

Secretariat of Agriculture and self-service stores establish alliance to market food with safety certificates

The agreement between Senasica and ANTAD will allow to include certified fruit and vegetable suppliers in Pollution Risk Reduction Systems (SRRC).



National Service of Food Safety and Agricultural Quality.(Senasica) and National Association of Self-Service and Department Stores (ANTAD) agreed that agricultural companies certified in the Pollution Risk Reduction System (SRRC) be integrated into the certification model of ANTAD.biz platform.

Agricultural companies certified by Secretariat of Agriculture and Rural Development may establish commercial links with 59,300 stores in Mexico, by registering on ANTAD.biz digital platform.

On the platform, certified companies will introduce their data, which will appear in the Supplier Analysis Report (RAP) and Sustainable Trade Report, which is looked up by 104 integrated commercial chains to ANTAD.

Approximately, there are 729 agricultural companies certified by Senasica in SRRC, representing 9,289 production units in 109 products of plant origin, among which are: strawberry, chili, coriander, tomato, banana, mango, papaya, melon, lettuce and avocado, which meet safety requirements of Mexican market.

ANTAD has a total sales area of 23.3 million square meters throughout Mexico, where certified agricultural companies can sell food.

Head of Senasica, Francisco Javier Trujillo Arriaga, and executive president of ANTAD, Vicente Yáñez Solloa, agreed that this strategic alliance opens a channel of opportunity for agricultural and food sector with supermarket stores, while recognizing producers that apply SRRCs and provide consumers reassurance by accessing to food that do not pose a health risk.