

The SADER and Instituto Halal reinforce the certifications of companies to export more agricultural and livestock products to Muslim markets

Signature of the Memorandum of Understanding that will reinforce the agroindustry technical capacities to increase the exportable offer of Mexican companies to the Muslim market, estimated to be more than 1,600 million consumers.



The Secretariat of Agriculture and Rural Development (SADER) and the Instituto Halal (Halal Institute) of Spain signed a Memorandum of Understanding to reinforce the agroindustry technical capacities with the halal certification to increase the exportable offer of Mexican companies to the Muslim market, estimated to be more than 1,600 million consumers.

At the ceremony, Víctor Villalobos Arámbula, Secretary of Agriculture and Rural Development, stated that the agreement reinforces the commitment of the Mexican government with the agri-food sector, the calling to promote productivity -with the inclusion of all producers- and the reinforcement of the diversification strategy for agricultural, livestock and fisheries markets.

He commented that this actions help to project the national companies and their products in new Muslim markets by means of the halal certification, which represents, through joint actions between producers, organizations and authorities, the seriousness and formality in health and safety subjects that give Mexico highly prestigious international position.

After handing over 2019 Halal Certificates to five Mexican agroindustries, Secretary Villalobos underlined the work and effort of the producers, and reaffirmed that the Secretariat of Agriculture is an ally of all agri-food sector players, and that this Memorandum will help other agriculture companies to

obtain the certification and have the possibility of penetrating more international markets.

Hilene Galán Laureano, General Manager of the Spanish Instituto Halal, explained in detail that the company she represents, with more than 25 years of work, has an important presence in Latin America and that in Mexico it currently services 60 companies that will be able to get closer to a market of 1,600 million Muslim consumers, which represents 25% of the world's population.

She stated that their work extends to Europe, the United States and India, among other countries, and assured that Mexico and its products are relevant in that market, so that demand must be met with the supply of more Mexican products and companies.

Bosco de la Vega Valladolid, President of the Agricultural and Livestock National Board (CNA), stated that there are challenges and opportunities worldwide for the agri-food sector, which through the coordination of works may increase the growth indexes of the primary and agroindustry sectors.

With the increase of exports and an agri-food balance of trade of nearly seven-thousand billion USD we have to continue forward and expand the benefits for small and medium producers, which will be more feasible with the diversification of markets, such as the Muslim market, the businessman underscored.

He pointed out that Mexican products increasingly obtain health and safety certifications, thus the opportunities of such market must be leveraged to strengthen the dynamism of the sector, in favor of national agriculture and producers.

The following companies received the 2019 Halal Certification: Agroindustria Yucateca, La Meridiana, sauces producer; Avalon Fresh, fresh leafy vegetables; B&M Fresh, avocado; Gelita, gelatines, and Montesima, chia seeds.

Also in attendance at the ceremony were Miguel García Winder, Undersecretary of Agriculture of SADER, Javier Trujillo Arriaga, Head of the National Service for Agro-Alimentary Public Health, Safety and Quality (SENASICA), and Lourdes Cruz Trinidad, General Coordinator of International Affairs, as well as the representatives of the embassies of Egypt, United Arab Emirates, Malaysia, Morocco and Iran.