

The Sader undertakes safety programs to increase competitiveness and protect public health.

Producers must apply and comply with safety schemes if they wish to be competitive and continue in the market.



The Chief Director of the National Service for Agro-Alimentary Public Health, Safety and Quality (Senasica), Francisco Javier Trujillo Arriaga, confirmed that safety in food is an imperative and necessary matter to protect consumers' health and increase competitiveness of Mexican producers.

Safety has stopped being an ornament and has been positioned as a serious issue. Now consumers have many options of domestic and foreign food, producers then must apply and meet safety schemes if they wish to be competitive and continue in the market, he emphasized.

During a work tour through Ensenada, Baja California, the head of the body of the Secretariat of Agriculture and Rural Development (Sader) lead the delivery of certificates for the compliance of the "Baja California, Excellence and Good Livestock Practices Certification" protocol granted to producers and agriculture industries which apply safety systems to their production processes.

The certificates recognize companies committed to offer food and agriculture products to the national and international markets that meet the highest quality, health, and safety standards, besides to contribute to the entity social, economic, and environmental improvement.

Trujillo Arriaga congratulated the local government for the work performed in favor of food quality and safety. Likewise, he celebrated that the number of companies certified for good practices in the entity keeps increasing.

The Secretary for Agriculture and Livestock Development (Sedagro), Manuel Valladolid Seamanduras, emphasized the importance of the products safety, health, and quality, essential qualities to compete in the markets, because they are committed to supply

more demanding consumers that demand healthy, hygienic, and high nutritive value food.

Two of the producers that received recognition emphasized the importance of meeting these new market requirements, otherwise they would be out of the national and foreign markets.

Agricultural industry producer, Hilda Nuño Vázquez, said that the excellence certificate held by her company has allowed her to triple her production in seven years, and has been the bridge to get to the large consumer chains and a trigger for growth.

Agricultural producer, Walberto Solorio Meza, said that the Contamination Risk Reduction Systems (SRRC), established by the Sader, allow to offer society safe food. He emphasized that, what before was optional now is a commitment of the producers to offer safe products with a better quality.

During the conference the Chairman of the State Livestock Promotion and Protection Committee, Gustavo Rodríguez Cabrales, and the Secretary of Fisheries, Aquaculture, and Agriculture and Livestock Development of Baja California Sur, Luis Andrés Córdova Urrutia were also present.