



ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

Inside This Issue

REGIONAL FOCUS: MEXICO

Mexico is the second-largest country and economy in Latin America, after Brazil, due to its large population (second after Brazil's) and relatively high per capita output (the highest in the region after Puerto Rico and Chile). Furthermore, the Organisation of Economic Co-operation and Development (OECD) now classifies Mexico, the world's 14th-largest economy, as a majority middle-class society. Mexico is an attractive market with its large consumer population, and stable economic policies. Mexico is a country of opportunities where half the population enjoys a regular income and affluent lifestyle.

PROGRAM FOCUS: AGRIMARKETING PROGRAM

For SMEs operating in the agriculture, agri-food, and fish and seafood sectors having fewer than 250 employees and annual sales not exceeding \$50 million. Non-repayable contributions of up to \$50,000 per year for companies to undertake international export market development activities. Eligible costs shared between Agriculture and Agri-Food Canada (AAFC) and successful applicants at a 50/50 ratio. Companies must be export ready and have completed their international market research. For detailed information on the program including how to apply, please visit our [website](http://md-dm@agr.gc.ca) or e-mail at md-dm@agr.gc.ca.

Trade Reports

Trend reports are available to Canada Brand members only. To register, please visit the [Canada Brand login site](#).

Market Overview - Mexico

According to Global Trade Atlas, Mexico is a net importer of agri-food and seafood products. In 2013, Mexico's agri-food and seafood trade deficit was C\$2.8 billion with imports valued at C\$27.9 billion, and C\$25.1 billion in exports. Mexico's agri-food and seafood imports increased by a compound annual growth rate (CAGR) of 8.2% between 2011 and 2013. Mexico's top agri-food and seafood imports in 2013 were soybeans, corn, non-durum wheat, canola, and fresh boneless beef. Key supplying countries were the United States, Canada, Chile, China, and Spain. Canada

was Mexico's second-largest supplier of total agri-food and seafood products in 2013, with a 7.1% share. Mexico's processed food imports were valued at C\$15.7 billion in 2013, and Canada's share was 3.9%. The United States, Canada, and Chile are the largest suppliers of processed food to Mexico, providing 81.5% of the market in 2013. Mexico's processed food imports increased by a CAGR of 6.6% between 2011 and 2013. Canada's agri-food and seafood exports to Mexico were valued at C\$1.6 billion in 2013.

Agriculture, Food and Beverage Profile - Mexico

Significant opportunities exist for Canadian exporters in the agri-food sector in Mexico. This is partly explained by a growing population, young demographics, a growing middle and upper class and an increased demand for high-quality value-added products. Mexico is considered to have the highest rates of obesity in the world, particularly in their children and diseases related to weight, such as type two diabetes, are increasing rapidly. The Government has started an anti-obesity campaign so there will be opportunities to build on the growing health and wellness trends

related to fresh and processed products that interest consumers in this market. The proliferation of modern supermarkets, especially in northern Mexico, has transformed the structure of the Mexican market and many Mexican importers and distributors are diversifying from traditional supply sources. Modern retailers continue to win consumers from the half a million traditional independent small grocers. Led by supermarkets/hypermarkets, discounters and convenience stores, modern retail continues to expand, increasingly targeting smaller urban areas.

Business Environment - Mexico

The performance of consumer foodservice is strongly linked to the country's economic health and performance. Mexico's economic expectations are positive in many industries, and the consumer foodservice sector is no exception. It is expected to perform well, led by good investment and growth among leading companies.

Time-pressed urban lifestyles are expected to continue growing within cities, which will undoubtedly generate an increasing demand for practical and quick meal options, and thus foodservice. The increased confidence in Mexico's economy and the increase

of disposable income in recent years is likewise reflected in consumer spending. There are a growing number of domestic travellers as more people can afford access to travel services, and those who were already used to travelling are able to increase the frequency of their trips. Tourism is one of the most important industries in Mexico, and foodservice entities are adapting menu items to fit a wide range of tourist taste preferences.



Events

For more information about an event or announcement, click on the title.

Canada Events

Royal Agricultural Winter Fair

Toronto, ON – Exhibition Place Toronto

November 6-15, 2015

The Royal Agricultural Winter Fair takes place every November in the City of Toronto. The Royal is the largest combined indoor agricultural fair and international equestrian competition in the world. It is where Canadian and international breeders, growers and exhibitors are declared champions and where hundreds of thousands of attendees come to learn, compete, taste and have a great time.

Canadian Hemp Trade Alliance National Convention

Calgary, AB

November 17-19, 2015

Join the who's who of the Canadian hemp trade, international speakers and delegates for three information packed days. It's everything you need to know about hemp, at your fingertips! For more information, please e-mail: kim@hemptrade.ca OR info@hemptrade.ca.

Canadian Forage and Grassland Association Annual Conference

Saskatoon, SK

November 17-19, 2015

With the United Nations Food and Agriculture Organization having declared 2015 as the International Year of Soils, what better opportunity to showcase the contribution of forages to profitable livestock production, healthy cropping systems, and overall ecosystem health for Canadian society. The 6th Annual CFGA conference will highlight the profitability of intensive forage production systems and the potential of forages to provide ecosystem goods and services for all Canadians.

International Events

Americas Food and Beverage Show

Miami, Florida - Miami Beach Convention Centre (Hall C)

October 26-27, 2015

Explore and sample the largest selection of foods and beverages from around the world catering to the taste of the Americas. Whether your challenges are in sales, sourcing or services, the Americas Food & Beverage Show, and its networking events, is the unique one-stop marketplace designed to bring together all segments of the food and beverage industry and to expand your sales opportunities!

Food Hotel China (FHC)

Shanghai, China

November 11-13, 2015

Held annually, Food & Hotel China is the premier business exhibition for the global food and hospitality sector in China. The show attracts an estimated 30,000 buyers of quality imported products from retail, hospitality and food sectors across China. Food and Hotel China features 1,500 exhibitors from 70 countries and regions.

SIAL Paris

Paris, France - Parc des expositions de Paris Nord

October 16-20, 2016

One of the largest food and beverage trade show in the world. The number of exhibiting companies is 6,000 from 200 countries with 150,000 buyers and sellers from around the globe. The focus at SIAL Paris is innovation, as was reflected in the 250 conferences and events on nutrition, design, retail, foodservice and ingredients that took place at the exhibition.

China Fisheries and Seafood Expo (CFSE)

Qingdao, China

November 4-6, 2015

World's second largest and fastest growing fish and seafood event. CFSE is the key event for fish and seafood products in China. It will feature more than 1,300 exhibiting companies from approximately 45 countries. In addition to nearly 1,000 Chinese companies, CFSE will feature more than 20 national pavilions from around the world, as well as hundreds of individual exhibits from around the world. More than 20,000 visitors from almost 100 countries will come will be attending this event.

Check it Out

To find more events or other trade-related resources, visit the Agri-Food Trade Service website

www.ats-sea.agr.gc.ca



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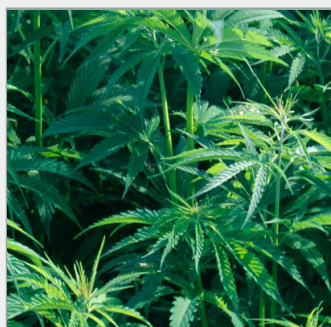
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DID YOU KNOW?

In **2013**, the Canadian agriculture and agri-food system provided one in eight jobs in Canada, employing over **2.2 million** people.