

Mexico

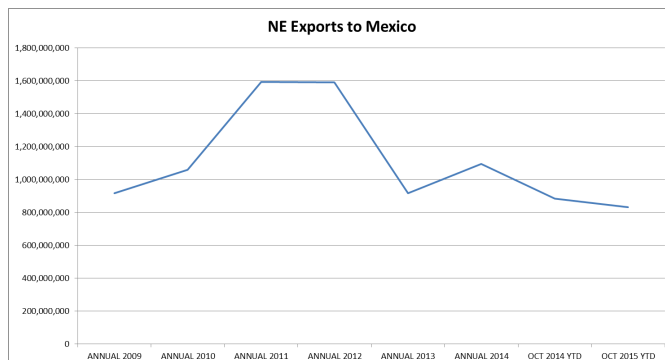
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Foreign Trade

Mexico continues to be a growth market representing one of the best opportunities in the world for U.S. products. Overall, Mexico's top trade partner is by far the U.S., which imports 79% of all Mexican exports and provides Mexico with 50% of its total imports. Since NAFTA was implemented in 1994, total U.S. exports to Mexico have increased 375%, while Mexican exports to the U.S. have grown 559%. Similarly, Mexico has become one of the largest and fastest growing markets for U.S. agricultural products. U.S. agricultural, fish, and forestry exports have tripled since the onset of NAFTA in 1994. Furthermore, U.S. agricultural and food exports to Mexico have been climbing at an average rate of more than 10% per year. Since 2003, duties have been eliminated

on virtually all consumer oriented food products.

U.S. exports of agricultural products to Mexico rose 7% to US\$19.3 billion in 2014, ranking it 3rd in the world after China and Canada. Also in 2014, U.S. exports of consumer-ready food products represented 48% of the agricultural total, or US\$9.2 billion, an increase of 12% from 2013 and a new record high. Mexico remains the 2nd largest export market for consumer ready products. **Top processed food exports to Mexico included powdered milk; other processed foods; ingredients and beverage bases; baking inputs; mixes and dough; cheese; fructose and syrups; other prepared/preserved meats; chocolate; soups; and soybean oil.**



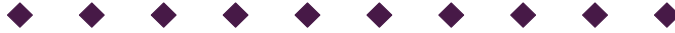
In 2014, Mexico imported \$1,349 million of Nebraska agriculture products.

- ◆ Mexican consumers recognize U.S. brands and labels and associate them with high, consistent quality and value.
- ◆ The U.S. and Mexico are highly integrated economies and Mexicans are familiar with U.S. business practices.
- ◆ The proximity of Mexico to the U.S., cross-cultural awareness and strong bilateral relationships through the public and private sectors facilitates trade.
- ◆ Mexico has become one of the largest and fastest growing markets for U.S. agricultural products.

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



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