

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Mexico

Post: Mexico ATO

Idaho's Governor leads a Trade Mission to Mexico

Report Categories:

Market Development Reports

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Report Highlights:

ATO Mexico City hosts Idaho Trade Mission

General Information:

ATO Mexico hosted a trade delegation from Idaho led by Governor C.L. “Butch” Otter earlier this year. The trade delegation included agricultural and manufacturing companies that met with Mexican buyers to pursue new sales as well as expand and develop current partnerships.

Mexico is Idaho’s second largest agricultural export market and 6th largest market overall. Total exports are valued at more than \$301 million in 2014, up over 10% from the previous year. The Trade delegation met with companies such as Grupo Carso, Bunge and Grupo Herdez.

Post prepared a market briefing for the delegation that included presentations by the Foreign Commercial Service, the Economic Counselor our FAS Minister Counselor and ATO Director, on the latest economic trends and market opportunities.

The Idaho team met with the Minister of Agriculture Enrique Martinez y Martinez and asked about U.S. fresh potato market access presently closed to Mexican consumers, SAGARPA officials commented that the issue should be resolved in 6-8 months. Governor Otter also met with the Minister of Foreign Affairs to discuss Idaho and Mexico relations.

As part of the agenda the U.S. Ambassador, FA and the Governor of Idaho hosted a reception at the Ambassador’s residence. Ambassador Wayne and Governor Otter stressed the importance of the business and diplomatic relations between Idaho and Mexico. Governor Otter issued Valued Partner awards at this event, to companies in Mexico that have established trade partnerships with Idaho companies. The event was covered in Mexico’s social media and received well received praise from those in attendance.



