



2014 OUTLOOK FOR MEXICAN AGRICULTURE MARKETS

**A look ahead to 2014 for growers and those serving the
Mexican produce market.**

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COMMUNICATION & INFORMATION CENTER FOR SPECIALIZED AGRICULTURE WORLDWIDE

Vegetable consumption is up.

Vegetable consumption keeps growing in destination markets, both domestic and export. As a result, Mexican growers are likely to increase production in coming seasons.



Diversification / shift in crops.

Berries are a hot new crop, but the learning curve to grow them is long and difficult and requires an eight-year commitment and use of managed varieties. A large percentage of vegetable growers also are producing growing corn in Mexico, and some are moving to more suitable growing regions.



Sustainability is on the rise.

Sustainable production is increasingly important for growers and ag input suppliers. However, it is important to differentiate among organic, biorationals and sustainable production, each of which has its own definition and purpose.

Impact of locally grown.

The locally grown movement is not relevant among Mexican consumers but its growth in the U.S. could continue to impact vegetable exports to that country.

Tomato dispute impacting exports and production.

With a trade agreement between Mexico and the U.S. reached but Florida growers filing a lawsuit against the U.S. government, Sinaloa growers are reducing production with a resulting impact on the sale of seeds, agrochemicals and other inputs. Others are diversifying or shifting crops and going to domestic markets. A clearer image of the likely outcome will be seen during the winter production windows when Sinaloa and Florida compete for the U.S. fresh tomato market.

New trade agreement between Mexico and China.

Growers in Mexico are optimistic about but this trade agreement but it is not likely to have a big impact on fresh produce production and exports.

Fresh-cut market will be worth exploring.

Added-value measures are being promoted by Sagarpa (the Mexico Agriculture Department) and regional governments.



Water a major problem.

Water scarcity and the lack of quality will continue to be one of the main problems in vegetable production in Mexico. Some seed companies are breeding drought- and salinity-resistant varieties.

Less political volatility, more support of agriculture.

Mexico's new government is not as focused on fighting drug cartels as was the previous administration. The result is fewer drug-related violent crimes and less volatility in the country in general. This administration also provides more support of agriculture. For instance, Jorge Kondo Lopez, former agriculture secretary of Sinaloa and now director of the promotion of agriculture at the Sagarpa federal level, restricted taxes to protect Mexican corn and stop imports of corn from South Africa.

Greenhouse-certified produce.

The movement toward greenhouse-certified produce in the U.S. is not posing a problem for Mexican growers, as lower production costs in Mexico allow exporters to sell greenhouse- and shadehouse-grown produce as open-field-grown in the U.S.

ABOUT PRODUCTORES DE HORTALIZAS

In the robust vegetable industry in Mexico, Productores de Hortalizas is "The Right Hand of the Grower." Productores de Hortalizas provides extensive coverage of the latest in field and greenhouse vegetable production technology, new products, supplier and manufacturer information, and reference materials to nearly growers, crop advisors and suppliers. Productores de Hortalizas also manages industry-leading events and award programs, and Hortalizas.com is the digital location to find out the latest news and trends in the Mexico industry.

Productores de Hortalizas' corporate headquarters are located in Willoughby, OH, in the Cleveland metro area where its parent company, Meister Media Worldwide, was founded in 1932.

ABOUT MEISTER MEDIA WORLDWIDE

Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at www.MeisterMedia.com.

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