



News Release



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Mexico Now Open for U.S. Fresh Potatoes

Washington, D.C./Denver, CO — The National Potato Council (NPC) and the United States Potato Board (USPB) are pleased that effective today, May 19, 2014, the Mexican government has implemented its final rule to allow U.S. fresh potatoes to enter all of Mexico. This action is part of a bi-lateral agreement that facilitates trade in fresh potatoes between the two countries.

NPC and USPB support this bi-lateral trade agreement as it will benefit potato growers in Mexico and the United States, as well as the processing industries and consumers in both countries. Per capita potato consumption in Mexico is lower than the United States, so there is room for this market to grow. The USPB will conduct market development programs in Mexico which will be designed to increase consumption of all potatoes in Mexico.

Questions on the requirements for shipping to Mexico should be directed to NPC or USPB.

The National Potato Council is the advocate for the economic well-being of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues. NPC supports the U.S. potato industry by monitoring issues affecting the strength and viability of the potato industry, influencing regulators and legislators on issues crucial to the industry's long term success, ensuring fair market access for potatoes and potato products, and bringing the unique issues and interests of diverse growing regions in the U.S. together on a national level.

The mission of the United States Potato Board is to increase demand for potatoes and potato products through an integrated promotion program, thereby providing US producers with expanding markets for their production. For complete information about the programs, ROI results, resources and tools available to all members of the industry through the USPB, please visit www.uspotatoes.com. The United States Potato Board—Maximizing Return on Grower Investment.

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