South America and Mexico

Carolina Nascimento
November 2022
Market Overview

- Covid under control - annual vaccination programs
- GDP: +3% 2022 and +1.7% in 2023
- Two digit inflation, growing interest rates, currencies’ devaluation/ﬂuctuation, and lower purchasing power
- Elections in Brazil, Colombia and Chile
- Strong seafood trade, especially for less expensive species
- U.S. Seafood exports to SA up 23% until September and 37% up to LATAM = 32k MT
  - Pollock, flatfish, pink salmon, surimi

Annual Inflation in the 6 largest economies in Latin America July 2021 vs July 2022

<table>
<thead>
<tr>
<th>Country</th>
<th>July 2021</th>
<th>July 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>13,1%</td>
<td>71%</td>
</tr>
<tr>
<td>Chile</td>
<td>10,2%</td>
<td>13,6%</td>
</tr>
<tr>
<td>Colombia</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Brasil</td>
<td>8,1%</td>
<td>8,1%</td>
</tr>
<tr>
<td>Mexico</td>
<td>5,6%</td>
<td>5,6%</td>
</tr>
<tr>
<td>Peru</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fonte: BBC Mundo com dados dos bancos centrais de cada país
South America Marketing Strategy

- Strong emphasis on trade development/outreach and market access
- Education: trade and foodservice
- Retail Merchandising and Foodservice development
- Virtual: social media, influencers, e-materials, e-activities
Highlights

Trade outreach

- Trade Shows and 1:1s
- 5 new shows + APAS Show
- ~50 new qualified trade contacts
- Matchmaking w/ industry
Highlights

LATAM Buyers’ Mission

• 8 buyers from Peru, Chile, Colombia, Ecuador and Mexico
• Whitefish and salmon seminars
• 1:1 meetings
• Processing facility tours in Petersburg
• Cod, sockeye, chum and pink salmon sales. POP, flatfish and pollock being negotiated.
Highlights

Market Access

• Work closely with Peruvian industry and government
  • Study contracted by PromPeru to determine Peru’s potential of becoming a seafood reprocessing center
  • Providing technical information to Peruvian registering Alaska seafood species to be processed

• DIPOA support

ASMI and USDA reception in Lima March 2022
Sanipes, SNI and companies in the audience
Highlights

Trade and Foodservice Education

• Trade/Sales trainings w/ importers: Frescatto, Kampomarino, Antillana, Swift

• Culinary Students Certification
  E-learning + hands-on
New Retail Products in Colombia, Brazil, Mexico and Peru
Retail Merchandising

Brazil, we are back!
31 chains
560 outlets
26MT = $500k

And we are in a new market: Colombia
Social Media

Influencers are key

Fitness campaign = 567k followers

4 million people reached in the first quarter of 2022 on our SM pages

+ 10% followers
Upcoming

- Trade Mission to Peru and Colombia - May 7 – 12
- APAS Show 2023 – May 15 – 18
- Seafood Show LATAM – Oct 24 - 26
- Trade Seminars in Mexico – March 2023 (TBC)
- Technical Samples: ship samples to new potential markets and clients
- Marketing Plan for POP in Peru
- 1:1 meetings in Boston? Reprocessors and LATAM retailers/distributors
- Advocacy – Shipping lines?
Thank you!

Carolina Nascimento
South America and Mexico OMR
cnascimento@riverglobal.net