



## Alberta Promotes Animal Feed Ingredients and Equipment in Mexico

Alberta Agriculture and Forestry (AF) led a delegation of Alberta livestock feed and equipment suppliers to Guadalajara, Mexico on October 17-22, 2016.

The mission centered on Expo FIGAP, an international trade show focused on the animal feed industry. In addition to showcasing Alberta products at the Canadian Pavilion, the delegation participated in a series of business-to-business meetings to engage directly with buyers in the market. Sales are expected as a result.

In addition, AF staff met with Jalisco representatives from the Secretariat of Rural Development, Agriculture Council and Cattlemen Association, allowing Alberta staff to build partnerships and advance trade and cooperation with Jalisco, Alberta's "Sister State" in Mexico.

A Canadian Feed Formulation Seminar organized as part of the official FIGAP conference program promoted Canadian feed ingredients and supplements. At the seminar, Dr. Eduardo Beltranena, Monogastrics, Research Scientist with AF, and Brittany Dyck, Canola Meal Manager with the Canola Council of Canada, delivered a technical presentation

This mission was coordinated by AF in partnership with Ontario Ministry of Agriculture, Food and Rural Affairs and the Consulate of Canada in Guadalajara, Mexico.



*Alberta companies at Expo FIGAP with representatives from Alberta Agriculture and Forestry, the Canola Council of Canada, and the Consulate of Canada in Guadalajara, Mexico.*

Mexico is Alberta's fourth largest export market for agriculture and agri-food products, with exports totaling \$572 million in 2015.

For more information on future initiatives in this market, please contact:

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