



Netherlands

Road show Mexican  
poultry and pig farming



Farming  
the  
Future

**Are you a Dutch supplier of sustainable solutions for the poultry or pig farming sector and are you interested in the opportunities the Mexican market offers?**



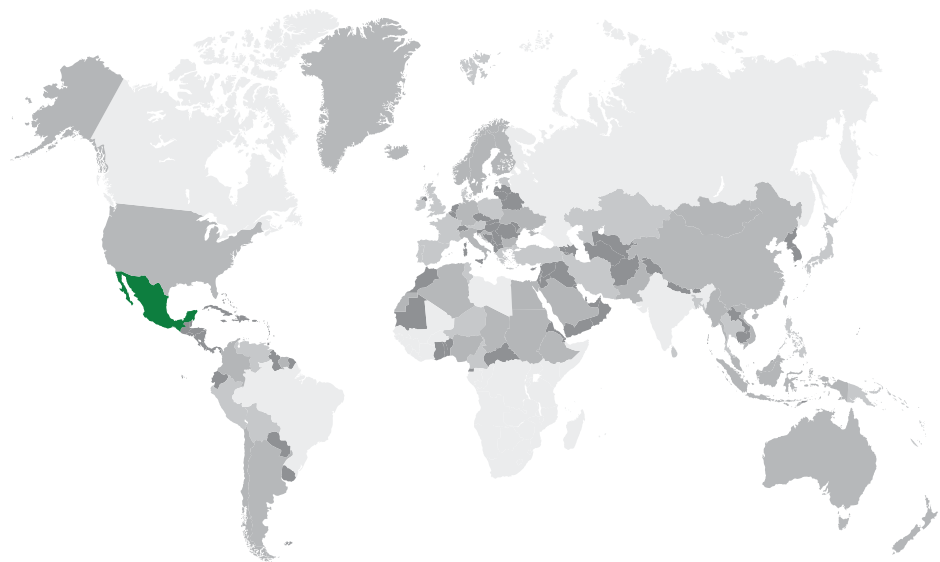
**Farming  
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# Then take part in the Roadshow Mexican poultry and pig farming from 10 to 14 October 2022.

The Roadshow is organized by the agricultural team of the Netherlands Embassy in Mexico, in close collaboration with Mexican sector associations UNA (Unión Nacional de Avicultores) and OPORMEX (Organización de Porcicultores Mexicanos). It builds on the success of previous roadshows the Netherlands Embassy organized to Mexico's poultry sector.

The Roadshow will take you to some of Mexico's main poultry and pork production regions in Veracruz, Sonora, and the Central-Western Bajío region (which includes important production states such as Jalisco and Querétaro and accounts for 42% of Mexico's total livestock farming production).

Join us and contribute to the transformation of these important livestock sectors!



# Mexico's poultry sector

Mexico has a competitive and growing poultry sector which has tripled in size over the last three decades:

Mexico is **6th**  
now the world's largest poultry meat producer

Employing **1.26** million people (210.000 directly and 1.05 million indirectly)

and is set to continue its growth path:

Chicken meat production grew by **18,9%**

from **3.07** million to **3.6** million tons  
between **2016** and **2021**

and production is set to break records at **3.9** million tons in 2022  
bolstered by high domestic demand.

Egg production is following a similar path:

Mexico is **6th**  
already the world's largest egg producer

and egg production is expected to grow by **3%** in 2022

Mexico is the world's **5th** chicken meat consumer

and its chicken meat consumption continues to grow

at an annual rate of **3,6%** in 2021

Mexico has the world's highest egg consumption per capita,

while **6** of every **10 kg** of proteins

Mexicans consume are produced by the poultry sector.

Poultry producers in Mexico continue to consolidate, integrate vertically, expand production and develop new lines of business. Many are keen to invest in biosecurity - in particular in the face of the permanent risk of Avian Influenza, in modernization of their hatcheries and slaughterhouses, and in biodigesters and manure processing technologies, creating opportunities for Dutch suppliers of technological solutions.

# Mexico's pork sector

The Mexican pork sector has seen impressive development too:

**Over the last three decades,** it has transformed itself from a low-tech, fragmented production sector into a globally competitive pork supplier through investments in facilities, breeding programmes, nutrition and vertical integration, in particular in Sonora, Jalisco, Veracruz and Yucatan. It has adopted international animal health and biosafety protocols and improved herd quality, genetics, disease management and hog productivity.

**Over the last ten years,** it grew at an average annual rate of 3,6% and growth is expected to continue at an annual rate of 3% percent over the next five years due to improved swine genetics, breeding, animal health protocols and strong domestic and export demand. Mexican pork exports have grown quickly, after entering markets such as Japan, South Korea, the US and China.



Pork consumption in Mexico has risen too, with per capita consumption of pork

nearly doubling  
from

**11 kg** to **19,6 kg**  
in 2000 in 2020

and expected  
to rise to

**22 kg** in **2025**

making pork meat the second most popular animal protein in Mexico.

The pork sector continues to consolidate and expand capacity and many producers are keen to invest in modernization and technology that can boost levels of efficiency and productivity. At the same time, producers are looking for ways to meet increasing societal demands for sustainability, in particular when it comes to water. Animal health, biosecurity and antimicrobial resistance are important priorities in the sector too.





# Who is it for?

This Roadshow is organized for Dutch companies that offer sustainable solutions, technology, products, services and knowledge for the poultry or pig farming sectors, and are interested in doing business in Mexico. Think of suppliers of genetics, housing, lighting, automatization, animal feed, hygiene, animal health, animal welfare, meat processing or other technologies.

# Why participate?

Mexico's poultry and pig farming sectors are dynamic and growing and are in need of innovative solutions to raise their productivity and sustainability.

# Join us and:

- **Gain insight** into the market opportunities that Mexico offers.
- **Take part** in round table discussions and share your knowledge and know-how.
- **Visit leading poultry and pork** producers in Veracruz, Sonora, Jalisco and Querétaro and pitch your solutions to decision makers at these companies.
- **Meet decision makers** from the sector at network events.
- (Optional) **Extend your stay** to participate in the 10th edition of FIGAP, Mexico's leading livestock farming technology trade show, to be held from 19 to 21 October in the city of Guadalajara.

# Preliminary programme

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DATE	LOCATION	ACTIVITY
Sunday 9 Oct	Mexico-City	<ul style="list-style-type: none"> <li>• Arrival in Mexico City</li> </ul>
Monday 10 Oct	Mexico-City – Puebla – Veracruz - Sonora	<ul style="list-style-type: none"> <li>• Breakfast &amp; Presentation on the Mexican Pork &amp; Poultry Market.</li> <li>• Company visit Grupo Patsa</li> <li>• Company visit (to be confirmed)</li> <li>• Domestic Flight to Cd. Obregon, Sonora.</li> </ul>
Tuesday 11 Oct	Sonora	<ul style="list-style-type: none"> <li>• Company visit Kowi Group</li> <li>• Company visit Norson (to be confirmed)</li> <li>• Company visit Soles Group (to be confirmed)</li> <li>• Network event</li> </ul>
Wednesday 12 Oct	Jalisco	<ul style="list-style-type: none"> <li>• Flight to Guadalajara</li> <li>• Company visit (to be confirmed)</li> <li>• Network event</li> </ul>
Thursday 13 Oct	Jalisco – Guanajuato – Querétaro	<ul style="list-style-type: none"> <li>• Company visit Proan</li> <li>• Company visit Bachoco Group</li> </ul>
Friday 14 Oct	Querétaro – Mexico-City - Amsterdam	<ul style="list-style-type: none"> <li>• Company visit (to be confirmed)</li> <li>• Return to Amsterdam</li> </ul>
Saturday 15 Oct – Tuesday 18 Oct	(optional)	<ul style="list-style-type: none"> <li>• Individual programme</li> </ul>
Wednesday 19 – Friday 21 Oct	(optional) Guadalajara	<ul style="list-style-type: none"> <li>• FIGAP</li> </ul>



# Registration, costs and practical details

**Register** for participation in the Roadshow by completing the registration form in [bit.ly/3Bp3lly](https://bit.ly/3Bp3lly). The maximum number of participants is 20 with a maximum of 2 people per company. **Deadline for registrations: September 10th 2022.** Registrations will be processed on a 'first come first served' basis and will be confirmed once the participation fee has been received.

There is a participation fee of € 250 per person. Additionally, accommodation costs and flights (international and domestic) are at your own expense (estimated costs: € 885,95 per participant). Meals (except breakfast) and collective land transport will be provided by the Netherlands Embassy. The Embassy is not liable for any cancellation costs.

Blue Point Management (the logistical agency contracted by The Netherlands Embassy) will propose a travel arrangement with suitable hotels and flights. Participants are responsible for arranging their own flights and accommodation, preferably in coordination with Blue Point Management. Transfer to and from the airports will be arranged for the proposed flights.

During the Roadshow, participants are requested to stay in the proposed hotels in order to minimize hotel pick-up time and maximize the opportunities for networking with your fellow Roadshow participants.

The Roadshow will be held in English and Spanish. Translation services will be available throughout the week.

## Questions??

Do you still have questions? Please write to Benjamin Leal, Agricultural Officer at the Netherlands Embassy in Mexico at [MEX-LNV@minbuza.nl](mailto:MEX-LNV@minbuza.nl)

## Organisation

This trade mission is organized by the Netherlands Embassy in Mexico, and Blue Point Management, the logistical agency contracted by the Embassy

## COVID-19-Clause

The organization will take a decision 6-8 weeks before the start of the Roadshow regarding the continuation of the Roadshow, based on the then current travel advice from the Ministry of Foreign Affairs, and for entry regulations applicable in Mexico at that time and the situation on the ground. Participants will be informed immediately. In case of postponement or cancellation no participation costs will be charged. Even after a decision to allow the Roadshow to go ahead, the organization reserves the right to cancel the Roadshow - in case of unforeseen circumstances. Naturally, no participation fee will be charged. If the Roadshow is cancelled or postponed as a result of the development of Covid-19, The Netherlands Embassy in Mexico is not responsible for the costs incurred by participants.

## Corporate Social Responsibility

The Dutch government considers Corporate Social Responsibility - including human rights - important and endorses the OECD Guidelines for Multinational Enterprises. These lay down the CSR standards for internationally active entrepreneurs.

The logo consists of the letters 'NL' in a bold, orange, sans-serif font. The 'N' and 'L' are connected at the top and bottom. The background is a landscape of rolling hills and mountains under a cloudy sky.

NL

The text 'Farming the Future' is centered within a white circle. 'Farming' is in green, 'the' is in orange, and 'Future' is in orange. The background is a landscape of rolling hills and mountains under a cloudy sky.

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