



FOMENTO AL CONSUMO DE PRODUCTOS PESQUEROS Y ACUÍCOLAS MEXICANOS

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SAGARPA
SECRETARÍA DE AGRICULTURA,
GANADERÍA, DESARROLLO RURAL,
PECUA Y ALIMENTACIÓN



Mercado y beneficios comerciales para productos con valor agregado

Market and trade benefits for value added products

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Let's talk about....

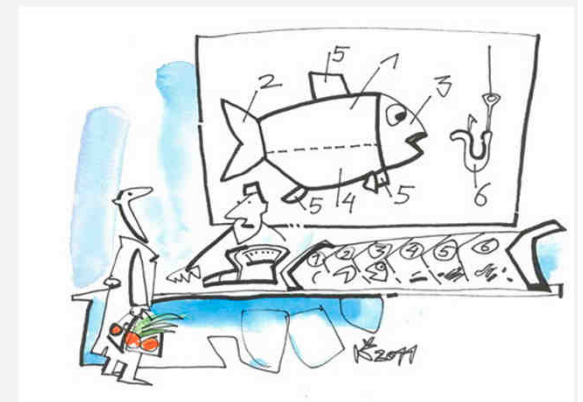
- What are the opportunities?
- What are the challenges?
- What is your point of difference?



Taste the FISH, not the batter or oil...

What are the opportunities?

- Domestic market
 - 122 million (80%+ Catholic)
 - DF – 9-21Mill;
 - Av age 25;
 - 22%-30% GDP
 - Low seafood consumption
 - Seafood Retail Development?



Is this impossible?

- Aim 2 per week - Dos por semana
- Promote at every opportunity – logo?
- 2 meals x 150gms = 3 mill tonnes seafood



Eat Seafood to Improve Your Health



World middle class by region (millions and global share)

Region	2009		2020		2030	
North America	338	18%	333	10%	322	7%
Europe	664	36%	703	22%	680	14%
Central and South America	181	10%	251	8%	313	6%
Asia Pacific	525	28%	1,740	54%	3,228	66%
Sub-Saharan Africa	32	2%	57	2%	107	2%
Middle East and North Africa	105	6%	165	5%	234	5%
World	1845	100%	3,249	100%	4,884	100%

Source: Kharas and Gertz 2010

Note: Definition of global middle class is those households with daily expenditures between \$10 and \$100 per person in purchasing power parity terms

How are developing countries doing in value addition?

- FAO survey: 6000 branded seafood products in Italy and France
- Only 10% originated in developing countries mostly canned fish
- Very low share of prepared seafood meals



EXPORT

- Supply & Demand
- BRIC (Brazil, Russia, India, China)
& MINT (Mexico, Indonesia, Nigeria, Turkey)
- Trading on your strengths – connect with?
Tequila, Taco's/Tortilla's, Tomatoes, Tropical
Fruits, Tabasco, Tourism & Beer.....
- Mexican food is “IN”
- Work together – feed off each other



What are the challenges?

- Marketing & Promotion – domestic
- Engaging on win/win/win with end users
- Exporting – language & culture – Time
- Competition
- What does the customer want?
- Less can be more.....
- What are your credentials?



What is your point of difference?

- Happy staff, happy customers, happy shareholders
- Avoid being force fed an “efficiency sandwich”
- Think long term
- Embrace change
- Encourage the right culture
- Aim for gender balance





Muchas gracias.....



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