palintins, Pationing and Jasus species) 20%

Japo 12.01 Lousters (nomerus species) 20%

0306.21.01 Lebsters (Palinurus, Palunirus and Jasus species) 20% 20% 0306.22.01 Lebsters (Homarus species) 20% 20% 20% 7805.30.01 Prepared libitar or preserves 20%

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The Secretariat of Health requires that importers apply for, and obtain, an "Autorización Sanitaria Previa de Importación" for all food and fish products. In order to obtain such authorizations, importers must present laboratory analysis results taken in the country of origin, which certify that the product is safe for human consumption.

In the case of lobsters, Fisheries and Oceans Canada is supportive of Canadian exporters who wish to ship product into the Mexican market. On the request of Canadian lobster exporters, FANDO's regional Inspection Services Branch will issue certificates to enable Mexican customers to process their import applications in accordance with the rulings of the Secretariat of Health. Interested parties should contact the regional offices of Fisheries and Oceans, or Mr. B.J. Emberley, Director General, Inspection and Enforcement, Fisheries and Oceans, 200 Kent Street, Station 1338, Ottawa, Ontario, Canada K1A 0E6.

MARKETING

As indicated earlier, the principal supplier of lobster to the Mexican market is the United States, consisting of rock lobster and other sea crayfish. Official Mexican statistics make no mention of Hornarus Americanus entering from that country. In recent months there has been growing interest among potential seafood importers and distributors for information on Canada's lobster industry.

Annex I of this paper lists the companies which inquired specifically about lobster at the Canada Booth during the recent fisheries exhibition organized by the Secretariat of Fisheries in Mexico City. Canadian exporters may communicate with these contacts to initiate a dialogue which could possibly lead to some future business.

Homarus Americanus, because of its large size and more choice flesh in the claws, is considered to be a delicacy among Mexico's gourmet trade. The recent easing of import controls for fisheries products could result in increasing future sales of Canadian lobster and crayfish into the Mexican market. It should be recognized, however, that because Mexico is one of the world's major lobster producers, significant increases to the present import levels would seem unlikely. Canadian exporters may have to be content with supplying a niche market at best.

Sales of imported seafoods to Mexico are usually made through local agents or distributors, who normally operate on a commission basis. Products coming into the country move from the exporter to the local agent or distributor, then he delivers to the wholesaler, supermarkets, hotels and restaurants. Most buyers prefer to deal with

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a local agent or distributor who takes responsibility for delivery and product quality, rather than taking the risks involved when purchasing directly from the foreign supplier.

The Mexican market is highly competitive, and demands good quality product, guaranteed supply and attractive prices. Canadian companies that can comply with these conditions will be able to establish a foothold in the marketplace.

The Commercial Division of the Canadian Embassy in Mexico will be pleased to provide any assistance or guidance to Canadian lobster exporters wishing to explore this market.

RESPONSIBILITY

This paper was prepared to assist Canadian lobster exporters having an interest in supplying the Mexican market. It is intended to provide some insight in general terms on some of the existing conditions in Mexico's lobster production and distribution industry, and provide business contacts who might be interested in Canadian product. Companies must tailor their marketing approach according to their particular interests and circumstances.

Further assistance or information can be obtained by addressing requests directly to the Commercial Division of the Canadian Embassy, located at Calle Schiller 529, Col. Polanco, 11580 Mexico, d.f., telephone (011-52-5)724-7900, facsimile (011-52-5)724-7982; or the Latin America and Caribbean Trade Division, Department of External Affairs, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2, telephone (613)995-8804, facsimile (613)943-8806.

Prepared by:

J. Antonio Pahnke Commercial Officer

November, 1992

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November, 1992

1989	1,842,000	9,150	980,43	870,719	14.16
1990	1,887,000	16,254	1,056.384	846,870	4,716
1991	2.621.000	1,435		1,683,036	(0.44

Source: Secretaría de Pesca, Secretaría de Comercio y Fomento Industrial.

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870,719 11,13			
846,870 10,84	1,050,394	16,254	

Sources Secretaria de Pesca, Socretaria de Comercio y Fomento Industrial.

LOBSTER CONSUMPTION - MEXICO

(Kilograms)

YEAR	PROD'N	IMPORTS	EXPORTS	APPARENT	PER CAP
1989	1,842,000	9,150	980,431	870,719	I HK
1990	1,887,000	16,254	1,056,384	846,870	10.44
1991	2,621,000	1,435	939,399	1,683,036	20.33

Source: Secretaría de Pesca, Secretaría de Comercio y Fomento Industrial.

LOBSTER CONSUMPTION - MEXICO

(Ellograms)

870,719			
	1,056,384		
		-2,611,030	

Source: Secretada de Pesca, Scoretada de Comercio y Fomento Industrial.

MEXICAN LOBSTER IMPORTS

(Kilograms · U.S. Dollar Values)

15,869	1,495	608,991	16,254	236,970	9,150		TOTAL:
1	· ·	1	I	2,066	60	France	
1,305	252	280	27	75	2	0.3.7.	
4,074	322				8	116 4	1605 30 01
0,55			ı	-		Canada	0306.22.01
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3,499	174	102,884	15,005	Cant. Ca			10 61 3050
70		170 004	100 A	234 870	8 459	U.S.A.	0306.11.01
Value	Volume	Value	Volume	Value	Volume	Origin	H.S. Code
3	5	1990		1989	4	IEAK	

H.S. Code description:

0306.11.01 - Rock lobster and crayfish (Palinurus, Palunirus, Jasus), FROZEN.

0306.12.01 - Lobster (Homarus), FROZEN.

0306.21.01 - Rock lobster and crayfish (Palinurus, Palunirus, Jasus), NOT FROZEN. 0306.22.01 - Lobster (Homarus), NOT FROZEN.

1605.30.01 - Lobster, Prepared or in Preserves.

Source: Secretaría de Pesca, Secretaría de Comercio y Fomento Industrial.

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MEXICAN LOBSTER EXPORTS

(Kilograms - U.S. Dollar Values)

15 107,32	939,399	16,478,092	1,056,384	18,753,278	980,431		TOTAL:
187,511	9,508	94,496	18,318	149,443	10,709	U.S.A.	0306.21.01
109,559	19,670	1,801	1,450	529,976	41,010	U.S.A.	0306.12
40	7	1		1		Australia	
19,212	653	1	ı	1		Spain	
1,636,614	84,841	1	1	1		France	
336,810	25,404	336,828	25,601	-		Tapan I	
12,817,581	799,306	16,044,967	1,011,215	18,073,859	928,712	U.S.A.	0306.11.01
Value	Volume	Value	Volume	Value	Volume	Origin	H.S. Code
1991		1990		1989		YEAR:	

H.S. Code description:

0306.11.01 - Rock lobster and crayfish (Palinurus, Palunirus, Jasus), FROZEN.
0306.12 - Lobster (Homarus), FROZEN.

0306.21.01 - Lobster (Homarus), NOT FROZEN.

Source: Secretaría de Pesca, Secretaría de Comercio y Fomento Industrial.

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ANNEX I

POTENTIAL MEXICAN BUYERS, IMPORTERS, DISTRIBUTORS OF LOBSTER

Mr. Javier Olea Adame General Manager Restaurant La Hacienda Ixtapalapa Calz. Ermita-Ixtapalapa No. 2000 Mexico, D.F.

Tel: (5)691-6525, 691-6562

Activity: Restaurant

Interest: Prices of Canadian lobster and names of exporters; presently buying Maine lobster.

Ing. Federico Mascarell Director Distribuidora Mascarell, S.A. de C.V. Hamburgo No. 85 Col. Juárez 06600 Mexico, D.F. Tel: (5)514-5607; Fax: (5)533-6777

Activity: Marketing

Interest: All types of fish and shellfish products, fresh, frozen.

Lic. Alberto Frías S. Director - Strategy and Product Comercializadora de Hoteles y Restaurantes Manzanillo 83, Piso 10 Col. Roma Sur 06760 Mexico, D.F. Tel: (5)264-6090; Fax: (5)264-8958

Activity: Supplier of food products to hotels and restaurants.

Interest: Frozen lobster.

Mr. Miguel Ochoa M. Mariscos del Golfo Calle Nicolás Romero No. 3 Uruapan, Michoacán, Mexico Tel: (011-52-452)36587 Activity: Deals in shellfish from Gulf of Mexico sources.

Interest: Marketing of Canadian lobsler.

ARRIVER I

POTENTIAL MEXICAN BUYERS, IMPORTERS, DISTRIBUTORS OF LORSTER

Mr. Javier Gles Adame General Manager Restaurent La Haclenda Ixtapalapa Calz, Ermita-latapalapa No. 2000

THE PROPERTY AND ASSESSED

Activity: Restaurant

Interest: Prices of Canadian lobster and names of exporters; presently online Maine lobster.

Ing. Pederico Mascarell Director Distribuidora Mascarell, S.A.

Col. Juster.

UDOUD MEXICO, 13.4.
Tel: (5)512_500: Fer: (5)532_677

Tel: (5)514-5607; Fax: (5)533-677

Interest All types of fish and shellfish products, fresh froze

Lic. Alberto Frias S.
Director - Strategy and Product
Comercializadors de Hoteles y Restaurantes
Manzanillo 83, Piso 10
Col. Roma Sur

Tel: (5)264-6090; Fax: (5)264-8958

Activity: Supplier of food products to hotels and restaurants. Interest: Frozen lobster.

Mr. Miguel Ochos M. Mariscos del Gelfo Mariscos del Gelfo Calle Nicolás Romego No. 3 Uruspan, Michoscán, Mexico Tel: (011-52-452)36587 Activity: Deals in shellfish from Gulf of Mexico sources. Mr. Miguel Aracama de la Fuente Purchasing Manager (fish and shellfish) Comercial Mexicana, S.A. de C.V. Callejón San Antonio Abad No. 54 Col. Tránsito 06820 Mexico, D.F.

Tel: (5)522-7060, 522-2938; Fax: (5)522-6439

Activity: Supermarket chain store.

Interest: Information on Canadian lobster products for export,

Mrs. Esther Torres G. Purchasing Manager Dee Soul, S.A. de C.V. Montes de Oca No. 3 Col. Condesa 06140 Mexico, D.F.

Tel: (5)286-0068

Activity: Dealing in frozen foods.

Interest: Distribution of Canadian lobster products.

Mr. Julián A. Domínguez Manager Distribuidora Bahía Calz. de la Viga No. 125-C Col. Tránsito 06820 Mexico, D.F. Tel: (5)764-1291; Fax: (5)560-7701

Activity: Purchase-sale of fish and shellfish.

Interest: Import/ distribution Canadian shellfish (incl. lobsters)

Mr. David González Rossano Director General Comar, S.A. de C.V. Roa Bárcenas No. 378-D Col. Artes Gráficas 15830 Mexico, D.F. Tel: (5)740-5739; Fax: (5)740-7864 Activity: Purchase-sale of fish and shellfish. Interest: Marketing of Canadian lobster.

Mr. Miguel Aracama de la Fuenta Purchasing Manager (fish and shellfish) Comercial Mexicana, S.A. de C.V. Callejón San Antonio Abad No. 54

Col. Pransito

Tel: (5)522-7060, 522-2938; Fax: (5)522-5439

Activity: Supermurket chain store.

Interest: Information on Canadian lobster products for export.

Mrs. Eather Torres G.
Purchasing Manager
One Soul, S.A. de C.V.
Montes de Oca No. 3
Ool. Condesa
06140 Mexico, D.F.
Tal: (5)286-0068
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Interest: Distribution of Canadian lobster products.

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Activity: Purchase-sale of fish and shellfish.
Interest: Martesing of Canadian lobster.

Mr. Victor M. Gómez López Commercial Deputy Director Cafetería Toks, S.A. de C.V. Jaime Balmes No. 11, E.B. Piso 5 Col. Los Morales-Polanço 11510 Mexico, D.F. Tel: (5)393=-9115, 395-6211; Fax: (5)393-7073

Activity: Food and beverages (cafeteri chain)

Interest: Lobster tails/claws

Lic. Armando Rojas/Victor Almazán General Directors Organización Aro, S.A. de C.V. Av. Américas No. 440 Sector Hidalgo 44650 Guadalajara, Jal., Mexico Tel: (3)615-5295, Fax: (3)616-9873 Activity: Wholesale distributor of seafoods, import and domestic products. Interest: lobster (splitted, whole, frozen).

Lic. Miguel Olguín Director Comercializadora Chef, S.A. Ricardo Castro No. 60 Col. Guadalupe Inn 01020 Mexico, D.F. Tel: (5)550-9029; Fax: (5)548-9695

Mr. José María Meléndez Hernández General Manager Restaurantes Las Brisas del Mar Apartado Postal 13 Boca del Río, Veracruz, Mexico Tel: (011-52-29)860-080, 860-224, 374-221, 374-100; Fax: (29)373-403, 372-928 Activity: Chain of four restaurants in Veracruz. Interest: cooked-frozen and live lobster.

Ing. Victor Almazán de la Rosa Owner El Pedregal Av. Hidalgo Oriente No. 1302- A & C 50060 Toluca, Estado de Mexico Tel: (011-52-72)150-581; Fax: (72)150-580 Mr. Victor M. Gómez López
Commercial Deputy Discotor
Cafeteda Toks, S.A. de C.V.
Jaime Balmez No. 11, B.B. Piso 5
Col. Los Morales-Polanco
11510 Mexico, D.F.
Tel: (5)393=-9115, 395-5211; Fax: (5)393-7073
Activity: Food and beverages (cafetori chain)
Interest: Lobster tails/diaws

Lic. Armando Rojas/Victor Almarán General Directors Organización Aro, S.A. de C.V. Av. Americas Ivo, 440 Sector Hidalgo 44650 Guadalajara, Jal., Mexico Tel: (3)613-5295, Pax: (3)616-9873 Activity: Wholesale distributor of sext Enterest: lobater (splitted, whole, from

Lic. Miguel Olguin
Director
Comercializadora Chef, S.A.
Ricardo Castro No. 60
Col. Guadalupe Ina
01020 Mexico, D.F.
Tel: (5)550-9029; Pat: (5)548-9695

Mr. José Manager
General Manager
Restaurantes Las Brisas del Mar
Apertado Postal 13
Boca del Río, Veracruz, Mexico
Tel: (011-52-29)860-080, 860-224, 374-221, 374-100; Fax: (29)373-403, 372-9
Activity: Chain of four restaurants in Veracruz.
Interest: gooked-forces and live lobuter.

ing. Vidios Almazán de la Rosa Ownes El Pedregal Av. Ridalgo Oriente No. 1302- A & C 50060 Toluca, Estado de Mexico Tel: (011-52-72)150-581; Pax: (72)150-580 Activity: Seafood distributor.

Interest: Live and cooked-frozen lobster.

Mr. Jorge Sugawara Director General Restaurantes Daruma Río Pánuco No. 129 Col. Cuauhtémoc 06500 Mexico, D.F.

Tel: (5)208-7984, 207-9622; Fax: (5)511-8115

Activity: Chain of Japanese restaurants.

Interest: Whole frozen lobster, frozen lobster tails.

Mr. Francisco Trujillo Sáenz Supervisor Gourmet Matterhorn Poniente No. 152 Col. Vallejo 00720 Mexico, D.F. Tel: (5)587-6161 Activity: Gastronomy. Interest: Lobster imports.

Mr. Sergio Preciado González Casas Grandes No. 21 - 2 Col. Narvarte 03020 Mexico, D.F.

Tel: (5)538-8620; Fax: (5)538-6619

Activity: Purchase-sale and distribution of fishries products.

Interest: Prices of cooked-frozen lobster.

Mr. Joel Morán Hernández Productos Mar de Mexico, S.A. Calzada de la Viga No. 124-B32 Col. Lorenzo Boturini 15820 Mexico, D.F. Tel: (5)768-6365

Activity: Purchase-sale of fish products. Interest: Prices of cooked-frozen lobster.

PISO 2. →613 943 8806

Activity: Scafood distributor, Interest: Live and cooked-frezen lobster,

Mr. Jorgo Sugawara
Director General
Restaurantes Dacuma
Rro Pánuco No. 129
Col. Cuauhtémoc
06500 Mexico, D.F.
Tel: (5)208-7984, 207-9622; Fax. (5)511-8115
Activity: Chain of Japanese restaurants.
Activity: Whole frozen hobster, frozen lobster tails.

Mr. Francisco Trajillo Sdeo Supervisco Compact Manachorn Pontente No. 152 Col. Vallego CO220 Marico, D.F. Telt (5)527-6161 Activity: Gastranomy. Activity: Gastranomy.

Mr. Screlo Preciado González
Casas Grandes No. 21 - 2
Col. Marvarta
03020 Mexico, D.F.
Tel: (5)538-8620; Pax: (5)538-6619
Activity: Purchase-sale and distribution of fishries products
Interest: Prices of cooked-frozen lobster.

Mir. Joel Mords Hernández
Productos Mar de Mexico, S.A.
Calzada de la Viga No. 124-832
Col. Lorenzo Hourini
15820 Mostico, D.F.
Tel: (5)768-6365
Activity: Perchase-sale of fish products.
Interest: Proces of cooled-frozen lobster.

Mrs. Aurora Juárez Martínez
Marketing Manager
Aurora Juárez Martínez, S.A. de C.V.
Providencia No. 1412, Edif. c-602
Col. Del Valle
03100 Mexico, D.F.,
Tel: (5)575-3818; Fax: (5)559-7344
Activity: Marketing of consumer products.

Interest: Representation of Canadian exporter(s) of fisheries products.

Lic. Ricardo Calzada Garza
Grupo Industrial URBI, S.A. de C.V.
Lafayette No. 14
Col. Anzures
11590 Mexico, D.F.
Tel: (5)254-6000,254-1803,254-5711; Fax: (5)255-1918

Activity: Importer/distributor of fisheries products.

Interest: Import/distribution of Canadian live lobster.

Mr. Alfonso de la Mora REIMSA Hidalgo No. 56 Col. Tlalpan 14000 Mexico, D.F. Tel: (5)655-7888, 573-633

Tel: (5)655-7888, 573-6332; Fax: (5)573-3395 Activity: Representations, Import, Export. Interest: Importation and distribution of Canadian lobster.

Pescadería Puerto Angel Ernesto Pugibet No. 21 - Local 89 Col. Centro

Mexico, D.F. Tel: (5)512-8888

Activity: Supplier to hotels and restaurants.

Interest: Import fisheries products.

Pescadería Sanitaria, S.A.de C.V. Calzada de la Viga 216 15830 Mexico, D.F. Tel: (5)740-9676, 740-8333, 740-8873



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CA1 EA953 92M14 ENG
Pannke, J. Antonio
The Mexican lobster fishery, marke
and distribution system
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