



Trade Commissioner Service

Mexican Tariff, Labelling and Food Safety Regulations

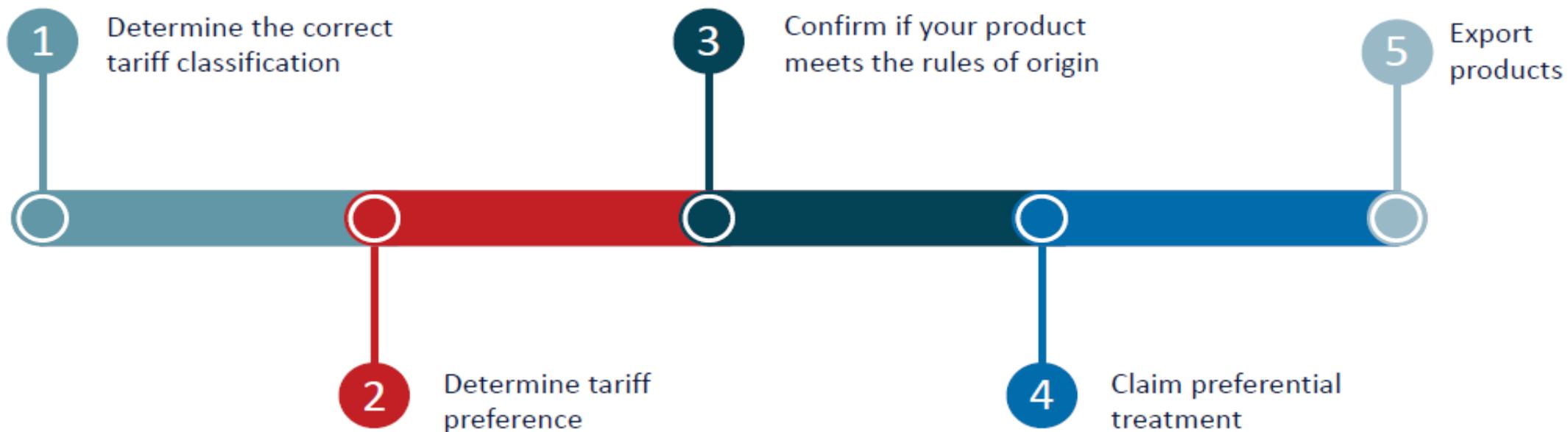
Expo ANTAD, 2025

Tariff benefits for Canadian food products

- Under CUSMA, most CDN agri-food products have duty free access to Mexico (except poultry, eggs, dairy and sugar), as long as they comply with the CUSMA applicable rule of origin, and the certification of origin conditions (<https://www.cbsa-asfc.gc.ca/services/cusma-aceum/cog-com-eng.html>)
- Some Canadian products with no preferential access under CUSMA such as dairy products can be exported to Mexico duty free or with a preferential duty under TRQs that Mexico has established in CPTPP or WTO.
- Under CPTPP, the tariffs applied on Canadian poultry products are also gradually being eliminated.
- Mexico also has a temporary policy in place that allows tariff-free imports of basic foods from any country until Dec. 31, 2025, to combat inflation.



How to eliminate tariffs when exporting goods



Mexican measures to fight obesity - tax on high-calorie foods

- MXN\$1.57 (~C\$0.12) per liter on the sale of flavoured beverages with added sugar
- 8% tax on sale price of non-basic food with high caloric values (≥ 275 kcal per 100 grams)

Items impacted by the measures

- Soft drinks
- Potato chips
- Fried foods
- Snacks
- Chocolates
- Candies
- Ice cream
- Cakes
- Sweet breads
- Desserts



Official Registry of Mexican importers and the role of customs brokers

- Only Mexican companies registered in the official registry of importers (***Padron de Importadores***) are allowed to import goods into Mexico. Canadian exporters should ensure their importers have this registration.
- The Mexican importer then appoints an authorized customs broker, who conducts the customs clearance procedures on behalf of the importer.
- The Mexican customs broker submits electronically the paperwork of the shipment in the VUCEM (Mexican Foreign Trade Single Window) for validation by the Mexican authorities, before the original hardcopy documents are presented at the entry point with the shipment.



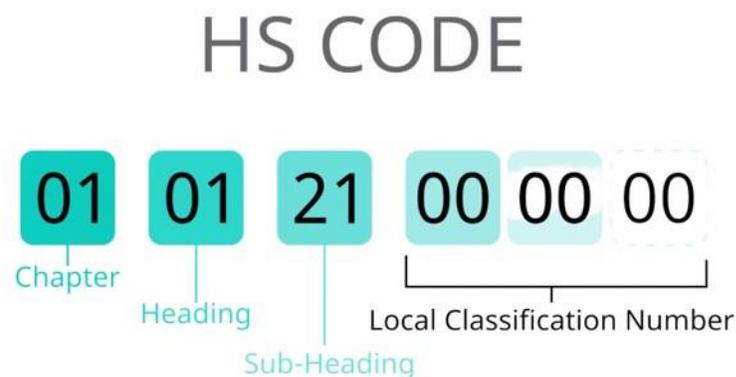
ADUANAS
AGENCIA NACIONAL DE ADUANAS DE MÉXICO



ventanilla única

Finding the applicable Mexican import requirements

- The **applicable import requirements depend on the Mexican HS Code where the product is classified** for import.
- One useful tool to help determine the applicable Mexican HS Code is: <https://www.tariffinder.ca>
- However, the ultimate decision on what Mexican HS Code applies to the product is taken by the Mexican customs broker.



Mexican government departments involved in the regulation of agri-food imports

Animal and Plant Health, Food Safety and Food Quality National Service (SENASICA)

Imports of plants, animals and derived products:

- Zoo-sanitary import requirements
- Phytosanitary import requirements
- Fish health import requirements



Federal Commission for the Protection against Sanitary Risks (COFEPRIS)

Imports of fish, seafood, dairy products, and natural health care products (i.e. supplements, vitamins)



Mexican Ministry of Economy (SE)

Labelling regulations
Tariff rate quotas



Mexican Customs (ADUANAS)



SENASICA's online module of sanitary import requirements

The existing sanitary import requirements for meat, animals and plant products are available at SENASICA's on-line modules:

- Meat and animal products: <http://sistemas.senasica.gob.mx/mcrz/moduloConsulta.jsf>
- Plant products: <https://sistemasssl.senasica.gob.mx/mcrfi/>

The screenshot shows the SENASICA website interface. At the top left is the SAGARPA logo (Secretaría de Agricultura, Ganadería, Desarrollo Rural, Pesca y Alimentación) and the Mexican coat of arms. At the top right is the SENASICA logo (Servicio Nacional de Sanidad, Inocuidad y Calidad Agroalimentaria). Below the logos are two search options: 'Búsqueda directa' and 'Búsqueda por criterios'. The 'Búsqueda por criterios' section is expanded, showing a 'Búsqueda avanzada' checkbox. Below this are several dropdown menus: 'Especie: Seleccione una especie...', 'Grupo de mercancías: Seleccione un grupo de mercancías...', 'Mercancía:', 'País de origen: Seleccione un país...', and 'País de procedencia: Seleccione un país...'. At the bottom of this section are 'Buscar' and 'Salir' buttons.

BEFORE shipping, Canadian exporters should check if there are sanitary import requirements available for the product to export and the conditions to be met, in order to request a proper Sanitary Export Certificate from CFIA. The requirements also state the Mexican point of entry authorized for importing the product.

Other SENASICA sanitary provisions for animal products

- **Most Canadian animal products already have a sanitary protocol in place for export to Mexico.** If no protocol available, negotiations between competent authorities would be required.
- SENASICA requires that any **meat products come from a Canadian meat establishment eligible for export to Mexico. Confirm before shipping** and if not already in the list, please approach CFIA to get the establishment included:
<https://sistemasssl.senasica.gob.mx/PlantaAcreditada/>
- Currently Mexico only allows imports of poultry products from Ontario and Quebec (except a few municipalities), due to sanitary concerns related to Avian Influenza.



COFEPRIS' food safety import requirements

- COFEPRIS regulates imports of certain food products that are considered of potential higher risk from a public health perspective such as:
 - Fish, seafood, dairy products and nutritional supplements, among others (fish, seafood and dairy products would also require compliance with SENASICA's requirements)
- These products would require a sanitary import permit from COFEPRIS. In order to obtain such import permit, the Mexican importer needs to present certain documents such as: Health Certificate or Free Sale Certificate from CFIA.
- Many processed food products are not subject to specific sanitary import requirements because of its processed nature, but need to comply with the applicable Mexican labelling regulations.



Labelling regulations for food and beverages for retail sale in Mexico

Galletas con chispas de chocolate y nuez

Product name and description

List of ingredients

Nutritional Information

Preservation legend, Expiration date and Lot No.

Country of origin

Information of the exporter and the importer

Net content

INGREDIENTES: CHISPAS DE CHOCOLATE SEMI-AMARGO (AZUCAR, CHOCOLATE, MANTECA DE CACAO, DEXTROSA, LECITINA DE SOYA, SABORIZANTE ARTIFICIAL), HARINA DE TRIGO, AZUCAR, GRASA VEGETAL, MANTEQUILLA, NUECES, COCOA EN POLVO, HUEVO ENTERO EN POLVO, MELAZA, SAL, BICARBONATO DE SODIO, POLVO PARA HORNEAR, SABORIZANTE ARTIFICIAL. PUEDE CONTENER TROZOS DE CACAHUATES Y/O DE OTRAS NUECES.

INFORMACION NUTRIMENTAL
 Tamaño de la porción: 29 g (2 galletas aprox.)
 Porciones por envase: 12 aprox.

Contenido por porción	
Contenido energético	149 kcal
Proteínas	1,5 g
Grasas	7,6 g
Carbohidratos	18 g
Sodio	99 mg

Consérvese en lugar fresco y seco
 Fecha de Caducidad Y No. de lote:

PRODUCTO HECHO EN CANADA
 Exportado por: Biscuits Leclerc, Ltd.
 Quebec, Quebec Canada G3A 1S9

Importado por: Idacsa S.A. de C.V.
 Av Presidente Masaryk #61, 2 Piso, Col. Chapultepec, México
 D.F. 11560 R.F.C. IDA970610M05

Cont. Net.
350 g

✓ **NOM-051-SCFI/SSA1-2010: General Labelling Standard for pre-packaged foods and non-alcoholic beverages for direct retail sale to consumers:**
<http://www.economia-noms.gob.mx/normas/noms/2010/051scfissa1mod.pdf>

✓ **Mandatory information in Spanish that according to NOM-051 must appear in the labels of pre-packaged foods and non-alcoholic beverages for retail sale.**



Front-of-package nutritional labelling provisions in NOM-051

- In order to encourage a healthier diet, new FOP nutritional labelling provisions were introduced to NOM-051 as of **Dec. 1, 2020**.
- As part of these provisions, black, octagonal-shaped warning seals with the word “Excess” are now required to be included in the front-of-package (FOP) of foods and non-alcoholic beverages that meet 2 conditions:

1) That have “added” sugars, fats or sodium (in addition to those intrinsic to the product), and

2) That “exceed” certain limits established in NOM-051

- In those cases, labels must include as many warning signs as applicable (from 1 up to 5) in the following order from left to right:



- Products with a FOP ≤ 40 cm² should include only ONE seal indicating the number of components in excessive amount, as follows:



Front of Package Warning Black Seals

- Details about the size and font type for the seals are available in the Amendment to NOM-051.
- Examples of how the warning seals should be placed when more than 1 seal is required:

a) Two seals



b) Three seals



c) Four seals



d) Five seals



Front of Package Warning Black Seals

- The warning black seals should appear in the **upper right corner of the FOP**, except for products with a FOP smaller than 60 cm², in which case the seals would be allowed to appear in any part of the FOP.



FOP ≤40 cm²



- Exempted products:** some single-ingredient products such as: vegetable oils, animal fats, sugar, honey, salt and cereal flour.





Front of Package Warning Black Seals

- Following are the thresholds and conditions by stage that determine when black warning seals must be included in the labels of **products with added sugars, fats or sodium (key trigger)**.
- Some thresholds become **stricter** from one stage to the other:

Thresholds for Stage 1 (Dec. 1, 2020 – Sep. 30, 2023)

Applies to products with **added** sugars, fats or sodium (the criteria to be evaluated depends on the added component)

	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
Solids in 100 g of product	≥ 275 total kcal	≥ 10 % of the total energy coming from free sugars. Beverages with <10 kcal of free sugars are exempted from the seal	≥ 10 % of the total energy coming from saturated fats	≥ 1 % of the total energy coming from trans fats	≥ 350 mg
Liquids in 100 mL of product	≥ 70 total kcal or ≥ 10 kcal of free sugars				Calorie-free beverages: ≥ 45 mg
Legend to use	EXCESO CALORÍAS (Excess of Calories)	EXCESO AZÚCARES (Excess of Sugars)	EXCESO GRASAS SATURADAS (Excess of Saturated Fats)	EXCESO GRASAS TRANS (Excess of Trans Fats)	EXCESO SODIO (Excess of Sodium)

Notes:

- If added sugars are included during the production process, then sugars and energy/calories must be evaluated.
- If fats are added during the production process, then saturated fats, trans fats and energy/calories must be evaluated.
- If sodium is added during the production process, then only sodium must be evaluated.



Front of Package Warning Black Seals

Thresholds for Stage 2 (Oct. 1, 2023 – Sep. 30, 2025)

Applies to products with added sugars, fats or sodium (the criteria to be evaluated depends on the added component)

	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
Solids in 100 g of product	≥ 275 total kcal	≥ 10 % of the total energy coming from free sugars.	≥ 10 % of the total energy coming from saturated fats	≥ 1 % of the total energy coming from trans fats	≥ 1 mg of sodium per kcal or ≥ 300 mg
Liquids in 100 mL of product	≥ 70 total kcal or ≥ 8 kcal of free sugars				Calorie-free beverages: ≥ 45 mg
Legend to use	EXCESO CALORÍAS (Excess of Calories)	EXCESO AZÚCARES (Excess of Sugars)	EXCESO GRASAS SATURADAS (Excess of Saturated Fats)	EXCESO GRASAS TRANS (Excess of Trans Fats)	EXCESO SODIO (Excess of Sodium)

Notes:

- If added sugars are included during the production process, then sugars and energy/calories must be evaluated.
- If fats are added during the production process, then saturated fats, trans fats and energy/calories must be evaluated.
- If sodium is added during the production process, then only sodium must be evaluated.

Front-of-package nutritional labelling provisions in NOM-051

- Cautionary legends for products with sweeteners and caffeine must also be placed in the labels **(when applicable according to NOM-051)**:

CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS

(CONTAINS SWEETENERS, NOT RECOMMENDED FOR CHILDREN)



CONTIENE CAFEÍNA – EVITAR EN NIÑOS

(CONTAINS CAFFEINE – AVOID IN CHILDREN)



- **No cartoons, celebrities or athletes allowed** on the labels of products with one or more warning signs.
- **Added sugars** must be declared as: “azúcares añadidos” (added sugars) in the list of ingredients, etc.
- Companies should review **all changes in the full text** of the Amendment to NOM-051: http://www.dof.gob.mx/2020/SEECO/NOM_051.pdf (only available in Spanish).
- English summary of some of the changes also available at: <https://agriculture.canada.ca/en/international-trade/market-intelligence/important-update-canadian-exporters-mexico>



Other important remarks related to labelling

- Food products sold in Canada with a shelf life of more than 90 days are not required to include an expiration date or best before date in their labels according to CFIA regulations. However, **in the case of Mexico this information is mandatory on the labels of foods and non-alcoholic beverages for retail sale**, in accordance with NOM-051.
- According to an official criteria to evaluate compliance of NOM-051 that Mexico published on July 10, 2020, **stickers are allowed on imported products**, as long as they comply exactly with all the commercial/sanitary information requirements included in the Amendment to NOM-051: http://dof.gob.mx/nota_detalle.php?codigo=5596558&fecha=10/07/2020
- Canadian companies are strongly advised to work with their Mexican importers and/or **private verification units authorized by the Mexican government** to certify that labels comply with the new NOM-051: https://www.snice.gob.mx/~oracle/SNICE_DOCS/UIACTUALIZADAS_22032022-UI_20220322-20220222.xlsx
(at the end of the process the verification units can issue a certificate of compliance). ***The Embassy can provide a list of UVAs with contact information when required.***



Other labelling standards for specific products:

- **Chocolate NOM-186-SSA1/SCFI-2002:** sanitary and commercial information.
- **Cereals and bakery products NOM-247-SSA1-2008:** *Preservation legends, Nutrition facts based, Specific names for flours, Mandatory vitamins and nutrients declaration.*
- **Milk NOM-222-SCFI/SAGARPA-2018:** sanitary and commercial information.
- **Cheese NOM-223-SCFI/SAGARPA-2018:** sanitary and commercial information.
- **Fish and seafood products NOM-242-SSA1-2009:** sanitary, microbiologic and labelling provisions.
- **Processed meats NOM-213-SSA1-2002:** sanitary and commercial information.

Before shipping, make sure to check with your Mexican importer/customs broker the applicable labelling requirements for your products.





Mexican requirements for imports of organics

- Canada has an **organic equivalency arrangement (CMOEA) with Mexico (extended until January 2027)**, under which certain agri-food products certified according to the Canadian Organic Regime (COR) can be sold as organic in Mexico.
- The scope of the Canadian products included in the arrangement are: agricultural products of plant origin, and processed foods of plant origin, livestock and livestock products grown or produced in Canada or whose final processing and packaging occurs in Canada.
- Under the CMOEA, eligible **Canadian organic products can bear in their labels the official Canadian Organic Logo and/or the Mexican Organic Logo** as long as they comply with applicable requirements.





Mexican requirements for imports of organics

Canadian organic products exported to Mexico under the CMOEA must also be accompanied by:

- A **copy of the current Canadian Organic Regime (COR) certificate**, issued by a Certified Body accredited by the CFIA. If the language of the certificate is only English and/or French, a translation of the certificate in Spanish must be attached.
- An "**International Transactions Document**", format O-SQ-F03 provided by the National Service of Agrifood Health, Safety and Quality (SENASICA) that attests compliance with the terms of Appendix 1 of the MOU, issued by a certification body (CB) accredited by the Canadian Food Inspection Agency (CFIA).

Shipping Samples to Mexico

General considerations

- Courier companies usually do not offer customs clearance services (only the transportation of the goods), so exporters need a Mexican customs broker that can help with the customs clearance of the samples.
- The Embassy can provide a list of Mexican customs brokers that can help with the customs clearance process.
- A close communication with the customs broker is essential with respect to the necessary paperwork and how the samples should be prepared and shipped.



Shipping Samples to Mexico

Paperwork and other requirements:

- The paperwork that applies to imports of samples is quite similar than the paperwork applied to regular commercial shipments:
 - ✓ *Invoice showing no commercial value (usually just showing a value of US\$1 but confirm with a customs broker)*
 - ✓ *Relevant sanitary export certificates*
 - ✓ *Certification of Origin*
 - ✓ *Labelling exemption*
 - ✓ *Ask the Mexican customs broker how the packages should be marked*



Border Clearance Process for Imports of Agri-food Products



1. Canadian exporter works with the freight forwarder to gather the required documentation for the shipment (invoice, certification of origin, sanitary certificates, etc), which should be sent first electronically to the Mexican importer.
2. The importer passes on the information to the customs broker, who should review the documents and send them for pre-validation of the Mexican authorities through the Digital Single Window (VUCEM).
3. In case that any error in the documentation is identified, Mexican authorities are expected to inform the customs broker through the VUCEM, so that the error is corrected, before presenting the original hardcopies and the shipment for inspection.
4. Once the documents are pre-validated, the customs broker would present the original hardcopies and the actual products for physical inspection by SENASICA (only if required). Any discrepancies between the information in the paperwork and the labels of the product could lead to delays or rejections.
5. After receiving approval from SENASICA, the customs broker prepares the “*pedimento*” (official import declaration with all the information of the shipment), and presents it to Mexican Customs (ADUANAS), which may require or not to also inspect the product (randomly), and which also ensures that any relevant taxes are paid (only if applicable).
6. Once approved by ADUANAS the shipment can then be imported.



Tips to help avoid problems when exporting to Mexico

- Choose a Mexican importer that has experience and is officially registered: “Padron de Importadores”.
- Have the **Mexican** HS Code of your products (this will determine import requirements).
- Ensure that the paperwork/labels comply with the Mexican regulations and match between them to avoid import delays.
- Send an electronic copy of the paperwork in advance of shipments for validation.
- Contact the Embassy in case you have any questions about the Mexican import regulations, we are here to help!



Thank you

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