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## Mexico

### Product Brief

## The Mexican Market for Dairy Products

### 2001

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**Report Highlights:** Mexico is the largest and most rapidly growing market for US dairy exports. Mexico is the number one market for US exports of non fat dehydrated milk, fluid milk, cheese, yogurt, and ice cream. US exports of dairy products to Mexico were valued at approximately US \$ 360 million in 2000.

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Includes PSD changes: No  
Includes Trade Matrix: No  
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This report is for informational purposes only to assist exporters of US produced food and agricultural products in their sales and promotional efforts in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official US Department of Agriculture (USDA) data. While every effort has been made to provide an accurate list of contacts, telephone and fax numbers change frequently in Mexico. Also, there may be other qualified firms in Mexico and the United States, and their exclusion from any lists or directories is unintentional. Neither the US Agricultural Trade Office nor the USDA endorses any firm contained herein. US exporters should take normal commercial cautions when dealing with any potential importer, including checking credit references.

## SECTION I. MARKET OVERVIEW

**Product Description.** The products included in this report are dairy products, including fluid milk, cream, powdered milk, cheese, butter, ice cream and yogurt. These products are classified under Chapter 4 of the Harmonized Tariff System (HTS) of Mexico. US exporters should take note that Mexican foreign trade data for dairy products do not necessarily correlate with US trade data.

Mexico is the largest and most rapidly growing market for US dairy exports. Mexico is the number one market for US exports of non fat dehydrated milk, fluid milk, cheese, yogurt, and ice cream. US exports of dairy products to Mexico were valued at approximately US \$ 360 million in 2000.

Mexican production of dairy products continues to rise. In 2000, the increase in total processed milk products was 18.6 percent, compared to production in 1999.. Particularly interesting were the increases in yogurt production: natural 32.4 percent; with fruit 27.7 percent; and yogurt from milk, 49 percent. Despite these increases, the Mexican National Dairy Cattlemen Association (CNG) reports a current shortage of domestic milk production. Due to the improvement in the economy, the shortage of domestic milk production and increasing consumer awareness of US dairy products, opportunities for increased exports will be plentiful. The current retail price of one liter of fluid milk is US \$ 0.78.

Advantages	Challenges
The Mexican market for cheese, particularly, represents a significant opportunity for imported products.	Substantial promotional efforts are required to make the Mexican consumer acquire a taste for American cheeses.
Butter imports currently account for 29.0 percent of consumption.	US exporters face significant competition from dairy products from New Zealand, Belgium and Australia.
Ice cream and yogurt present interesting opportunities in the premium-price segment.	Stiff competition from the domestic industry exists in the lower and medium income sector.

## SECTION II. MARKET SECTOR OPPORTUNITIES AND THREATS

There are several sales channels which are appropriate for imported dairy products. The most effective is to sell directly to national and regional supermarket chains, club stores and convenience stores (C-stores). In the case of aseptic-packaged dairy products, the Central de Abasto may offer some opportunities; however, customers are more price conscious there.

Apart from selling directly to retail outlets, distributors/importers are the key to the success of any imported product since only a few of the major food service chains import directly. Retail buyers cite inadequate distribution -- the inability to provide supply continuity and on time delivery -- as the major reason why new-to-the-market US products fail in their stores. Consequently, for any US company interested in establishing a presence in Mexico, it is important to have an agent or reliable distributor who can maintain regular contact with buyers, interface with the government, handle the requisite paperwork and ensure that customer service is maintained.

There are few major national distributors handling food products. They specialize in either frozen, refrigerated or dry groceries. To ensure the best coverage, US exporters should look to compliment the national distributors with regional distributors. Many Mexican dairy manufacturers have established self-distribution system to handle their own products. There are also some distributors that specialize in dairy products. Some foreign concerns have set up alliances with national manufacturers to distribute their products. Any interested importer can obtain further information and contacts from the Mexican office of the US Dairy Export Council (USDEC). See section V of this report for complete contact information.

### **Retail Food Sector**

Most Mexican retailers and food service operators have avoided direct imports in favor of frequent door deliveries. This is a constraint for many US suppliers as there is an acute shortage of distribution infrastructure for perishable products and what little is available is so expensive that many products simply become too costly. Fortunately many US dairy products have now reached price levels at which they are viable alternatives to domestic products; consequently some buyers are considering importing on their own accounts.

The largest association for the supermarket and C-store trade is the National Association of Supermarket and Department Stores (ANTAD). The headquarter is in Mexico City, and they organize an annual convention and the largest exposition for the supermarket trade which takes place every March in Guadalajara, Jalisco. The US Department of Agriculture endorses a US Pavilion in this show. For more information about this show, please contact our office in Mexico City or ANTAD at the phone number (011)-525-580-1772.

### **Supermarkets**

Modern supermarkets, convenience stores and club stores are already abundant in Mexico and their numbers are rapidly growing. There are over 2,000 supermarkets throughout Mexico. Most are concentrated in the larger urban areas. The supermarket industry is classified into different categories, depending on the size of the outlet. These categories include Megamercados (Megamarkets), Hipermercados (Hypermarkets), Supermercados (Supermarkets), Bodega

(Warehouse Stores), Government Retail Supermarkets (ISSSTE) , and Club de Membresia (Club Stores). Club Stores have become a major distributing force in Mexico and offer a great opportunity for all types of imported food products. The two largest Club Stores in Mexico are Sam's Club (28 units) and Costco (13 units). They target the institutional markets, the three largest being grocery, food service and stationary trades.

The Social Security Administration has a chain of supermarkets (694) which constitutes the largest number of supermarkets under one banner in Mexico. They operate under the acronym "ISSSTE" and range from upscale megamarkets to small supermarkets. The prices are usually more competitive since they are government subsidized.

### Convenience Stores

The largest chain, OXXO, has 624 outlets throughout the country and is owned by Cervecería Cuauhtemoc of Monterrey, Nuevo Leon. The latest entries into the marketplace have been the US based chains: 7-Eleven, Circle K, and Dairy Mart. C-stores have traditionally been freestanding retail outlets.

### Central de Abasto

Central de Abasto (central market) serves as a major source of supply for all types of food-related businesses: supermarkets, wholesalers, corner grocers and restaurants. The traditional purchasing procedure by small Mexican retailers and restauranteurs is to go to the Central de Abasto (central market) to choose the product and either arrange for delivery or take the product away. However, imported US dairy products are not generally distributed via the Central de Abasto. If you want to see it in full-swing, visit between 6:00 a.m.- 9:00 a.m. If you want to have meetings with the trade, go after 10:00 a.m.

### Food Service Industry

The food service marketplace comprises over 180,000 outlets. Although it is a secondary market for imported dairy products, it holds some potential, especially in the area of hotels, cafeterias, fast food and theme chain restaurants. All the major restaurants and hotels buy from distributors and club stores.

### Fluid Milk and Cream

**Mexican Market for Fluid Milk and Cream**  
(1000 MT)

	1999	2000 <sup>1</sup>	2001 <sup>2</sup>
Production	9025	9330	9615
Imports	20	20	20
Exports	0	0	0
Consumption	9045	9350	9635

Imports as a % of Consumption	0.2	0.2	0.2
Per Capita Consumption (Lt.)	98.3	101.6	104.7

1-Estimate 2-Projection

SOURCE: SAGARPA estimates Jan-Dec, 2000

### Non-Fat Dry Milk and Whole Milk Powder

Domestic production of powdered milk is not likely to meet demand any time in the near future. This product category should be interesting to US exporters, since the NAFTA tariff structure gives them significant advantages over their principal competitors.

#### Mexican Market for Non-Fat Dry Milk and Whole Milk Powder (1000 MT)

	1999	2000	2001
Production	0	0	0
Imports	155	150	145
Exports	0	0	0
Consumption	288	290	300
Imports as a % of Consumption	100	100	100

1- Estimate, 2-Projection

SOURCE: SAGARPA estimates Jan-Dec, 2000

### Cheese

Mexican consumption of cheese is significantly lower than in the United States because the product is considered a delicacy by most consumers. Cheese consumption is highest in middle to high-income households, a fact which could serve to improve the position of US exporters of premium-price products. Although Mexicans like cheese, US exporters need to keep in mind that Mexican cuisine does not regularly incorporate hard cheeses or cheeses with strong flavor (i.e., aged cheddar). Monterey Jack and Mozzarella type cheeses go well with the local cooking.

#### Mexican Market for Cheese (1000MT)

	1999	2000 <sup>1</sup>	2001 <sup>2</sup>
Production	125	135	137
Imports	45	45	47
Exports	0	0	0
Consumption	170	180	184
Imports as a % of Consumption	26.4	25.0	25.5

1-Estimate 2-Projection

SOURCE: SAGARPA estimates Jan-Dec, 2000.

## Butter

Imports continue to account for a significant portion of butter consumption, and it is unlikely that domestic production will be able to meet demand in the immediate future.

### Mexican Market for Butter

(1000 MT)

	1999	2000 <sup>1</sup>	2001 <sup>2</sup>
Production	15	18	20
Imports	34	25	25
Exports	0	0	0
Consumption	49	43	45
Imports as a % of Consumption	69.3	58.1	55.5

1 -Estimate 2-Projection

SOURCE: SAGARPA estimates Jan-Dec 2000

## Ice Cream

Ice cream consumption is growing, but so is domestic production. In fact, per capita consumption increased dramatically in the first year after the economic crisis at the end of 1994, and has continued to show strong growth in the last two years. The major opportunities for US exporters appear to be in the high-quality end of the market where price is not an issue.

### Mexican Market for Ice Cream

(1000 MT)

	1999	2000	2001 <sup>2</sup>
Production	314.9	400.4	420.0
Imports	10.2	21.6	25.0
Exports	2.1	3.1	4.0
Consumption	323.0	418.9	441.0
Imports as a % of Consumption	3.1	5.2	5.6

1-Estimate 2-Projection

SOURCE: BANCOMEXT, INEGI, USDA

## Yogurt

Domestic production of yogurt is keeping up with demand. Consequently, this product category does not currently offer much of a market opportunity for US exporters.

### Mexican Market for Yogurt

(1000 MT)

	1999	2000 <sup>1</sup>	2001 <sup>2</sup>
Production	157.8	195.8	200.0
Imports	2.2	4.9	5.0
Consumption	159.8	200.8	205.0
Imports as a % of Consumption	1.3	2.4	2.4

1- Estimate 2- Projection

SOURCE: BANCOMEXT, INEGI, USDA

### SECTION III. COSTS AND PRICES

Since the signing of NAFTA, no import permits are required for dairy products. Tariffs are currently between two to four percent for dairy products other than fresh cheese, which has a 21 percent import duty, and powdered milk which is subject to a zero duty import quota (cupo). In 2001, imports of powdered milk above the quota (cupo) are subject to an import duty of 82.7 percent.

#### Duty Free Import Quotas

Import certificates are issued to specific companies or individuals according to their registered activity, be it distribution or processing. The way the importer obtains a share of an import quota is through bidding in an auction organized by the Secretaria de Economia.

#### Tariff Rate Quota for Powdered Milk

Under the North American Free Trade Agreement (NAFTA), duty-free access to Mexico for the year 2001 is established at 116,850 metric tons of powdered milk from the United States. This amount grows at a three percent annual compound rate until 2003, when all imports will be duty free.

As of October 2000, the Mexican Secretaria de Economia (SE) issued import certificates for approximately 156,000 metric tons of US powdered milk, which was well above the original NAFTA TRQ for this year.

The following import duties are applicable in 2001. These products will reach a zero import duty as of January 1, 2003:

### CHAPTER 04: DAIRY PRODUCTS

HS Code	Description	Unit	Tariff	Note
04.01	Milk and cream, not concentrated nor containing added sugar or other sweetening matter.			
0401.10	- Of a fat content, by weight, not exceeding 1 percent.			

HS Code	Description	Unit	Tariff	Note
0401.10.01	In airtight containers.	L	2.0	
0401.10.99	Other.	L	2.0	
0401.20	- Of a fat content, by weight, exceeding 1 percent but not exceeding 6 percent.			
0401.20.01	In airtight containers.	L	2.0	
0401.20.99	Other.	L	2.0	
0401.30	- Of a fat content, by weight, exceeding 6 percent.			
0401.30.01	In airtight containers.	L	2.0	
0401.30.99	Other.	L	2.0	
04.02	Milk and cream, concentrated or containing added sugar or other sweetening matter.			
0402.10	- In powder, granules or other solid forms, of a fat content, by weight, not exceeding 1.5 percent.			
0402.10.01	Milk in powder or tablets.	Kg	82.1	Q
0402.10.99	Other.	Kg	2.0	NZ
	- In powder, granules or other solid forms, of a fat content, by weight, exceeding 1.5 percent:			
0402.21	-- Not containing added sugar or other sweetening matter.			
0402.21.01	Milk in powder or tablets.	Kg	82.1	Q
0402.21.99	Other.	Kg	2.0	
0402.29	-- Other:			
0402.29.99	Other.	Kg	4.0	NZ
	- Other:			
0402.91	-- Not containing added sugar or other sweetening matter:			
0402.91.01	Evaporated milk.	Kg	4.0	
0402.91.99	Other.	Kg	4.0	

HS Code	Description	Unit	Tariff	Note
0402.99	-- Other.			
0402.99.01	Condensed milk.	Kg	3.0	NZ
0402.99.99	Other.	Kg	4.0	NZ
04.03	Buttermilk, curdled milk and cream, yogurt, kephir and other fermented or acidified milk and cream, whether or not concentrated or containing added sugar or other sweetening matter or flavored or containing added fruit, nuts or cocoa.			
0403.10	- Yogurt.			
0403.10.01	Yogurt.	Kg	4.0	
0403.90	- Other.			
0403.90.99	Other.	Kg	4.0	
04.04	Whey, whether or not concentrated or containing added sugar or other sweetening matter; products consisting of natural milk constituents, whether or not containing added sugar or other sweetening matter, not elsewhere specified or included.			
0404.10	Whey and modified whey, whether or not concentrated or containing added sugar or other sweetening matter.			
0404.10.01	Powdered milk whey, with a protein content not exceeding 12.5%.	Kg	2.0	
0404.10.99	Other.	Kg	2.0	NZ
0404.90	-- Other.			
0404.90.99	Other.	Kg	4.0	
04.05	Butter and other fats and oils derived from milk; dairy spreads.			
0405.10	- Butter.			
0405.10.01	Butter, when the weight including the immediate container does not exceed 1 kg.	Kg	4.0	
0405.10.99	Other.	Kg	4.0	
0405.20	- Dairy spreads.			

HS Code	Description	Unit	Tariff	Note
0405.20.01	Dairy spreads.	Kg	4.0	NZ
0405.90	- Other.			
0405.90.01	Anhydrous milk fat.	Kg	Ex.	
0405.90.99	Other.	Kg	4.0	
04.06	Cheese and curd.			
0406.10	- Fresh (unripened or uncured) cheese, including whey cheese, and curd.			
0406.10.01	Fresh (unripened or uncured) cheese, including whey cheese, and curd.	Kg	21.4	
0406.20	- Grated or powdered cheese, of all kinds			
0406.20.01	Grated or powdered cheese, of all kinds.	Kg	4.0	
0406.30	- Processed (process) cheese, not grated or powdered.			
0406.30.01	Processed (process) cheese, not grated or powdered with a content by weight of less than or equal to 36% and with a fat content by dry weight more than 48%, in containers with a net weight or more than 1 kilogram.	Kg	4.0	
0406.30.99	Other.	Kg	4.0	
0406.40	- Blue-veined cheese.			
0406.40.01	Blue-veined cheese.	Kg	4.0	
0406.90	- Other cheeses.			
0406.90.01	Hard-processed cheese, named Sardo, when its packaging so indicates.	Kg	4.0	
0406.90.02	Hard-processed cheese, named Reggiano or Reggianit when indicated on the package.	Kg	4.0	
0406.90.03	Soft-processed cheese, Colonia type, when its composition is: moisture 35.5% to 37.7%, ash 3.2% to 3.3%, fat 29.0% - 30.8%, protein 25.0% - 27.5%, chlorides of 1.3% - 2.7% and acid 0.8% - 0.9% in lactic acid.	Kg	4.0	

HS Code	Description	Unit	Tariff	Note
0406.90.04	Hard or semi-hard cheese with fat weight not exceeding 40%: and with a water content by weight, with a fat content not exceeding 47%, named Grana, Parmesan; or a content by weight of water in the material with the fat of more than 47% but not exceeding 72% named Danbo, Edam, Fontal, Fontina, Fymbo, Gouda, Havarti, Maribo, Samsøe, Esrom, Italian, Kérnhem, Saint-Nectaire, Saint-Paulin or Taleggio.	Kg	4.0	
0406.90.05	Petit Suisse type cheese, with a composition of moisture content: 68 - 70%; fat 6 - 8% (on moisture basis); dry extract: 30 - 32%; protein: not less than 6%, and fermented with or without additional fruits, sugars, vegetables, chocolate, or honey.	Kg	4.0	
0406.90.06	Egmont type cheese, with 45% minimum fat (in dry matter); 40% maximum moisture; 60% minimum dry matter; 3.9% minimum salt in moisture content.	Kg	4.0	
0406.90.99	Other.	Kg	4.0	
21.05	Ice cream and other edible ice, whether or not containing cocoa.			
2105.00	Ice cream and other edible ice, whether or not containing cocoa.			
2105.00.01	Ice cream, whether or not containing cocoa.	Kg	9.4	NZ

1. Note "Q": The importation of merchandise is subject to the preferential zero tariff provided an import permit ("cupo") issued by the Secretariat of Commerce and Industrial Development accompanies the import documents.

2. Note "NZ": Eligibility for the tariff indicated is contingent upon the importer obtaining a written statement from the exporter that certifies that the product has not benefitted from the US Sugar Re-Export Program.

### Other Taxes

Mexico also has a fifteen percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collects the VAT on foreign transactions upon entry of the merchandise into the country. As of July 1999, Mexican Customs used to charge a nominal customs processing fee of 0.08 percent, which has been eliminated as part of the NAFTA agreement. The following example illustrates how these duties are calculated as compared to a locally produced item.

	Imported Products	Domestic Products
F.O.B. Invoice value	\$100.00	\$100.00
Ad-Valorem duty (6 percent)	6.00	N.A.

	Sub-total	\$106.00	\$100.00
Value-added tax (15 percent)		<u>15.90</u>	<u>15.00</u>
	Total	<u>\$121.90</u>	<u>\$115.00</u>

Customs brokers use this total figure to calculate their fees which usually are 0.5 percent on the average plus any storage and handling fees.

#### **SECTION IV. MARKET ACCESS**

The basic Mexican import document is the Pedimento de Importacion (customs entry document), which should be presented to Mexican customs together with the commercial invoice in Spanish, a bill of lading and the sanitary import certificate. US exporters may obtain the sanitary certificate with the nearest USDA's Food Safety Inspection Service office. Products qualifying as "North American" must use the NAFTA certificate of origin to receive preferential treatment. This form is available from the US customs service, freight forwarders, local US chambers or state departments of agriculture and does not have to be validated or formalized. Mexican customs law is very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers or custom brokers.

Generic advertising campaigns have been a good approach to increase domestic consumption of dairy products. Moreover, industry sources indicated that a mutual understanding of the US and Mexican dairy industries is a necessary step to solving trade issues when exporting US products to Mexico.

#### **Standard Sanitary Regulations for Dairy Products**

A "Norma Oficial Mexicana"(NOM) is the official standard that specifies the sanitary requirements that a food or agricultural product should comply with.

NOM-035-SSA1-1993 Cheese (of whey) Sanitary standard

NOM-036-SSA1-1993 Ice Cream, Mixtures, Sanitary Standards .

NOM-091-SSA1-1994 Pasteurized Milk, Sanitary Standards

NOM-121-SSA1-1994 Cheese, Processed and Matured Cheeses, Sanitary Standards

NOM-144-SSA1-1995 Dehydrated Milk, Reconstituted, Ultra pasteurized, Sanitary Standards

NOM-185-SSA1-2000 Dairy Products, Butter, Cream, Condensed Milk, Fermented milk.

#### **Labeling**

The official Mexican standard for labeling prepackaged food and non-alcoholic beverages is NOM-051-SCFI-1994.

Following are the specific labeling requirements which became effective July 1, 1997 at the border and at in-country manufacturing facilities. All label information must be in Spanish, but may also include other languages.

1. Name or type of product and brand. Note that there is no need to attempt to translate the brand name.
2. List of ingredients ("lista de ingredientes"): in descending order for those ingredients equal to or exceeding 5 percent of the product composition; including added water; plus the specific percent content of combined additives or colors.
3. Net content ("contenido neto") or drained weight ("masa drenada"), as appropriate, in metric units. It is critical to note here that in the Mexican metric system, a comma is used in place of a decimal point.
4. Name and address ("nombre y domicilio") of manufacturer or importer.
5. Country of origin ("pais de origen"), using language such as "Hecho en" (made in) or "producto de" (product of).
6. Lot number ("lote"). This may be any system the manufacturer chooses to use and is intended only for the purpose of product recall if such becomes necessary.
7. Expiration date ("fecha de caducidad"), as determined by the manufacturer. This is not the same as preferred consumption date ("fecha de consumo preferente").
8. Nutritional information, required when the label makes any nutritional claim.

Other units of measure may also be shown. Complementary standards are found in:

NOM-002-SCFI Pre-packaged Products-Net Content and Verification Methods

NOM-008-SCFI General System of measuring Units

NOM-030-SCFI Commercial Information -Declaration of Quantity on Label Specifications

## **SECTION V. KEY CONTACTS AND FURTHER INFORMATION**

The primary mission of the US Agricultural Trade Office (ATO) in Mexico City is to assist in the market development and promotion of US food and agricultural products in the Mexican market. There are a wide variety of activities and services that the ATO, along with other private sector representatives called "cooperators," make available to help develop US agricultural interests in Mexico.

The cooperator group that represents the US dairy industry in foreign markets is called the US Dairy Export Council (USDEC). The council's staff in Mexico City provides information on all aspects of US dairy products trading and use, including providing market intelligence on trade policy issues, organizing informational seminars for the Mexican trade and developing promotion and sales opportunities for US dairy products in the Mexican market. USDEC also organizes buying missions of potential Mexican importers/distributors to visit US dairy processing plants so they can meet and see, firsthand, various US suppliers and the services they offer.

## **GOVERNMENT AGENCIES AND MARKETING ASSOCIATIONS**

<p>Office of Agricultural Affairs US Embassy Paseo de la Reforma 305, Col. Cuauhtemoc 06500 Mexico, D.F. Tel 011-525-209-9100 extn 3750 Fax 011-525-208-2115 e-mail: AgMexico@fas.usda.gov</p>	<p>US Agricultural Trade Office Jaime Balmes 8-201, Col. Los Morales Polanco 11510 Mexico, D.F. Tel: 011-525-280-5291, 280-5277, 281-6586 Fax: 011-525- 281-6093 <a href="http://www.atomexico.gob.mx">http://www.atomexico.gob.mx</a></p>
<p>US Dairy Export Council Matanzas 733-C, Col. Lindavista 07300 Mexico, .D.F Tel 011-525-752-9322 Fax 011-525-752-9307 <a href="http://www.usdec.org">http://www.usdec.org</a></p>	<p>Secretaria de Salud (Health Secretariat) Sanitary Qualification Office Donceles 39-PB 06010 Mexico, D.F. Tel: 011-525-518-2 <a href="http://www.ssa.gob.mx">http://www.ssa.gob.mx</a></p>
<p>Secretaria de Economia Alfonso Reyes 30-PB; Col. Hipodromo Condesa 06710 Mexico, D.F. Tel: 011-525-229-6100, extn 3395 &amp; 4949; <a href="http://www.secofi.gob.mx">http://www.secofi.gob.mx</a></p>	<p>Secretaria de Agricultura , Ganaderia, Desarrollo Rural, Pesca y Alimentation (SAGARPA) Av. Insurgencia Sur 476, Piso 13, Col. Roma 06760 Mexico, D.F. Tel 011-525-584-8000 Fax 011-525-584-2699</p>
<p>Dirección General de Normas (DAN.) (Quality Standards Regulatory Agency) Puente de Tecamachalco 6; Lomas de 53950 Tecamachalco, Estado de Mexico Tel: 011-525-229-6100, extn 4158 <a href="http://www.secofi.gob.mx">http://www.secofi.gob.mx</a></p>	<p>Central de Abasto Av. Río Churubusco, no number Col. Ejidos del Moral 09040. México, D.F. Tel. 011-525-694-8589 Fax. 011-525-694-3508</p>

#### **DAIRY PRODUCT PROCESSORS/DISTRIBUTORS**

<p>Carrancedo Alimentos Ave. Ceylan 493, Col. Industrial Vallejo 02300 Mexico, D.F. Tel 011-525-567-6222 Fax 011-525-368-1553</p>	<p>Distribuidora Chantilly Chicle 255, Col. Granjas Mexico 08400 Mexico, D.F. Tel 011-525-657-1800 Fax 011-525-654-0540</p>
<p>Grupo Prolesa Poniente 122 \$ 473, Col. Industrial Vallejo 02300 Mexico, D.F. Tel 011-525-567-5311 Fax 011-525-368-3990</p>	<p>Lactoproductos La Loma, S.A. de C.V. Galeana 66, Col. La Loma 54060 Tlalnepantla, Estado de Mexico Tel 011-525-390-9755 Fax 011-525-565-4742</p>

Operadora de Productos Refrigerados, S.A. de C.V. El Zapote 102, Col. Jardines del Sur 45140 Guadalajara, Jalisco, Mexico Tel 011-523-834-0653 Fax 011-523-834-4609	Grupo Chen Tapia Oriente 275, Col. Centro 64000 Monterrey, Nuevo Leon, Mexico Tel 011-528-374-4551 Fax 011-528-374-4530
Distribuidora de Lacteos ALGIL, S.A. de C.V. Instituto Tecnico Industrial 172, Col. Santo Tomas 11340 Mexico, D.F. Tel 011-525-341-1230 Fax 011-525-341-3430	Comercial Cifra, S.A. de C.V. Fraternidad 411, Col. Universidad Veracruz 91710 Veracruz, Ver. Mexico Tel 011-5229-38-5799 Fax 011-5229-34-4046

**RETAILERS**

<b>Organization</b>	<b>Section</b>	<b>Address</b>	<b>Telephone/fax Internet\</b>
Nueva Walmart de Mexico, S.A. de C.V.	Purchasing	Av. Universidad # 936 A Col. Santa Cruz Atoyac Delegación Benito Juárez Director Compras Abarrotes CP 03310 México D. F.	Tel: (011)(525) 420-0200 Fax. (011)(525) 420 02 09 Aurrera.com ó Walmart.com
Gigante, S.A.de C.V.	Purchasing	Av. Ejercito Nacional 769-A Nueva Granada 11520 Mexico D.F.	Tel: (011)(525)255-9998 Fax. (011)(525) 269-8381
Operadora de Comercial Mexicana	Purchasing	Av. Adolfo López Mateos #201-4o. Piso Col.Santa Cruz Acatlán 53140 Naucalpan, Edo. Mex.	Tel: (011)(525) 5371 7446 Fax. (011)(525) 5371 7495 Http://www.comercialmexicana.com.mex
Seven-Eleven Mexico, S.A. de C.V.	Lic. Francisco Mendoza, Purchasing Director	Av. Munich 195-B Col. Cuauhtemoc 66450 San. Nicolas de los Garza, Monterrey, N.L.; Mexico	Tel: (011)(528) 158 0711 372 1572 Fax: (011)(528) 376-2171

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