



## NEWS SCAN - MEXICO

### What's Mexico's beef? – 2009/04

Apparently, it is Canada, Canada's beef that is. More and more Mexicans are enjoying quality steaks made from Canadian beef at their local hotels and restaurants, as well as from some retail stores, namely: Sams, City Club and Soriana. It is estimated that 55,000 tones of Canadian carne de res (beef) will make it to Mexican tables in 2009; this is really good news for Alberta farmers and meat producers, since close to 45 percent of the Canadian export bovines live in Alberta.

Having a strong agricultural industry as well, what drives Mexican suppliers to import Canadian beef? "Mexico is just not self-sufficient in beef, especially fine cuts, and many ranchers don't have access to federal-type meat inspection, so they can't compete," says Juan Carlos Muñoz, Trade Commissioner at the Canadian Consulate in Guadalajara. "And the global tendency for meat consumption is rising." (Gesheva, 2009) Mexico's demand for Canadian beef lies in our ability to supply them and the quality of our product. Canadian grades, A, AA, AAA and Prime simply do not permit "dark cutters," meat from stressed animals, which does not bloom to the standard bright red.

While Canada's Trade Offices in Mexico are steadily making progress ensuring local consumers are more confident about Canadian beef, there is still work to be done to educate the public about our grades and what they mean in terms of quality. Many customers lack the knowledge of Canadian grading systems, which in many instances are stricter than their U.S. equivalents. U.S. meat is well established in the Mexican market, their system is widely recognized and their terms have become commonplace. This is why the Canada Beef Export Federation (CBEF) is launching an advertising campaign in Spanish at a local newspaper to emphasize the Canadian equivalent grades. In addition, CBEF has also been promoting Canadian beef at Guadalajara's Expo ANTAD -a retail tradeshow that promises to reinforce brand recognition and keep Canadian beef in the minds of Mexican suppliers.

Mexico's ongoing demand for Canadian beef bodes well for Alberta's beef producers and exporters at a time when the world financial crisis is hitting close to home. Mexico is now Canada's second largest market, after the United States and having CBEF promote the quality of Canada's beef in the Mexico market will enhance Alberta's growth in food exports.

Source:

Gesheva, Alex. "Where's the Canadian beef? Right here in Jalisco, as it happens."

Guadalajara Reporter. March 14, 2009

<http://guadalajarareporter.com/content/view/24094/54/>

Marta Gomez-Wu  
International Marketing Division

[www.agrifoodalberta.ca](http://www.agrifoodalberta.ca)

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