I would like to take a moment to express my sincere appreciation to all our clients and partners in Japan for their continuous support for over 35 years. Without you, our progress and success would not be possible. For the last ten years, MPEA has embarked in yearly promotion campaigns, which has given us the possibilities of showing international consumers about México’s delicious, excellent quality and safety pork meat. Thru these years we have come to know and understand better the requirements and demands of very important markets such as Japan, South Korea and USA. We offer custom made products to satisfy our end users requirements and this is only possible due to the amazing skills of Mexican workers that have mastered the knowledge to produce pork items for each market.

As Mexican pork meat producers we developed extended shelf life for our chilled products that distinguish us from our competitors, also we can offer a huge variety of value added products such as portion control items with very strict quality control procedures that have gain the trust of some of the most important supermarket chains in Asia which are successfully promoting and selling Mexican pork meat in their stores with a positive feedback from consumers about the quality and flavor of Mexican pork meat.

Mexican Pork Export Association would like to thank all our clients and consumers, for the continuous support during these years and renew our commitment to supply pork products with the best quality and meeting the changing needs of the market.

This year we had great achievements. We started exports to China, after a long time of procedures and negotiations; finally partners of MPEA achieved this goal. We also have 4 new partners, which you will get to know better with the information in this brochure.

Sincerely

RUBEN MURILLO
PRESIDENT
MPEA
About MPEA

MPEA is an association made up of 10 different Mexican companies in the alimentary industry, specifically pork business. MPEA receives overall financial assistance from the Mexican government, planning and implementing a variety of promotions for the purpose of dissemination of Mexican pork in other countries. MPEA also works vigorously to promote and let consumers worldwide and enjoy the taste and quality of Mexican pork.
Mexican Pork is carefully raised in a production facility surrounded by the abundant resources of Mexico. Blessed with warm climate and abundant water resources, Sonora, Yucatan, Sinaloa and Jalisco are the major Mexican Pork producing states and are perfect locations for pig farming. High quality pork is produced through the use of good quality feed, mainly wheat, through an integrated management system.

**Ideal environment for pig farming less prone to outbreak of diseases and contamination**

Sonora is located in the northwestern part of Mexico and is known for its dry weather. However, it differs from the general image of a desert area. Thanks to the natural underground water table comprised of snow-melt from the Sierra Madre Mountains, the water resource essential for pig farming is secure and the production of the grain used for stock-feed is also thriving. The dry natural environment makes it less prone to the outbreak of pathogens and therefore swine epidemics are also less likely to occur. The land is surrounded by mountains and the sea, and this prevents the entry of pathogens from other regions. Furthermore, farm animals, meats, and processed meat products from foreign countries and other states are strictly monitored to prevent infectious animal diseases from entering the area. Sonora is located in the northwestern part of Mexico and is known for its dry weather. However, it differs from the general image of a desert area. 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Yucatan, and Canada and USA. Major pig farms in these 4 states are located in the countryside, isolated from urban areas. People and vehicles entering the farms are strictly monitored and there are communicable disease controls in place, thus providing an ideal and appropriate environment for pig farming and production.

**Hybrid pig of triple crossbreed enables stable quality of Mexican Pork.**

The breed of pigs produced in these states is mainly a hybrid pig of triple crossbreed bred from superior breeding stock brought from Europe and the United States. This hybrid pig is the most-advanced breed produced from many years of crossbreeding of several improved sires to produce high quality meat with high feed efficiency. The genetic lines used are mainly Large White, Duroc, Landrace, and Yorkshire and the pigs are shipped for meat production when they are 27-29 weeks old. The meat quality of the hybrid pig is homogeneous, and is consistent all year round, enabling stable supply of quality pork at all times.
Sanitary condition and quality are controlled by three-stage site system.

Major packers operate under a large-scale production system of integrated management (vertical integration), and the entire production process, from breeding, growing, fattening, meat processing to supplying the product is controlled under a consistent management system.

At the pig farms, genetic material is controlled in-house, and the controlled supply of semen for breeding, piglet production, raising and fattening to supplying are all managed under a unified system. At almost all farms, a three-stage site system has been adopted. This is where pig housings are separated according to the three production stages of breeding, growing, and fattening. Separating the pig housing prevents diseases from spreading and entry of the infectious pathogens. With the three-stage site system, it is common that composition of the feed is also controlled according to each stage.

In each farm, under the integrated management system, production and management of feed is also unified, with the feed blended either in-house or within the group. Content of the feed is unified according to the growth stages, for piglets, growing and fattening, which contributes to the consistent and stable production of pig weight, meat quality, and product quality.

Wheat, which produces flavorful meat, is used for the feed.

With its climatic and geographical advantages, the state of Sonora is a major producer of grains, mainly wheat which occupy the 40% of total production in Mexico. Thanks to the improvement of a species of wheat to be resistant to the heavily dry weather, an abundant supply of nongenetically-modified wheat is available. Sonora provides an ideal production environment for the pork industry where abundant wheat is available as feed. Also in Yucatan, Sinaloa and Jalisco mainly wheat, corn, and soybean are used for feeding.

When the pork is grown with wheat, the color of the fat is whiter, and the lean meat is redder. This is why Mexican Pork is known for its distinctive qualities such as rich flavor and juicy taste. These qualities make Mexican Pork a perfect fit with the taste preferences of the Asian consumers.
Meeting the rigorous safety standards under strict management system

Mexican Pork products for export fulfill or exceed the requirements of various international hygiene and quality certification standards, including the Mexican Federal Government standards. Our customers demand a transparent system where they can check the high quality and safety throughout production, processing, and export. We are able to supply products of certified standard to meet this demand.

Products exported to Asia are produced only in government certified plants.

Mexican Pork products exported to Asia are produced only at TIF(*1) plants which are plants certified by the Ministry of Agriculture, Ranching, Rural Development, Fisheries, and Food Supply (SAGARPA) and fulfill facility and equipment standards as well as hygiene control and inspection standards. All these plants adopt the HACCP system (*2). In addition, recently more plants are adopting certification programs such as MEXICO SUPREME QUALITY (*3) (MEXICO CALIDAD SUPREMA, approved by the Federal Government), SSPF(*4) (Sonora Safe Pork Farms of Sonora State), and SQF (*5), an international safety and quality management system.

The Federal Government of Mexico grants TIF approval only to those plants that fulfill facility and equipment standards and hygiene and inspection control standards. The government has certified around 400 plants producing pork, with standards of equivalent strictness to that of the U.S. All MPEA packers that supply Mexican Pork products to Asia have been granted TIF plant certifications. A Federal Government inspector (veterinarian) is on duty full time at each TIF plant and runs rigorous checks on safety and hygiene. The TIF plants are operated under control systems where facilities, equipment, and management also fulfill strict international standards.

HACCP is a certification program for safety, hygiene and quality control of meat products, which is becoming a world standard. In this system, check points are designated at each stage of operation from receipt of the pigs to processing, storage to dispatch of products in order to prevent hazards and increase of microorganisms, which are at the same time designed to reduce risks through improvement through recording and storing.
MEXICO SUPREME QUALITY is a certification by Federal Government bodies, including SAGARPA, the Ministry of the Economy and the Mexican Foreign Trade Bank (BANCOMEXT) that, from the production stage onward, the export goods from Mexico meet the overall requirements of safety and quality. This certification is evidence that the product meets Mexican Federal government standards: Hygiene (safety), guaranteeing trust for safe products made in a safe controlled system starting with the overall production process and continuing through distribution, processing and packaging; Harmlessness, that the product is not harmful to the health of people; and Quality, guaranteeing excellence of quality including color, taste, appearance, and condition.

In order to obtain the MEXICO SUPREME QUALITY approval, rigorous control system standards need to be met. For pork, these standards begin at the production farm, and apply to transportation, abattoirs (from dressed carcass to various cuts, value-added and special cuts), to packaging, packing and product storage. In addition, products need to pass the inspection conducted by an independent certification body approved by the government.

MEXICO SUPREME QUALITY is given to farms, abattoirs and plants.

Apart from the rigorous certification systems of safety and quality, there is an increasingly large number of producers obtaining certification provided independently by state governments. SSPF was introduced by the Sonora State government in April 2000 and is a program which sets comprehensive regulations at the farm stage. Standard of certification consists of 17 items regulating controls in detail including hygiene control of pig farms, health control of pigs, hygiene and safety instructions for transport of pigs to the abattoir and hygienic control of slaughtering and dressing. Technical competency, levels of pig farm operation and bio-security of pig farms, as well as use of medication for hogs are also covered. Particularly, in relation to the standard of medication use for hogs, three levels of certificates are issued according to the duration of the use of antibiotics, leveraging the geographical advantage of Sonora State as being less prone to outbreaks of pathogens.

Similarly to MEXICO SUPREME QUALITY, SSPF is given to farms, abattoirs and plants.

HACCP is a requisite to obtain the SQF Certification. This certification not only meets general requirements of safety and security, but also the social demands of environmental conservation, such as further improvement of quality and reduction of environmental burdens. Therefore, some MPEA member packers have adopted this certification.

**Total integration and traceability**

In their efforts to produce safe and secure products in all stages of the production cycle, many pig farms and MPEA packers producing Mexican Pork are adopting the total vertical integration system which controls the entire cycle from breeding, raising, fattening, slaughtering and dressing, treatment and processing, processing of value-added products such as portion products, up to export. Also, rigorous efforts are being made in terms of traceability which enables tracing of historical record of each product. The tracing system, established by farm, is able to provide data including production and processing dates, and information on the feeding of the animal.
The shipping route for export to Asia

How much time is required to ship Mexican Pork from Mexico to Asia? You might think that it would require longer time compared to shipping from North America or Canada. However, in fact, shipping can be done in roughly the same amount of time or even less compared to shipping from the mid-western region of the United States.

From the state of Sonora, shipping can be made via Long Beach on the West Coast of the United States to the ports in Asia in about 18 to 20 days. It requires about three weeks from the plants to customs clearance, and the freshness of Mexican Pork can be maintained at the same level parallel or even better that of the North American products. For frozen products, most of the shipping is made from Mexican ports due to low cost, via Ensenada or Manzanillo, in 20 to 23 days, and similarly requiring about one month from the plants to customs clearance. From Yucatan and Sinaloa, as the consignment is mostly frozen products, land transport is used to the ports of Manzanillo, or partly to Lazaro Cardenas and Mazatlan, then shipped via the respective ports. 20 to 23 days are required on average for shipping, and from the plant to customs clearance, about one month is required.

From Jalisco, land transport is used to the port of Manzanillo, Colima as well, and takes around 20 to 23 days to get to destiny. This inventory system will provide plenty of time for making purchase based on demand.

Exports of Mexican Pork

Exports of Mexican pork have increased during recent years. In 2013, Mexican pork exports were around 87,000 tons, 17% more than 2012. Also, the exports have been diversified to different countries such as Canada, Hong Kong and Singapore, in addition to Japan, South Korea and USA.

This is a proof that the appeal of Mexican Pork is gradually taking hold in the markets.

Mexican Pork is evaluated highly for its “light fat, and tender and easy-to-bite meat.”

In order to see how Mexican Pork was evaluated by consumers, a sampling survey was conducted under the request of MPEA by an independent consumer research agency targeting 104 female consumers (randomly selected).

According to the results of the survey, the overall comment for both belly and loin leaned towards “light fat.” This was due to the fact that the majority of the feed of the pork is wheat, which affects the quality of the fat, although the comments would have varied depending on the amount of fat tasted for the sampling.

In addition, there were positive evaluations such as, “tender and easy to bite,” “tasty lean meat with good aftertaste,” and “good flavor and firm meat texture.” The overall score for the meat color, the balance between fat and lean meat, and tenderness of meat showed that the meat quality, mouthfeel and taste were suited to the taste of the Asian people, highlighting the healthiness and favorable image of Mexican Pork.

Various items and grades can be offered to meet the specification and quality demands of Asian markets.

One of the appeals of Mexican Pork is that production flexibility allows the producers to meet the needs of Asian Markets. To minimize processing, fat and tendons are removed from the meat as much as possible, and small cuts are supplied. In addition, highly skilled workers allow detailed customization to meet market demands such as thin-slicing, shaping, and skewering.
Alimentos Kowi SA de CV 100% Mexican Pork Company.

Founded in 1984 by a visionary group of pig farmers from the South of the State of Sonora.

Currently positioned as one of the most important companies at an international market, with presence in the most important export markets as Japan, Korea, USA, Hong Kong, Singapore, China and under process to news market development. As well as extensive network of distribution with national coverage to wholesalers and distributors, and Boutique stores through Pacific Zone (Sonora-Sinaloa- Baja Norte-Sur). Recognized internationally for products of high quality level, great flavor and texture.

Wide experience, attention and personalized customer service.

Production capacity: Slaughter capacity of 3200 hogs a day.

Traceability system(s): From farm to your table.


Countries to which exports are currently being made: Japan, USA, Korea, Hong Kong, Singapore, China.
Tepeyac Group is a family company established in the 60s dedicated to pig production, chicken feeders, feed plants, and internal genetics.

It is a World Class product, with maximum safety processes and health standards.

TEPEYAC GROUP was born with a vision: to produce PREMIUM pork meat. Since its foundation we have realized that vision through better processes, utilizing innovation and going above and beyond the maximum requirements for food safety in the WORLD.

In Tepeyac GROUP we are continually striving for excellence in the production of Premium pork. Our corporate offices are located in Queretaro, Mexico. Our operations extend to the states of Guanajuato, Hidalgo, Mexico State, Jalisco and Sinaloa.

Currently exporting to countries such as Japan, Korea, and the USA.
Ojai Group is a company dedicated to the production and marketing of the agricultural products of pork and eggs. It was founded in 1979 as a producer of eggs, belonging to one of the most influential groups in the livestock industry in the State of Sonora, which since its inception has been characterized by its focus on producing quality food. In 1984 the company ventured into the swine industry as a producer of pork and at the end of the 90s decided to invest in a factory for the slaughter and processing of high-quality cuts.

Currently Ojai Group produces and sells eggs, pork and shrimp with the highest standards of quality, which has allowed it to reach a large portion of the Mexican Republic, as well as international markets in Asia and America.

We have more than 10 years of experience exporting fresh produce at an international scale to countries such as Japan and Hong Kong.

We have a wide national distribution network covering Supermarkets, Boutique Stores, Food Service, Wholesale and Semi-Wholesale Packers, and Retail

Production Capacity: 1,250 pigs a day

Prerequisite Programs:
- POES
- b. Quality of Water
- c. Traceability and Labeling
- d. Control of Harmful fauna
- e. Good Manufacturing Practices
- f. Microbiology of products
- g. Waste management and control
- h. Control of Toxic waste
- i. Operatohealth and hygiene
- j. Pathogen reduction program
- k. Animal welfare

- HACCP (Hazard Analysis and Critical Control Points)
- Mexico Supreme Quality System
- Program of Inspection for the meat based on the NOM030 Specifications and procedures for the verification of meat, carcasses, entrails and offal from importation at checkpoints for animal health.
- ESR (Socially-Responsible Company)
- Compliance checks from the Wal-Mart system of safety (Annual)
- Certification to export to the following countries: Japan, Vietnam, Hong Kong, China pending, Korea pending, New Zealand pending, Certification for Marinated and Injected products.
We are a company in the agricultural sector with over 30 years of experience, located in the Mexican highlands in the Highlands of Jalisco. Our main focus is the production of pigs, eggs and cattle, known for our high productivity, quality and great vocation in livestock production with the implementation of the best techniques in sustainable development in our activities.

Our vision is to meet the quality expectations of our customers in the domestic and international markets and to continue our contributions with the supply of our products in accordance with increasing future demands.

Our mission is to produce pigs, eggs and cattle of the highest quality, with the intention of providing the best nutritional value for the consumer, promoting the integral human development of all participants in the production chain.

- At GENA AGRICULTURE we have the highest quality genetics, using the most innovative techniques in the development of our activities.

We distinguish ourselves by our efficiency in high genetics (lines of excellence in genetics). We have strict control of production costs, with highly capable personnel ensuring the quality and availability of our products. We have wide distribution channels with a presence in commercial supermarkets, packing and meat-processing chains.

- 96 Ton/day in Abattoir
- 30 Ton/day in cutting and deboning
- HACCP in the slaughter area
- Good Manufacturing Practices
- POES (Standard operating procedures for sanitation)

Recall

One of our major commitments is sustainability, we have processes such as generation of methane gas, use of solar water heaters for general services of the plant and breeding stock to meet market needs.
Proan Group - a company dedicated to the transformation of natural consumables into high quality foods for human consumption. Our distinguished products are eggs, egg products, meat and dairy products, which are distributed in the Mexican and foreign markets. We have consolidated ourselves as a company that is distinguished by its human capital, its use of cutting-edge technology, its implementation of environmentally friendly processes, and by the recognition and quality of its products.

Amara is a trademark of our group, specialized in the production and sale of pork products with experts in all processes to provide pork protein of the best quality, resulting in higher performance and better service for each client. It has been synonymous with quality since April 2001, as thanks to our processes we have achieved traceability in our products, closely following the development of our pigs, from the obtaining of semen in our post, breeding, development and finalization, with optimal feeding at each stage.

We are Experts in animal protein, with more than 60 years of experience as producers with a specialized customer service and practices that ensure biosecurity having national coverage across all distribution channels; retailers, supermarkets, packers, wholesalers.

Production capacity: 450 pigs daily
Product Safety Systems: ISO 22000 FSSC
Traceability system(s): There are records of each pig from the stud post to the end consumer. Generated tracking includes date of slaughter, date of cutting, packing date, expiration date. The farms have livestock practice certifications.
Quality Control(s): Mexico supreme quality (attached*)
Farms: certification of good livestock practices
Trail: TIF certification
Cutting/deboning:
Supplies (cardboard, bags) have ISO 9000, kaizen management systems.
Certifications: [Icons of TIF and FSSC 22000]
Ricer is a company dedicated to the commercialization of pig cuts with a high level of quality, offering our products to national and international markets.

We are integrated by a select and distinguished group of regional pork producers, who follow the highest standards for pig production through the same advanced livestock technology to ensure efficient, continuous and timely supply chain production.

We are a slaughter house and cutting plant, working with a strict system of quality and hygiene in each of our processes; offering supreme quality and excellence in production. We offer a solid traceability system since the origin at the farms, through the process and until the finish goods.

We are committed to efficiently providing the industrial sector and the final consumer with healthy and competitive products derived from pork, with quality, uniformity, consistency and excellence in service. Distribution of our products is to a retail and wholesale level, we supply both the domestic industry and major supermarkets.

HACCP, BPM’S, BPP’S, POE’S.
OSystem for traceability and product recovery.
Total quality control.
Soles is a company that was born more than 50 years ago in the heart of the Valle del Yaqui in the Northwest of Mexico. We are currently recognized as a leading company in the domestic market by the quality of our products and compete successfully in Asia, Europe and North America.

We are an integral company which allows us complete and total control of each stage of production, from the genetic breeding of pigs to the final product, which has no comparison with the majority of packers. Our products are the freshest and highest quality offerings for our customers. They have been recognized abroad for their freshness and unique flavor since 1998, when our first container was exported to Japan.

We have a processing factory with the capacity to slaughter and debone 1,800 pigs per day. At Soles we are proud to have vast experience in refrigerated products demanded by up to 80% of total exports. Our success is based in very strict hygiene and temperature controls, HACCP systems, and the state of our equipment for ensuring food safety.

Soles actively carries out niche orders catering to the demands of our Japanese customers, as well as those of other countries such as South Korea, Hong Kong, the USA, and mainland China. We are very skilled and flexible for meeting the required specifications of the most demanding markets in the world, with special attention to focusing on the removal of foreign materials.
Kekén is a leading company dedicated to the production and marketing of pork. Our operations are fully integrated, covering feed factories, farms with 70,000 sows in production, 2 slaughter houses and processing plants with direct sales to export and domestic market.

We are a leader in fully integrated production and sales, and constantly growing. Our processes are standardized and in continuous improvement, focusing on current market demands with flexibility and development of new products.

We have a sales channel entirely focused on exports. We currently export to Japan, South Korea, the United States, Canada, Hong Kong and China. In the domestic market we have a network of 400 retail stores and other sales channels.

All the pigs we process are our own, allowing for excellent traceability from the processing factory to the farms, including records of the feed used.

We have comprehensive process control following the highest international meat processing standards, ensuring safety, freshness, flavor and nutritional value. With a daily slaughter capacity of 5000 pigs.

We have TIF Certification 152 and approvals for export to various countries.

Among our different operations are included sustainability processes and the use of biogas generated on farms, the treatment of factory water for irrigation and the use of solar panels for outdoor lighting.

Japan, South Korea, United States, Canada, Hong Kong and Republic of China.

Type of Federal Inspection Certification (TIF 152), Mexico Supreme Quality, USDA and authorizations to export to 9 countries among which are Japan, South Korea, the United States, Canada, Hong Kong and the People’s Republic of China.

- TIF National Quality Award 2015
- National Exportation Award 2011
- National Agricultural Award 2010
NORSON is a company founded in 1972. The company was signed under the original name of Alpro by a small group of pig producers in Hermosillo, Sonora. The initial objectives of the company were to join forces with independent producers to jointly market their production, principally to the City of Mexico. In 1989 Alpro Group began a strategic alliance with Smithfield Foods Inc., a US company, world leader in the production and marketing of pork. From this new partnership rose NORSON. In 1991 it began exporting to Japan. In 2008 Norson received the National Export Award. It was recognized as the No. 1 exporter of pork in Mexico for the past 3 years. Norson is a company dedicated to the production and marketing of Pork Meat as well as its derived meat products. Norson has a Vertical integration (From pig breeding, feeding, slaughtering, cutting and production) and have strict control along the supply chain (pork and foods) to ensure the quality of the final product. Norson’s pigs have been born and bred a few hours away from our facility, which gives us a greater degree of control. We have a wide distribution infrastructure that covers all channels; Food Service, Supermarkets, Wholesalers, retailers and packers. We currently export to international markets such as Japan, South Korea, United States of America, Hong Kong and China.

**Sustainability processes**

We have the “Sustainable Norson” program that gives regulatory compliance, sustainable projects, and monitoring to ESR.

**Quality Control(s):**

We have quality and safety assurance within our vertical integration.

**Countries to which exports are currently being made**

Japan, South Korea, United States of America, Hong Kong, and China.

**Certifications:**

- TIF
- ESR
- USDA
- SQF
- BPM
Founded in 1975, SASA is a 100% Mexican company dedicated to the processing and marketing of pork. Exporting to Japan since 1977 and to the United States of America since 1992. SASA is a company committed to meeting the needs of our domestic and international business customers. Our TIF factories in Sonora 57 and in Jalisco 467 operate under the highest standards of safety and quality, generating more than 1600 direct jobs.

Our factories have a strategic location which facilitates the realization of our exports to the United States and Japan. Our policy is to work with a system of food safety and quality to serve that leads to continuous improvement and which allows us to meet the needs of our internal and external customers, and to achieve this, both the board and general management are committed to making the necessary resources available.

We have a broad distribution infrastructure to serve directly to supermarkets, processors, wholesalers, semi-wholesalers, restaurants, retail hotels and contract manufacturers.

We have TIF Certification and official approvals for export to:
- Sonora Plant: Japan, USA, South Korea, Canada, China, Hong Kong, Singapore, New Zealand, Vietnam.
- Jalisco Plant: Japan, USA, South Korea, Hong Kong, Vietnam, Cuba.

Sacrifice: TIF 57: 1800 head / day   TIF 467: 1500 head / day

HACCP plans for all processes, Prerequisite Programs, Sampling and monitoring of pathogenic bacteria, Sampling of indicative bacteria, POES, BPM, BPM

Quality Plan for all processes (definition of PCQ (Critical Quality Points). Sampling, inspection

Programs for saving electrical energy and water, Recycling of cardboard and plastic waste,

Destination and proper treatment of general waste.
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