Mexico as supplier of organic products in the global market

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The role of Mexico as a supplier of organic products in the global market is limited to three categories: tropical products such as coffee, cacao, mango, bananas, vanilla, etc., which are not cultivated in developed countries, winter vegetables, due to climatic conditions where countries with temperate climes are deficient in the production of said, and labour intensive crops such as sesame seed. As a result, the production of organics in Mexico complements that which is not produced in developed countries. However, exportation is directed toward countries which have the most developed markets, have superficially experimented in search of growth and organic production rates for sustainability- at least with produce-able products such as grains, summer vegetables, livestock, processors.

A serious treat for Mexico is the exponential growth of organic production from Mediterranean countries in Europe, especially Spain (with a 59% annual growth rate), and Italy (48%), who have become provides of organics to Northern European countries, notably vegetables such as citrus, olive oil, wine, cheese and dried fruit. A prominent example is Italy, which exports 43% of its organic production to other European countries and in smaller proportions to the United States and Japan. [1] The participation of these countries in the exportation of organics could limit Mexico's international production potential in the market place with regards to vegetables and citrus.

A movement that could gain strength in the future in the United States, Canada, Japan and Europe is nominating the concept of "buy national" which would eliminate Mexico's possibilities of exporting winter products (principally vegetables) and food products that consumer countries are able to produce, such as grains.

All said, Mexico's' prospects are significant in the production of tropical products which developed countries are unable to produce. It generates opportunities for common organic tropical products and more: coffee, mango, bananas, vanilla, avocado, cacao, jicama, citrus, papaya, coconut and exotic tropical fruits. It is necessary to take advantage of the experience, knowledge and organic cultivating methods of Mexican producers of said crops in order to stay ahead of other developing countries: Brazil, Costa Rica, Honduras, Guatemala, Colombia, Peru, which like Mexico seek opportunities in this promising sector.

An up an coming opportunity for Mexican producers lies in the development of a national organic market, which is not to be underrated especially if it adapts itself to the conditions of the country and can offer products at low prices in order to be competitive. From the beginning the organic movement has advanced thanks to its own resources and its degree of organization; in the future it is fundamental that the State's (Mexican) participation agree with international standards. The support of this should be obtained with a vision and strategy which includes a policy that empowers the efforts of the producers and takes into account the advantages of eco- agriculture, social and Mexican cultural in order to truly develop rural sustainability.

Notes
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** This text is part of an article titled "Mexico as supplier of organic products in the global market ". This article appeared "Commerce abroad" volume 53, no. 2; February 2003; pp. 128-138.

*Translated by Cecilia Avila.*