

Rodriguez-Mexico-Pork-V2

SPEAKERS

Gerardo Rodriguez, John Herath

John Herath 00:00

Following a record year, pork exports to Mexico continue to grow in 2025. The U.S. Meat Export Federation has been working to build demand for pork in the country, and consumption has grown more than 50% over the past 15 years, according to USMEF Mexico director, Gerardo Rodriguez.

Gerardo Rodriguez 00:15

And that's due to several reasons. Number one is the confidence that people have on the product. Number two is the amount of exposure that people are seeing the product nowadays. And remember when we started the Free Trade Agreement in the mid 90s, pork, it was perceived just as an ingredient to do further processing. Nowadays, we're seeing not only in the retail sector, we see them in the food service. We see it in the high-end restaurants, and we see it also in the convenience stores. So the matter and the fact that you are able to see pork in all the different channels is easier for us to keep expanding the consumption per capita.

John Herath 01:01

That market growth built by USMEF has prompted new competitors to enter Mexico, which makes duty-free access for U.S. pork more important than ever.

Gerardo Rodriguez 01:10

More than 50% of the total amount is imported pork. So the need on pork coming from international markets is very important for Mexico, and we have over 85% of the market share. So that means that the relationship between Mexico and the United States regarding pork is very, very important. So at the end of the day, what we want is, how can we keep the markets open? We don't want to have any retaliation or anything like that, because at the end of the day, nobody wins and everything lose wealth and value, and that is where we're trying to keep open as much as possible.

John Herath 01:51

For more, please visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation, I'm John Herath.