



Meet the Mexican meat industry

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I. Targeted Mexican companies



Alco is one of the Mexican leading poultry packaging and processing companies present in Mexico. With 50 years of experience, this family owned company has built a large distribution network, mostly for national consumption, which includes high-profile clients within the supermarket sector such as Walmart, Soriana, Chedraui and restaurant chains from Alsea Group (e.g. Burger King, Domino's, Chili's, California Pizza Chicken, Starbucks) and VIPs.

The company imports raw materials from several markets: Brazil, Canada, Chile and United States. They also buy around 60% of its raw input from local producers in Mexico.

Alco is based in San Nicolás de los Garza, near to Monterrey, Nuevo León. The company owns three TIF certified processing plants in Nuevo León state:

- San Nicolás: fresh, cooked and cold meat.
- Ciénega: frozen products, IQF and HORECA.
- Marlán: Wholesale market.

Website: <http://www.alco.mx/>



Frigorífica Contreras is a family owned company with more than 30 years of experience in the business with an estimated turnover of 100 million USD a year headquartered in Hermosillo, Sonora. The company manages two brands "JC Carnes" and "Don Jesús".

Frigorífica focuses on high-end markets through their production and commercialisation for beef, pig, poultry and fish and seafood. Some of their main customers are Walmart, Superama, City Club, Cimark, Super del Norte (local) and Oxxo. Frigorífica Contreras also has its own selling points regionally, and plan to expand their presence.

The company exports to South Korea, Hong Kong, Japan, Russia, United States and Vietnam.

Frigorífica Contreras aims to innovate on new products and expansion of their commercial coverage.

Website: <http://www.carnesjc.com/>



Kowi has a strong presence through the porcine value chain: the genetics, the farms, the feeding of their pigs and the processing to ensure high quality products are reaching their customers. Since their establishment in 1984, they have grown the production towards now processing 3,200 pigs a day. This makes them is one of the largest processors and retailers of pork meat in the country.

Website: www.kowi.com.mx



La Cacharamba Porcicultores is a group of farmers dedicated to pig grow and commercialisation of live animals in Sonora.

Cacharamba works along with key partners in Sonora such as KOWI, Vimifos and PIC, and has its own supermarket business line Karrusel.

Website: <http://cacharamba.com/#>

La Exquisita

La Exquisita is a local company in Sonora, dedicated to the processing and packaging of pig and beef and poultry meat.



Norson has been growing its production since its establishment in 1972 in Hermosillo, Sonora.

They are dedicated to the production and marketing of pork meat as well as its derived meat products. The company follows a vertical integration where every steps of the production from pig breeding, feeding, slaughtering, cutting to the final production are covered.

Norson´s pigs have been born and bred a few hours away from its facilities, providing a greater degree of control.

Norson has a wide distribution infrastructure that covers all business lines: Food Service, Supermarkets, Wholesalers, retailers and packers.

The company processes more than 660.000 hogs per year, and are key exporters to international markets such as Japan, South Korea, United States of America, Hong Kong and China.

Norson is a TIF¹ certified company, and has SQF and USDA certifications as well.

Website: <http://www.norson.net>

¹ Federal Inspection Type Certificate (TIF). Mexico has 454 TIF certified processing plants in 29 states, which are awarded by the agro & food authority (SENASICA), allowing for more activities and meat processing certified in the country. Around 60% of the live animals in Mexico are sacrificed and processed in these plants, expecting to increase in 2018* as 45 plants are in certification process.



OJAi has since 1984 supplemented their egg production with a pig production, which has since grown to process 1,250 pigs a day. As a vertically integrated company, they control every step from pork production to the sale of pork cuts which has enabled them to be recognized both in domestic and international markets.

OJAi has a certification to export to the following countries: Japan, Vietnam, Hong Kong, and Certification for Marinated and Injected products. It is currently in pending process for China, Korea, New Zealand exports.

OJAi has TIF certified establishments.

Website: www.ojaialimentos.com.mx



SOLES controls each step of its hog production to ensure that the quality of its products is living up to the highest standard. To have total control of each stage of production, they overlook everything from the genetic breeding of pigs to the final product.

The company is a TIF and HACCP certified company.

SOLES has a processing factory with the capacity to slaughter and debone 1,800 hogs per day, which equals to 45.000 tons per year. The company exports to South Korea, Hong Kong, USA and China.

Website: www.soles.com.mx



Sigma Alimentos is one of the largest Mexican companies with international presence through a diversified portfolio of brands and operates 70 plants in 18 countries across its four key regions: Mexico, Europe, the United States, and Latin America. The company is headquartered in San Pedro Garza Garcia, Nuevo León.

Sigma key business is the food processing, it produced 1.7 million tons of food in 2017, generating a total revenue of 1.5 billion USD in 2017; 633 million were generated in Mexico.

Website: www.sigma-alimentos.com/



SuKarne is a Mexican company with sales above 45.2 billion pesos a year* (2017). It is one of the largest meat and poultry companies in the country.

SuKarne processed 1,5 million cattle heads in 2017. And it has around 12,000 employees. The company is headquartered in Sinaloa, but it also has plants in Baja California, Michoacán, Durango and Nuevo León.

It has a large distribution and sales points across Mexico and some international offices such as in the USA, Nicaragua and Japan.

SuKarne has three subsidiaries focused on the SuKarne Pielés for skin processing, VioHache for compost and lixiviates commercialisation, and Renpro, focused on the reuse of meat for sub products such as meat flour and sebum.

* Exchange rate 1 USD = 18.8 Mxn as of 15th September 2018.

Website: <https://www.sukarne.com/>



Xignux is a Mexican industrial consortium based in Monterrey, Nuevo Leon. It is comprised of four divisions: Cables, Transformers, Infrastructure and Foods. The

Group operates over 25 production facilities and a diversity of distribution centres in Mexico, the USA, India, Brazil and Colombia. The group employs over 25 thousand people. Xignux currently exports over half of its sales to more than 40 countries worldwide.

Website: <http://www.xignux.com/>



In 2017, the group reported sales for 46.1 billion pesos*, out of which Qualtia Alimentos represented 27%.

Qualtia Alimentos is manufacturing, distributing and commercializing cold meats, cheeses and processed foods to the Mexican market. Producing more than two billion sausages per year, amongst other products, it places Qualtia Alimentos in the forefront of distribution and supply chain management of food products in Mexico.

* Exchange rate 1 USD = 18.8 Mxn as of 15th September 2018.

Website: <http://www.xignux.com/Site/EN/>; www.qualtia.com.mx/



Yoreme Group produces high quality pork meat for domestic and international markets. Yoreme also has production for poultry (eggs), and beef. Their philosophy of from farm to table guarantees their involvement and control of their products.



Yoreme has exported pork and beef for more than 10 years to the Japanese, Russian and soon to the North American market.

Website: www.yoreme.com.mx

II. Mexican stakeholders: Organisations, Government & Regulators



The Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food of the United Mexican States (SAGARPA). Coordinates and administers between state and municipal governments in formulating, conducting and evaluating the general rural development policy in Mexico, including the regulatory framework for investments, imports etc. into the sector.

Website: www.gob.mx/sagarpa



The National Agro-Alimentary Health, Safety and Quality Service (SENASICA) is the veterinary agency under SAGARPA governance. It is responsible for implementing and enforcing regulations of laws concerning Food Safety, and Food Quality.

Website: www.gob.mx/senasica



Mexican Pork is an association made up of 10 different Mexican pork companies. It is estimated that their members contribute with about one third of the total Mexican pork production. They receive financial assistance from Mexican government and have implemented a variety of programs to promote Mexican pork in other countries.

Website: www.mexicanpork.org



EMBASSY OF DENMARK
Mexico City



OPORPA (La Organization de Porcicultores del País) represent the interests of 12 associated pig-farming organizations in Mexico, linking the pig sector with government agencies and defining strategies of action that benefit the development of a sustainable national pig industry. This includes the breeding, production, promotion and export of pork.

OPORPA is composed of producers from Jalisco, Sonora, Guanajuato, State of Mexico, Queretaro, Aguascalientes, Zacatecas, Durango, Chihuahua, Colima, Hidalgo, Tlaxcala and Mexico City, areas that represents about 70 percent of national production. They encompass 80% of the country's standing pork producers and comprise of 75% of the national production.

Website: www.oporpa.org/