




MEXICO:
CURRENT SITUATION
AND CHALLENGES
OF THE CATTLE
INDUSTRY

OCTOBER, 2011



MEXICAN TEAM

Oswaldo Cházaro • Veracruz



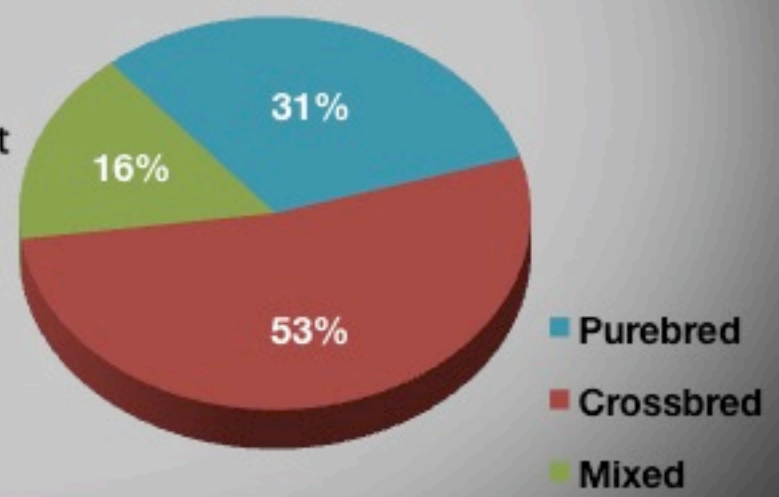
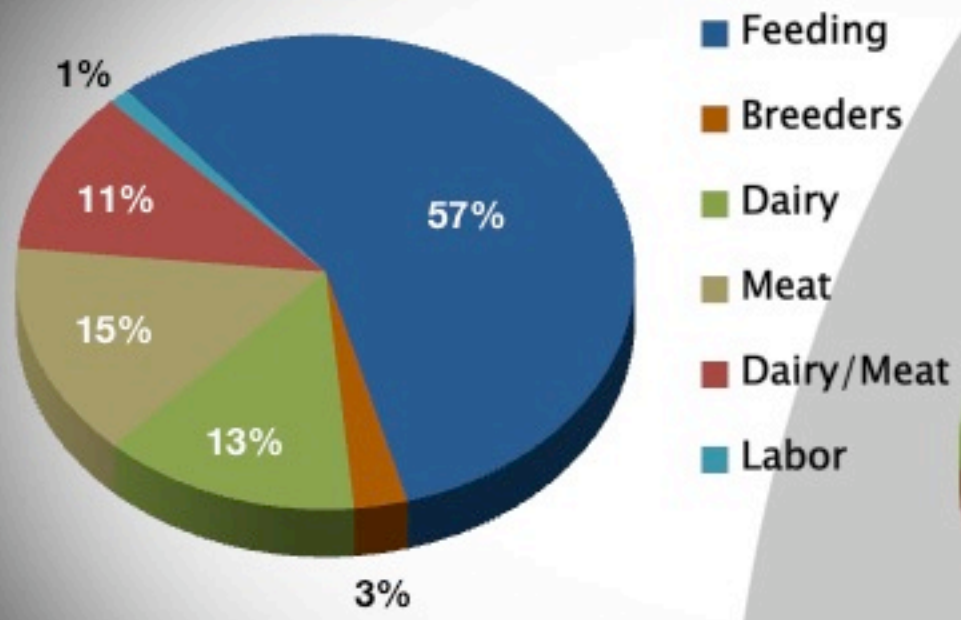


1. Current Situation of the
Beef Industry in Mexico

2. My Story



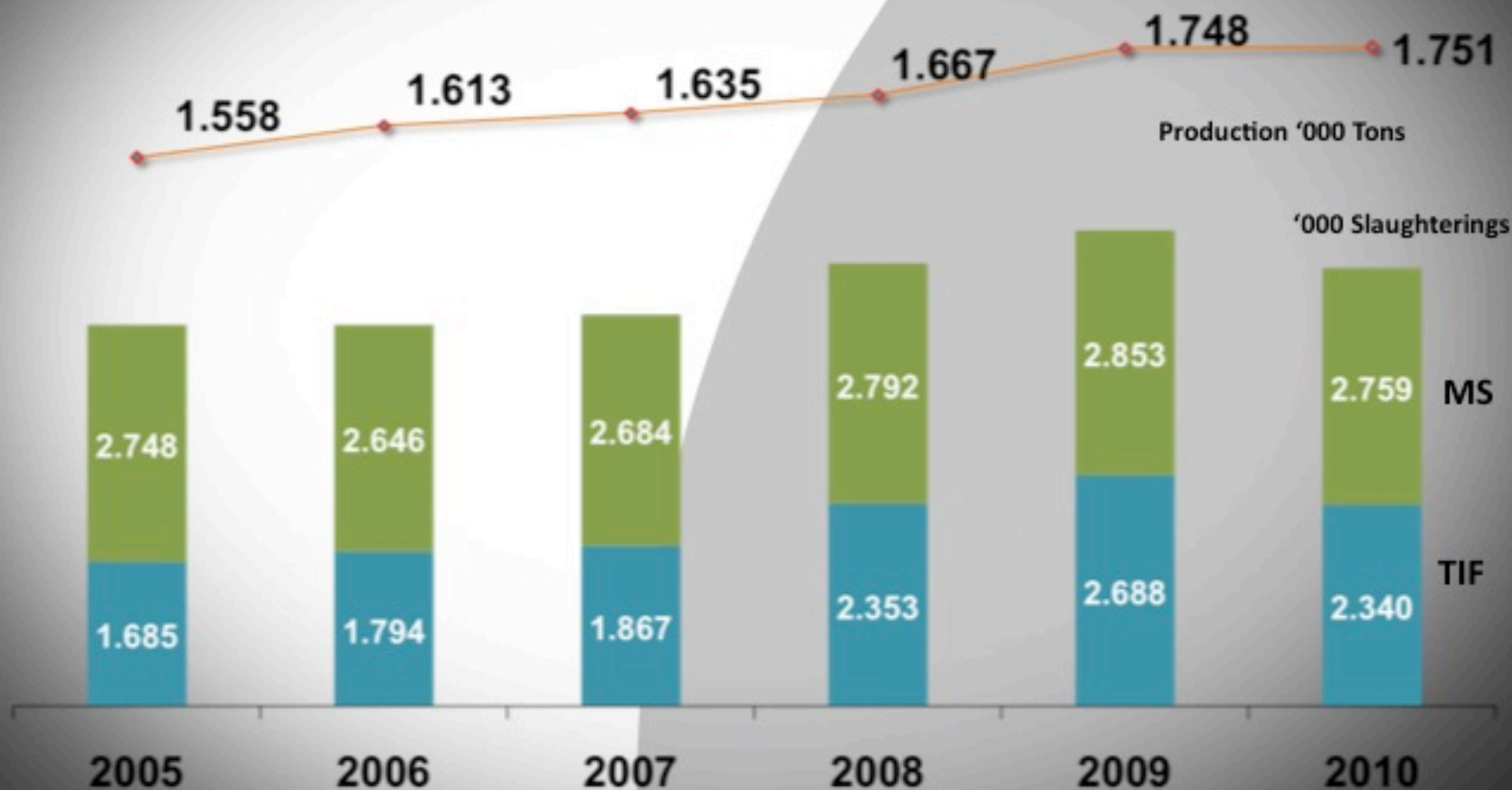
TOTAL CATTLE HEADS... MAINLY FOR FEEDING PURPOSES AND CROSSBREDS



Total: 23,316,942 Heads



CATTLE PRODUCTION HAS BEEN GROWING STEADILY. SLAUGHTERINGS ON TIF SLAUGHTERHOUSES TOO



FRESH MEAT IMPORTATION... US BEING THE MAIN SUPPLIER



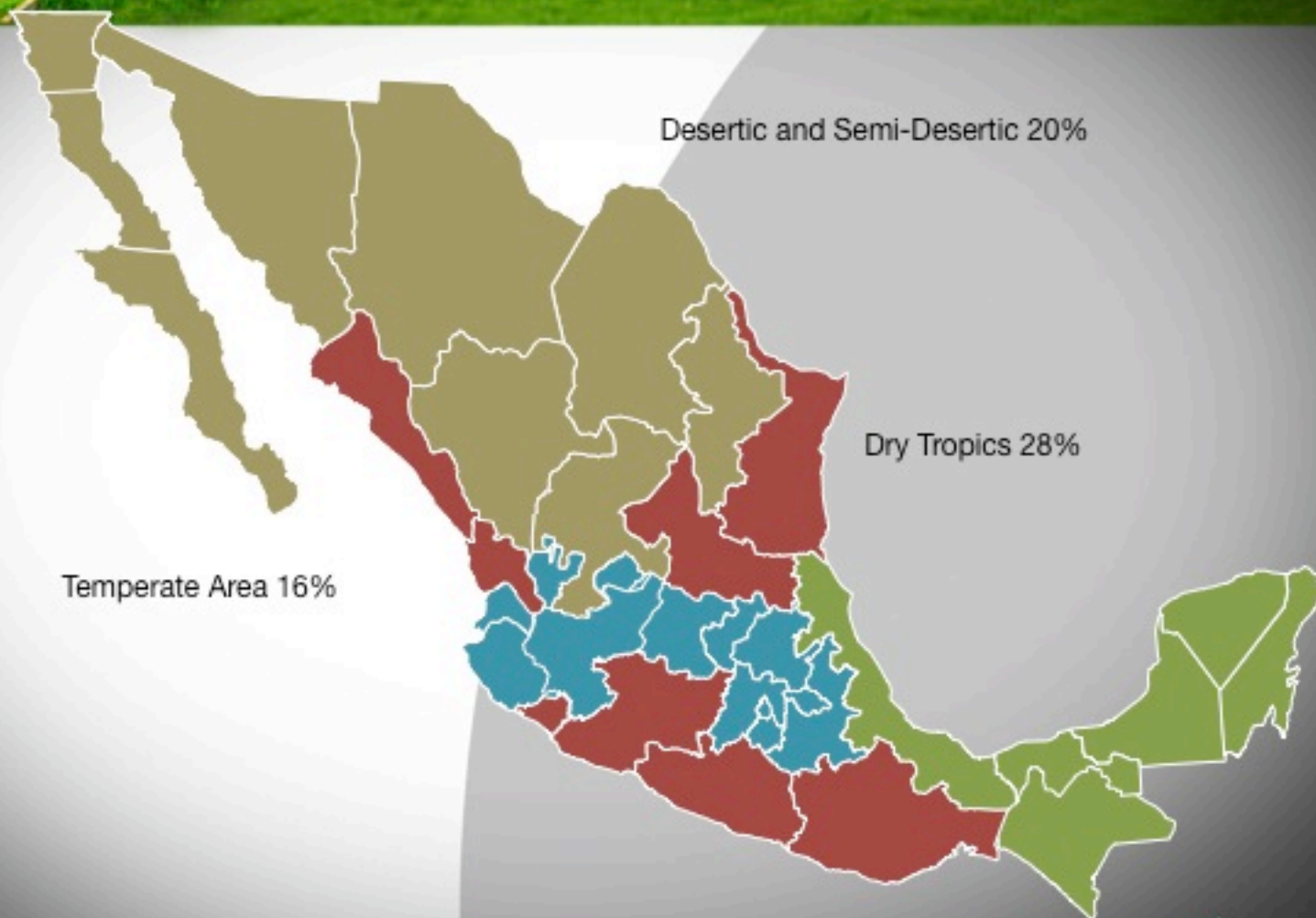
USDA TB AREA CLASSIFICATION



-  Advanced Modified Accreditation
-  Modified Accreditation
-  Preparatory Accreditation
-  Not Accredited



THE USABLE LAND ON MEXICO IS 108 M HAS
(267 MACRES). 54% OF MEXICO'S SURFACE



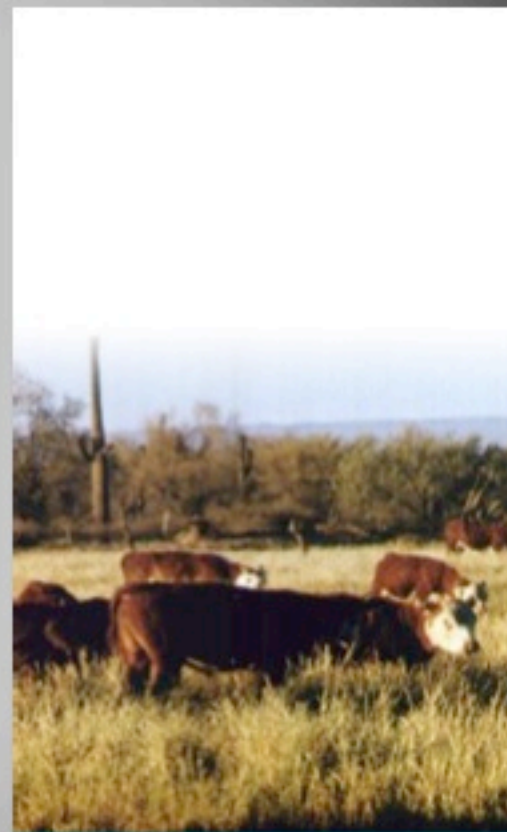
EACH TERRAIN HAS ITS OWN ADVANTAGES AND DISADVANTAGES...



Temperates Area



Wet Tropic Area



Desertic Area



"BUENAVISTA" - ISLA, VERACRUZ





Dual purpose ranch:

- Simmental
- Holstein
- **Brahman**

High temperatures:

- Ticks
- High humidity





Crossbred:
Brahman – Simmental
Brahman – Holstein



