

A Mexican government representative will soon meet with officials from the Chinese Ministry of Agriculture with view to providing a boost to the country's banana, strawberry and avocado exporters.

National Health Service, Food Safety and Food Quality (SENASICA) director in chief Enrique Sánchez Cruz will travel to China and Singapore with a delegation to meet with private sector and phytosanitary service representatives.

A release from SENASICA said among the goals was obtaining a signed protocol for banana exports and an agreement relating to strawberries.

An invitation will also be extended to Chinese technicians to visit Mexican avocado packhouses and production areas, with the aim of kicking off sales of the fruit in China, the release said.

The Mexican delegation will also propose advancing talks to establish an organic equivalency protocol, which it said would help growers satisfy the rising demand for organic produce in the two markets.

In addition, the SENASICA representatives will suggest establishing agreements for the electronic certification of agricultural products, in order to speed up trade and bolster food safety.

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