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Mexico

Cotton and Products Annual

Expansion in Cotton Production

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Report Highlights:

Post forecast marketing year (MY) 2017/18 total cotton production in Mexico up to 1.035 million bales, due to increased planting areas. U.S. cotton exports account for nearly all of Mexico's imports.

Executive Summary:

The Post/New MY 2017/18 total Mexican cotton production is up from the previous year due to an expected 40 percent increase in planted area, according to the Union of Cotton Producers and Cotton System Product of Chihuahua. The Mexican state of Chihuahua is the largest cotton producing state. The increase in planted area is mainly due to a return to cotton planting after a crop rotation last year with alternative crops like sorghum and corn.

Commodities:

Cotton

Production:

Post/New forecast MY 2017/18 cotton production is 1.035 million bales based on an expansion in planted area. The increase in planted area is the result of a return to cotton planting after a year of crop rotation for other feed crops like sorghum and corn. Timing

Table 1. MY2017/18 Cotton Production by State, Forecast

State	Planted Area (Ha)	Yield (Bales/Ha)	Production (Bales)
Baja California	17,900	7.9	141,479
Chihuahua	97,000	6.8	659,165
Coahuila	3,700	8.7	32,154
Durango and SW Coahuila / La Laguna	17,000	7.6	129,582
Sonora	7,200	7.6	54,662
Tamaulipas	3,300	5.6	18,488
TOTAL	146,100	7.1	1,035,530

Source: States irrigation districts (DDR), Association of Cotton producers of the states of Chihuahua, Valle del Bajo Rio Grande and Mexicali; Phytosanitary Committee of Laguna Region, Extension AgriLife Texas A&M

Post’s new MY 2016/17 total Mexican cotton production estimates are slightly upward from the previous estimate to 764,000 bales, based on updated figures from the Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food, Information System (SAGARPA, [SIAP](#)). The 2015/16 total cotton production and harvested area estimates are revised slightly upward to 943,000 bales in a harvested area of 133,000 hectares (ha), based on official updated information.

In Mexico, cotton is grown throughout the year during two seasons: the main growing season is spring-summer (planted mainly from April –July and harvested August – January and fall-winter (which is planted in November-January and harvested mainly in April and May).

Cotton yields vary significantly among the major producing areas. Average cotton yields for MY 2017/18 are estimated at 7.1 bales/ha. The highest yielding area is expected to be in Coahuila with 8.7 bales/ha, while the lowest yielding areas are located in Tamaulipas with 5.6 bales/ha, mainly produced during winter season. Although, most cotton growers in Mexico have adopted the use of genetically engineered (GE) seed varieties and high density planting, other factors, such as weather and the use of

technology can explain differences in production levels. For example, in Tamaulipas all cotton production is in non-irrigated areas, which significantly reduces yields.

Since 2015, SAGARPA, through the National Health Service, Food Safety and Quality Service (SENASICA), the state of Chihuahua for was recognized as “free zone of pink worm in cotton”. On February 3, 2016, SAGARPA gave this recognition to the states of Baja California and Sonora. In January 2017, SAGARPA reported the reduction of 99 percent of the pink worm population in the Laguna Region (Durango and Coahuila). SAGARPA also recognized USDA for their support and assistance in the *Binational Program for the Eradication of Pink Bollworm and Boll Weevil*. Control actions were taken to successfully eradicate these pests by using integrated pest management, genetic engineered seeds, and applying the sterile insect and pheromone mating disruption techniques. Both techniques used biological material provided by USDA. *Bacillus thuringiensis (Bt)* genetic engineered cotton directed against the pink bollworm has been used in Mexico since 1996. GE cotton seed use covers about 95 percent of the planted area throughout the country.

A very low amount of cotton loss that leaves the distribution chain through physical disappearance for management or fires has been maintained on 25,000 bales during the last years.

Mexico is a major textile producer, with an industry based on competitive labor costs and geographic proximity to the United States. According to the Mexican National Institute of Statistics and Geography ([INEGI](#)), the Mexican textile industry is concentrated in the central and north eastern parts of the country: Puebla, Mexico City and the States of Mexico, Hidalgo, Tlaxcala, Jalisco, Guanajuato, Nuevo Leon, and San Luis Potosi.

Mexico is the seventh largest exporter of denim worldwide and the main supplier to the United States, a place that it has maintained for over 15 years, which makes this sector of the textile industry a vital factor for the economy of the country. Despite the high competition from China, Mexico’s proximity to the United States has always been important for the export of denim to the U.S. market. According to INEGI, 40 percent of the denim fabricated in Mexico is divided between domestic consumption and Latin American countries, such as Peru, Chile and Colombia, and the remaining 60 percent is exported to the United States.

Yarn producers in Mexico do not cover all the needs of the fabrics sector, a significant amount of yarn is imported (especially polyester/viscose and polyester/cotton). The United States is the second largest supplier of textile machinery in the Mexican market. Medium- and large-sized companies are investing in new technology and machinery to improve their production and supply chains. There are some opportunities in product design and the introduction of modern technology to yarn and textile production processes.

Consumption:

Total domestic cotton consumption in MY 2017/18 is forecast at 1.7 million bales (each bale weighs 480 pounds), even with the Government of Mexico’s (GOM) various support programs as well as actions taken related to global competition.

The domestic cotton consumption estimate for MY 2016/17 is unchanged. MY 2015/16 is revised slightly higher, based on industry sources. In 2015, due mainly to the implementation of various government support programs and other measures taken by the GOM, the Mexican textile and clothing industries grew nearly 6 percent according to the National Chamber of Textile Industry (CANAITEX) and the National Chamber of the Clothing Industry (CANAIVE). This initiative boosted consumption of cotton and other fibers by approximately 3 percent in 2016.

Mexico is one of a select group of countries that has been identified as an emerging market for non-woven textiles. In the Western Hemisphere, it is the top market for this sector. Mexico is the number one market for U.S. non-woven exports and has been the top export market for U.S. non-woven. Mexico is the largest market for medical textiles exported from the United States, and the medical textiles sector is the fastest growing sector of the four sectors in Mexico.

Trade:

The Post/New MY 2017/18 total cotton import is forecast at 1 million bales. As well, the revised estimate for MY 2016/17 is decreased slightly to 1.02 million bales in line with data available from the Global Trade Atlas (GTA). The Post/New total cotton import estimates for MY 2015/16 have been revised slightly upward from the USDA/Official estimate to 1.02 million bales, reflecting updated GTA data.

The Post/New Mexican cotton export forecast for MY 2017/18 is estimated at 180,000 bales. For MY 2016/17 export data have been revised upward to 180,000 bales, because of the higher than previously estimated production. Export data from MY 2015/16 is revised slightly upward based on GTA statistics.

U.S. cotton bales are exported as fluff, yarn, or fabric to Mexico, where they are cut, sewn, and pieced together. Around 40 percent of men's and boy's jeans in the United States are imported from Mexico, according to the U.S. International Trade Administration, and some of the world's largest denim companies, including Levi Strauss and VF Corporation, maker of Lee and Wrangler brands, have a presence in Mexico.

Since 2008, Mexico has been the top export market for U.S. specialty and industrial fabrics. For 2015, U.S. specialty and industrial fabric exports to Mexico accounted for approximately 50 percent of total specialty and industrial textile exports, representing a 6 percent increase over the previous year (Top Markets Report: Industrial Textiles, Mexico 2016

http://www.trade.gov/topmarkets/pdf/Textiles_Mexico.pdf)

Stocks:

The Post/New ending stocks forecast is 537,000 bales. For MY 2016/2017 the forecast is estimated down at 432,000 due to an expected reduction in production. The Post/New MY 2015/16 ending stock estimates are unchanged. There is not government-held stocks for cotton bales and stocks are kept through the chain of value.

Prices:

The price for cotton future contracts May 2017 is US\$387.35 per bale according to the Agency of Marketing Services and Development of Agricultural Markets (ASERCA), which is in charge of publishing the cotton future prices.

Table 2. Cotton Future Prices

Cotton Future Prices (February 16, 2016)			
	US Cents / Pound	Variation	US Dollars / Bale
May 2017	77.47	0.20	387.35
July 2017	78.74	0.26	393.70
October 2017	76.17	0.08	380.85
December 2017	75.49	0.00	377.45
March 2018	75.05	-0.16	375.25

Source: <http://www.infoaserca.gob.mx/coberturas/algodon.pdf>

Policy:

The main support programs for the agriculture sector, such as PRO-AGRO and the Forward Contract program, suffered cutbacks in 2017, which were reflected in the PRO-AGRO payments to growers and the percentage supported in hedging operations under the Forward Contract Program.

PRO-AGRO aims to promote agricultural production of various crops, including cotton. This program attempts to promote a more productive, competitive and fair implementation for the countryside.

Depending on the level of farming operation of the grower as well as regional conditions, PRO-AGRO supports can be channeled to training, technical assistance, mechanization, use of improved seeds, plant nutrition, productive reconversion, crop insurance and price hedging, among others. Payments are made on the basis of the number of hectares registered, irrespective of the type or volume of production or the related domestic or international prices.

The 2017 program notice indicated that SAGARPA can define (subject to federal budget availability) strategies to reincorporate farmers registered in PRO-AGRO directory that are not currently in the program's target population. Similarly, SAGARPA can incorporate growers who have not been registered in the PRO-AGRO program, giving priority to subsistence growers that cultivate basic grains and oilseeds. The notice states that SAGARPA can pay liabilities from agricultural cycles in the previous fiscal year which were not liquidated due to the lack of budget. SAGARPA is authorized to allocate up to 1.5 percent of the full program budget to establish a training and technical assistance program directed primarily to subsistence growers to facilitate the adoption of technological innovations, improve their agricultural practices, and increase their crop yields (see GAIN report MX7007).

The GOM continues to encourage forward contract purchases between farmers and buyers through the Forward Contract Program, *Agricultura por Contrato*. The program is designed for producers, traders and consumers of corn, wheat, sorghum, soybean, cotton, coffee, orange juice and livestock products (beef and pork), and recently added cocoa and coverage for agricultural and fishing inputs such as

fertilizers, natural gas (and derivatives), and diesel. For cotton, it has been extensively used by producers as well as by the traders.

Mexico's textile and apparel industry is based on competitive labor costs and geographic proximity to the United States. The pattern has been for U.S. companies to supply textiles and fibers to Mexico's in-bond processing factories (known as maquilas or maquiladoras) that receive favorable fiscal and trade treatment. The maquiladoras then re-export these inputs after processing in the form of finished garments.

The Mexican government has acknowledged the need to promote these technical industries, which have the ability of taking on other international manufacturers in terms of price and quality. If Mexico's textile industries can continue to adapt quickly to the needs of the domestic and international markets and turn competition from abroad into an opportunity for innovation, they are likely to maintain their standing as the top destination for U.S. technical textiles.

Since 2015, the Ministry of Economy (SE), in coordination with the Ministry of Finance and Public Credit (SHCP), implemented a comprehensive support strategy for the textile and clothing industries to face the growing competition from countries like China.

Measures established by the GOM to support the textile and clothing industries:

- The Servicio de Administración Tributaria (SAT – the Mexican Internal Revenue Service) has been conducting extensive verification of origin audits for textile and apparel imports. Qualification for preferential duty treatment under the North American Free Trade Agreement (NAFTA) depends on whether they qualify as goods produced in the NAFTA region.
- A sectorial register of importers that identifies and measures the risk of their operations.
- Required minimum 5 day automatic advance notice for imports to Mexico of textiles and clothing to the Tax Administration Service (SAT). Continuous audit program established by SAT for importers of goods and their customers.
- Mexico gradually reduced its tariffs on textile imports from the United States that meet the NAFTA rules of origin (i.e., wholly processed in the United States, Canada and Mexico). Therefore, the tariff rate will remain at 25 percent for those countries with which Mexico has no free trade agreements (see reports GAIN [MX4029](#) and [MX3031](#)).
- Warranty prices on imports of raw and convertible material.
- SAGARPA, through ASERCA, supports for the purchase of cotton from Mexican farmers as part of the GOM's assistance to the textile industry and to encourage the integration of the industry value chain.

Textile firms in Mexico realized they needed to increase their competitiveness by investing in the expansion of production centers and manufacturing high-quality textile products in order to compete in international markets. The Mexican textile industry has decided to articulate its different value chains- promote competitiveness through innovation, design and technology.

Marketing:

Mexico traditionally imports much more “value-added” U.S. cotton than raw U.S. cotton fiber, raw fiber imports are still important. Mexico has regularly ranked among the top five markets for U.S. cotton

fiber and the U.S. cotton industry benefits when Mexican production is insufficient to meet mill demand.

Mexico is a country with great potential since middle class consumers are growing in size and spending power. The Mexican middle class is expected to show an average growth in consumption of 7 percent every year for the next five years, and by 2030 Mexico is projected to have 10 million middle class households, and spend about \$25 billion per year on clothing. Most of the top global brands from the United States and Europe already have a presence in Mexico. Moreover, Mexico is considered a fashion leader in Latin America, and promotions targeting consumers in Mexico may also serve to influence other consumer markets in greater Latin America. According to Promexico, Mexico’s clothing industry intends to seize these growth opportunities by leaning on two of its main advantages: the combination of efforts by the various fashion segments and the excellent quality of Mexican manufacturing.

U.S. cotton competes with manmade fibers for market share. Not only is there significant difference in cost between U.S. cotton and manmade fibers, but U.S. cotton is also premium priced relative to the majority of other cotton growths. Therefore it is impossible for U.S. cotton to compete solely on price; rather, U.S. cotton must compete on the basis of differentiation, quality, and branding.

The Cotton Council International (CCI)/Cotton USA promotes U.S. cotton fiber and manufactured cotton products around the globe. CCI’s main objective in Mexico is to maintain U.S. cotton’s strong market position among imported fiber and products by ensuring U.S. cotton remains the preferred cotton among Mexican mills and manufacturers. CCI and Cotton Incorporated have launched a cotton generic campaign in Mexico to increase awareness of and preference for cotton among Mexican consumers through a social media campaign called ahoralosabes.mx.

Table 3. Mexico: PSD for MY 2015/16 - 2017/18

Cotton Mexico	2015/2016		2016/2017		2017/2018	
	Market Year Begin: Aug 2015		Market Year Begin: Aug 2016		Market Year Begin: Aug 2017	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	0	135	0	104		146
Area Harvested	130	133	100	103		140
Beginning Stocks	693	693	570	570		432
Production	908	943	725	764		1035
Imports	975	1021	1075	1028		1000

MY Imports from U.S.	0	1021	0	1028		1000
Total Supply	2576	2657	2370	2362		2467
Exports	131	142	100	180		180
Use	1850	1920	1725	1725		1725
Loss	25	25	25	25		25
Total Dom. Cons.	1875	1945	1750	1750		1750
Ending Stocks	570	570	520	432		537
Total Distribution	2576	2657	2370	2362		2467
1000 HA, 1000 480 lb. Bales, PERCENT, KG/HA						

For More Information:

Useful Official Web Sites: Mexico's equivalent to the U.S. Department of Agriculture (SAGARPA) can be found at www.sagarpa.gob.mx, equivalent to the U.S. Department of Commerce (SE) can be found at www.economia.gob.mx, equivalent to the TAX office <http://www.sat.gob.mx/Paginas/Inicio.aspx> and equivalent to the U.S. Food and Drug Administration (SALUD) can be found at www.salud.gob.mx. The information about biotechnology and biosafety in Mexico is compiled by an Interministerial Commission (CIBIOGEM) <http://www.cibiogem.gob.mx>. These web sites are mentioned for the readers' convenience but USDA does NOT in any way endorse, guarantee the accuracy of, or necessarily concur with, the information contained on the mentioned sites. OTEXA <http://web.ita.doc.gov/tacgi/overseasnew.nsf/alldata/Mexico>