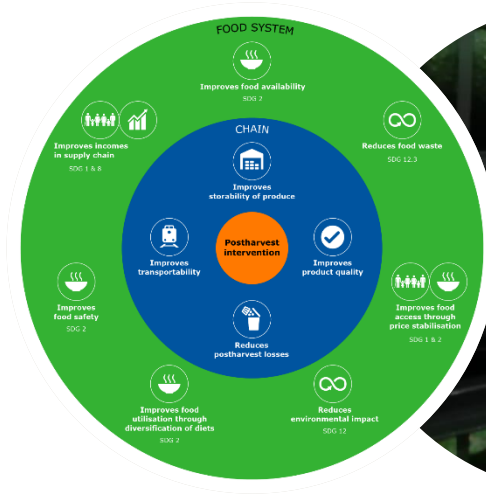


Seed money project Mexport

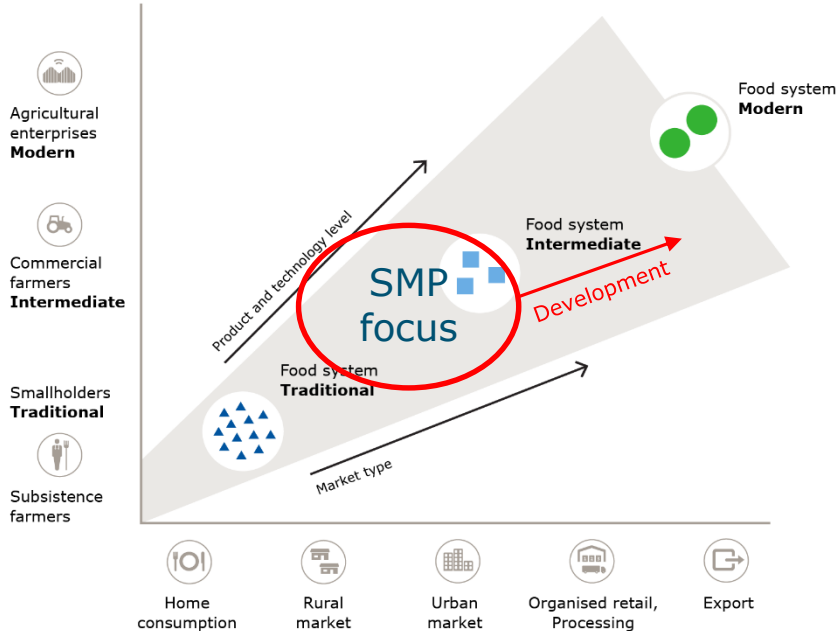
Close-out presentation for Topsector

December 10th, 2020. Bas Hettterscheid (WUR) & Lia Bijnsdorp (UPM)



Developments & SMP project

Food system level development related to market and technology development



Source: Verschoor, et al. (2020)

MEXICO

\$19.2 billion

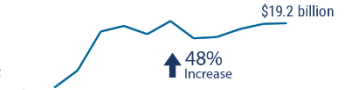
U.S. Agricultural Exports, 2019

#2
Among U.S.
Agricultural Export
Markets, 2019



Export Growth

2009-2019



Source: FAS Global Agricultural Trade System (GATS) BICO HS-10

Source: FAS GATS Bico HS-10

Table 2. Mexican Avocado Exports MY 2019/20

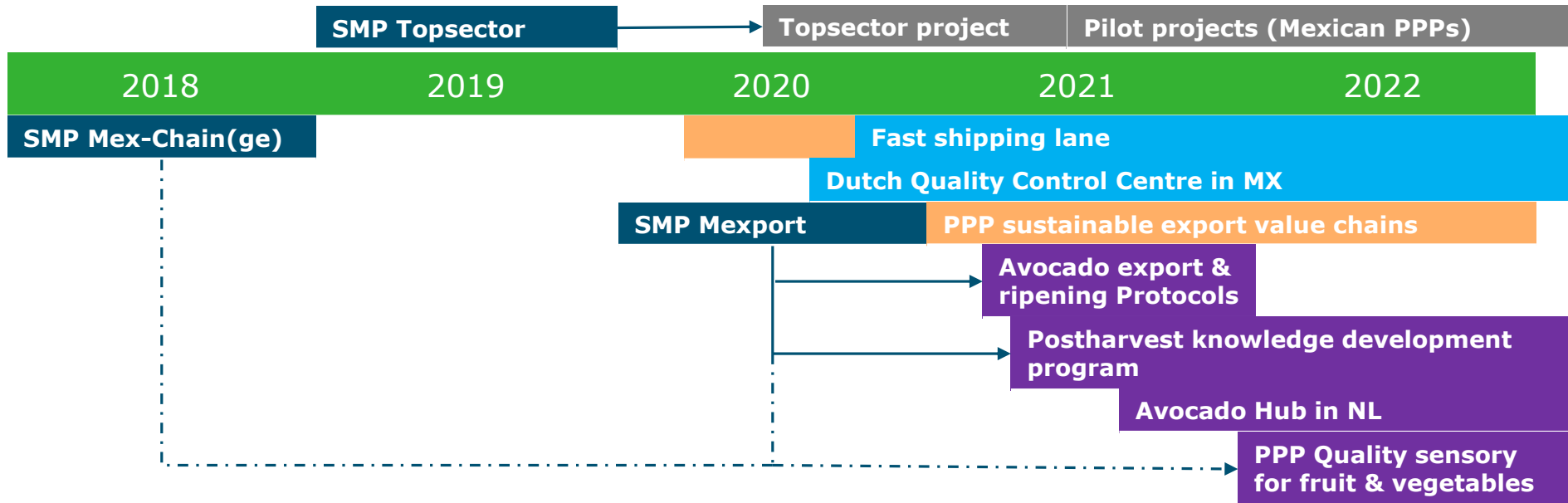
Partner	Unit	Exports			Market Share (%)		
		July 2017 - June 2018	July 2018 - June 2019	July 2019 - June 2020	2018	2019	2020
United States	T	766,431	888,833	963,539	74.02	77.56	75.75
Canada	T	82,848	88,854	89,010	8	7.75	7
Japan	T	59,677	69,916	66,150	5.76	6.10	5.20
Spain	T	16,107	16,099	25,214	1.56	1.41	1.98
Netherlands	T	22,804	13,172	21,921	2.20	1.15	1.72
Others	T	87,614	69,085	106,178	8.46	6.03	8.35
Total	T	1,035,481	1,145,959	1,272,012	100	100	100

Source: Gain (2020): Avocado annual Mexico

Timeline Mexico

Legend

Practice
Topsector NL
Topsector MX
Delay / not honoured
Future opportunities



Workplan original vs reality

Original planning		Realised planning	
Product market study	February	Product market study	March
Trade mission (including capacity building)	April (cancelled due to corona)	Organise and participate in digital workshops. Provided online training.	May-Nov
Pilot shipment of fresh produce.	March-Sep	Developed protocols, but fast route not in time for SMP. Conducted interviews & send out questionnaires to obtain information	July - Oct
Reporting on market opportunities	Sep-Oct	Relocated to PPS proposal & other opportunities	April – Nov
Dissemination	Nov-Dec	News article and presentation.	Oct – Dec



Results



- Europe interesting market

- Points raised:

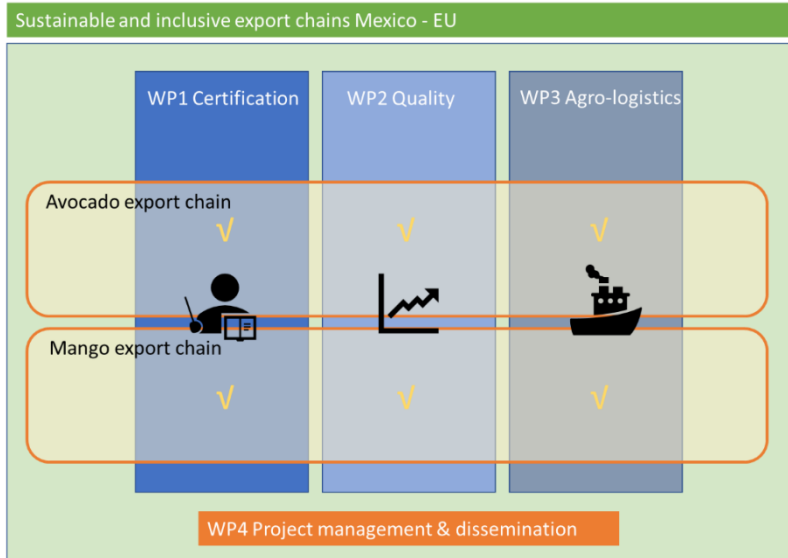
- Sale account adjustments
- Unclearity about ripening in EU
- Transit times & MRL standards
- Variety of social & environmental requirements

- Great products, there is a need

- Points raised:

- Competitiveness
- Long term commitments
- Long transit times
- Quality deviations
- Residue levels too high (not to EU MRL standards)
- Social & environmental concerns ⁵

Follow up 1 – PPP 2021 proposal



Topsector feedback:

- Why not private development / need for public money
- Requires system approach, include sustainable production
- Look for more market commitment in NL

Dialog on the next step:

- Proceed in alternative form
- Topsector MX proposal
- Revise and resubmit in 2021 PPS call

Follow up 2 – Protocol development



Objective: To develop protocols for postharvest management, shipment and ripening of Mexican avocado's

Partners: Mexican avocado export associations, UPM & Mexican R&D institute, Dutch importers, packaging companies and Wageningen

Challenge: Mexican avocado have different dry matter and oil content and therefore require specific protocols. The will also contribute to reducing quality decay & food losses (sales account adjustments)

Status: Discussed with representatives and proposal being elaborated

Follow up 3 – Postharvest course

Objective: To develop postharvest course for Mexican market

Partners: Mexican export associations, UPM & Mexican R&D institute, packaging companies and Wageningen

Challenge: In SMP it was observed that PH-knowledge sessions were very much appreciated and request for more regular (online) knowledge development on postharvest management.

Status: Verifying viability; demand, regular or on request, product focus or broad.

- ✓ The basic principles behind the factors and processes affecting postharvest quality.
- ✓ How to apply this information in their daily practice by developing strategies to maintain postharvest quality.

Reflection by consortium representative


By: Lia Bijnsdorp – MD United Producers Mexico (UPM)

- Extra business for Dutch companies (i.e. DQCC, Control Union)
- Future opportunities
- Sustainability & circularity
 - Direct connection -> Less food waste
 - Water management (NWP) (GlobalGap Spring)
 - Forest management
 - Sustainable packaging

Thank you for
your attention!

Bas Hetterscheid
Bas.Hetterscheid@wur.nl
+31 317 488809

Lia Bijnsdorp
lia.bijnsdorp@upmeurope.nl
+52 1 443 553 3854



To explore
the potential
of nature to
improve the
quality of life