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Report Highlights:

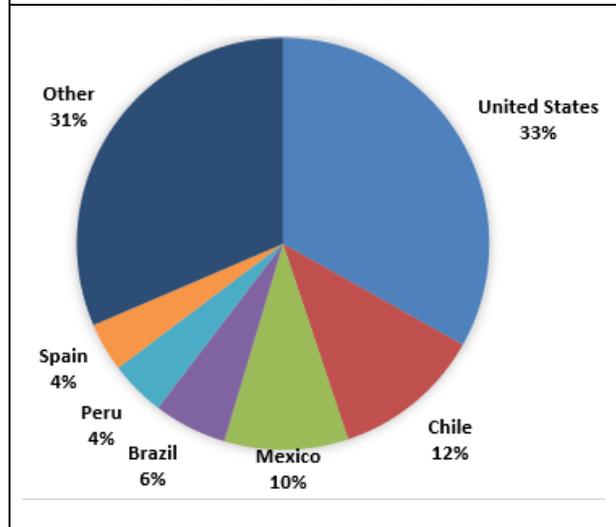
This report outlines Colombia's food and beverage market conditions, highlighting middle class expansion, retail modernization, and healthy product preference as the main drivers of demand. Consumer habits and preferences continue to evolve, opening opportunities for healthy and sustainable food products. Food price inflation reached 27 percent in November 2022, on a yearly basis, the highest recorded inflation in nearly two decades. As such, consumers are very sensitive to price, presenting challenges for the rebound of the food service sector. In 2021, the United States exported \$3.4 billion in agricultural products to Colombia, which secured its position as Colombia's top supplier of food and agricultural products with a 47 percent import market share.

Market Fact Sheet: Colombia

Executive Summary: Colombia is the leading destination for U.S. agricultural exports in South America, followed by Chile and Peru. In 2021, U.S. agricultural exports to Colombia were valued at \$3.4 billion.

Imports of Consumer-Oriented Products: In 2021, consumer-oriented product imports from all suppliers increased 24 percent to \$2.4 billion due to a strong economic rebound. In 2021, Colombian imports from the United States grew 30 percent to \$788 million, followed by Chile (\$279 million) and Mexico (\$231 million). Consumer-oriented products account for 26 percent of U.S. food and agricultural exports to Colombia.

Top Sources of 2021 Colombian Imports of Consumer-Oriented Products



Source: Trade Data Monitor

Food Processing Industry: Colombia is a net importer of many food ingredients. There is growing domestic demand for healthier confectionary products. The Colombian fats and oils sector imports unrefined soybean oil and other oil seeds to meet industrial demand. The milling, bakery, and starches sectors have benefited from innovation in flavors and healthier ingredients. [Food Processing Ingredients GAIN Report](#)

Food Retail Industry: Retailers adapted to new consumer habits because of COVID-19. Although formal retailers account for 60 percent of food distribution, traditional retail outlets are still the most common shopping format in Colombia. Hard-discounters benefited from consumer needs, offering good-quality products at reasonable prices. E-commerce also did well, thanks to rapid digital adoption among Colombians. [Food Retail Industry GAIN Report](#)

Food Service Industry: The sector is still rebuilding from the mandatory 6-month lockdown in 2020 that caused serious economic damage. It is expected to recover at a slow pace, reaching pre-pandemic levels by 2023, thanks to growing incomes and higher participation of women in the labor force. [Food Service GAIN Report](#)

Population: 51.6 million (2022)
GDP: \$314.5 billion (2021)
GDP per capita: \$6,158 (2021)

Top 10 Main Consumer-Oriented Products Imported by Colombia (millions of dollars):

Description	2020	2021	2022 (Jan-Sept)	Change (20/21)
Pork & pork products	\$158	\$301	\$231	91%
Dairy products	\$284	\$283	\$323	-1%
Food preparations	\$224	\$257	\$227	15%
Fresh fruit	\$162	\$168	\$134	4%
Distilled spirits	\$95	\$158	\$144	67%
Processed vegetables	\$107	\$140	\$148	30%
Poultry meat	\$90	\$122	\$75	36%
Bakery	\$109	\$115	\$112	6%
Mfg. tobacco	\$108	\$106	\$82	2%
Dog & cat food	\$64	\$89	\$83	40%

Strengths	Weaknesses
<ul style="list-style-type: none"> Growing demand for consumer-oriented products Diverse retail market 	<ul style="list-style-type: none"> Deficient infrastructure Political and economic uncertainty
Opportunities	Challenges
<ul style="list-style-type: none"> Growing middle class Decentralized country Four ports 	<ul style="list-style-type: none"> Technical food regulation compliance Peso depreciation

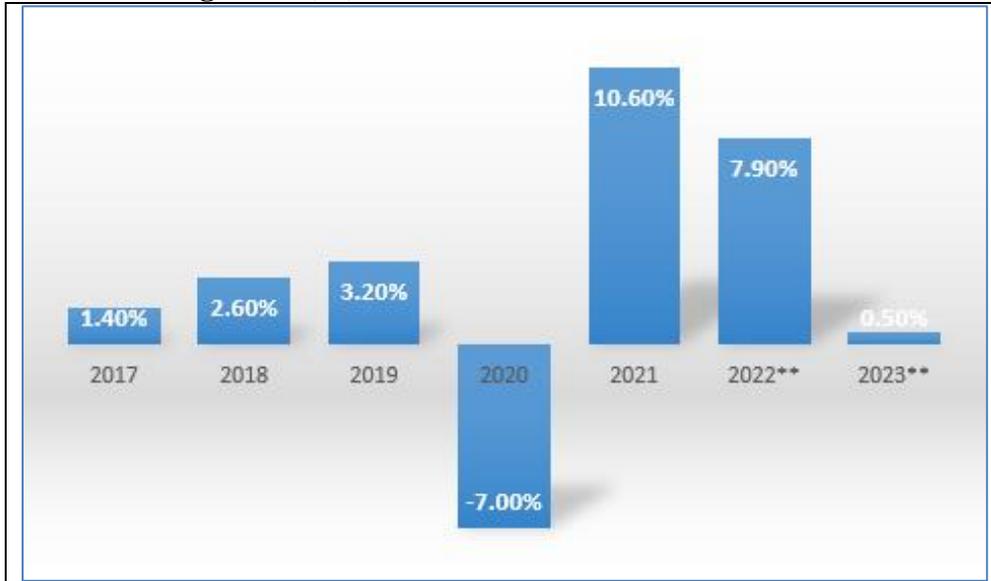
Top Hotels	Top Restaurants
Hoteles Decameron	Frisby
Hoteles Estelar	Hamburguesas El Corral
Tour Vacation Hoteles Azul	McDonald's
Top Retailers	Top Food Manufacturers
Grupo Exito	Grupo Nutresa
D1	Colanta
Alkosto	Alpina

Sources: Trade Data Monitor, World Bank, Global Agricultural Trade System, Euromonitor, DANE, IMF, various online sources. For additional information, contact agbogota@fas.usda.gov

SECTION I: MARKET OVERVIEW

According to the [Colombian Department of Statistics \(DANE\)](#), Colombia's gross domestic product (GDP) increased 10.6 percent in 2021. The [Colombian Central Bank \(Banrep\)](#) predicts that Colombia's economic recovery will slow to 0.5 percent GDP growth in 2023, after rebounding 7.9 percent in 2022, figures that could continue being revised downward due to lower private consumption levels, growing inflation, and general uncertainty from the new administration's recent tax reform and upcoming changes in labor and pension systems.

Graph 1. Colombian GDP growth (%)



Source: DANE and Central Bank 2022 and 2023 (**): forecast

Colombia is the third most populous country in Latin America with 51 million inhabitants. Eighty percent of the Colombian population resides in urban areas. Colombia is atypical of Latin America with decentralized urban centers and five cities with over one million residents: Bogota, Medellin, Cali, Barranquilla, and Cartagena. Urbanization is on an upward trajectory, stimulating changes in lifestyles and eating patterns.

In recent years, urban households in Colombia are becoming dual income, resulting in increased demand for processed food and shopping convenience. In Bogota, the average household was 3.1 members in 2019, and it is expected to be only 2.2 members by 2050. The population is aging as birth rates decrease and life expectancy increases. Venezuelan immigration is another key demographic trend. The Colombian government estimates that 2.5 million Venezuelans live in Colombia, a population that influences the consumption of main food staples such as beans, rice, and corn flour.

Recent analysis concluded that 69 percent of Colombians have access to internet and spend ten hours per day surfing the web. In 2022, more than 81 percent of the Colombian population used social media. In fact, 65 percent of Colombians use social media to research brands and products. Facebook and Instagram rank among the top 20 visited websites for Colombians. More information about Colombian digital platform adoption is available at this [digital overview report](#).

The COVID-19 pandemic affected household expenditures and purchasing habits. Now, expenditures have rebounded due to the economic recovery, and consumers are travelling and going out, again. The main consumer trends can be summarized as follows:

- Price sensitivity has created an opportunity for in-house/store brands, which tend to be cheaper than other labels, to gain popularity. Store brands, also known as “private labels,” are particularly relevant for milk, vegetable oil, and rice.
- Rising health and environmental awareness among consumers equals opportunities for healthy and sustainable food products.
- E-commerce and delivery service adoption continues to be a challenge for the retail and food service sectors to adapt to changing consumer needs.
- Although plant-based food products are perceived as expensive, 93 percent of Colombians are interested in trying plant-based food products for health, nutrition, and environmental reasons.
- Preference for high-protein and calcium content products has bolstered demand for meat and dairy products.

The [Food Processing Ingredients GAIN Report](#), [Food Service - HRI GAIN Report](#) and the [Food Retail Industry GAIN Report](#) provide data and analysis on Colombian food trends. The [2022 Investment Climate Statements: Colombia](#) provides further information about the country’s economic and political environment.

Table 1. Advantages and Challenges for U.S. Exporters

Advantages	Challenges
The U.S.-Colombia Trade Promotion Agreement (CTPA) provides preferential product treatment for many agricultural goods.	Colombia has trade agreements with many other countries, increasing competition with U.S. products.
The United States holds a reputation for producing high quality agricultural products.	Colombian per capita consumption for processed and semi-processed products is low; for example, bread consumption is only 22 kg/year, low compared to other Latin American markets.
Increased acceptance of American style restaurants provides an avenue for introducing U.S. recipes and food ingredients into the Colombian diet.	Depreciation of the Colombian peso affects U.S. export competitiveness.
Growing tourism increases demand for raw materials and ingredients to make products more appealing to foreigners and domestic consumers.	There is a cultural misperception that frozen products are unhealthy and lack quality.
Growing urbanization of Colombian cities is stimulating new consumer trends and an increase in processed foods.	Internal transportation costs from ports of entry are high due to extremely poor infrastructure.
Market opportunities for health foods and organic products are expanding given government support for healthy living campaigns.	Cold chain is deficient and increases logistical costs.
U.S. food suppliers and manufacturers have a positive reputation for food safety, availability, quality, and delivery.	The new administration campaigned on renegotiating the CTPA to protect domestic agriculture and manufacturing.

SECTION II: EXPORTER BUSINESS TIPS

Any U.S. exporter entering the Colombian market should understand customer needs and their purchasing requirements and specifications. Additionally, they must understand all Colombian standards and regulations to avoid clearance delays at ports of entry. Critical considerations for market entry include the following:

- Competition is based on quality, price, and service;
- Conduct market research to better understand competitors, consumer preferences, and the business environment;
- Build relationships with large importers and wholesalers/distributors;
- Highlight social responsibility in marketing techniques by using sales to generate funding for social programs;
- Develop ways to meet the needs of the Colombian market, ideally through personal visits, to have a greater understanding about the market and identify needs of buyers and developing trends;
- Consider consolidation when exporting small amounts of product;
- Develop business relationships with top executives (marketing directors, purchasing managers, etc.) and expose them to U.S. business practices;
- Participate in local trade and promotion shows, as well as food festivals, such as [Agroexpo](#), [Alimentec](#), [Expovinos](#), [SaborBarranquilla](#), and [Expo IAlimentos](#), to learn about consumer trends;
- Participate in trade delegations;
- Attend trade events like the [National Restaurant Association Show](#), the [Sweets and Snacks Expo](#), or the [Americas Food and Beverage Show](#), which provide opportunities to meet and educate Colombian importers;
- Develop Spanish marketing/communication materials;
- Work closely with local importers to comply with food import regulations to facilitate the registration and import of food products and minimize port of entry risks; and,
- Support the importer with promotional campaigns.

For more information on doing business in Colombia, see [Colombia Country Commercial Guide](#).

Colombians are open to meeting foreigners, and U.S. citizens are well-received. Business culture changes throughout the country; major cities, such as Bogota and Medellin, have a more formal business culture than smaller cities. Personal relationships are crucial for Colombians to build trust; therefore, it is recommended to be patient when negotiating with locals, since they prefer to take time to get to know their counterpart before making business decisions. Therefore, follow up emails/phone calls after a first meeting are appreciated. Keep in mind local holidays when scheduling meetings. Christmas, New Year, and Easter are not considered “business season.” For more information on business culture, see [Colombian business culture](#).

SECTION III: IMPORT FOOD STANDARDS & REGULATIONS and IMPORT PROCEDURES

Customs Clearance: The [Ministry of Commerce, Industry and Tourism \(MINCIT\)](#) and the [National Tax and Customs Directorate \(DIAN\)](#) are responsible for the administration of overall import-export operations and customs procedures, respectively.

Documents Required by the Country Authority for Imported Food: Every Colombian importer must be registered with MINCIT. All U.S. exporters should verify that the importer has obtained the legal authorization to import food and agricultural products from MINCIT and, depending on the type of product to be imported, other government authorities, including the [Colombian Institute for Agriculture and Livestock \(ICA\)](#) and the [National Institute for the Surveillance of Food and Medicines \(INVIMA\)](#). Additionally, every importer must obtain an “electronic signature” from the Ministry of Finance through the [Unique Window for Foreign Trade-VUCE](#).

Table 2. ICA and INVIMA jurisdiction

ICA	INVIMA
<i>Bulk Products:</i> wheat, corn, coarse grains, rice, soybeans, oilseeds, cotton, pulses, etc.	<i>Bulk Products:</i> wheat, corn, rice, pulses, etc.
<i>Intermediate Products:</i> soybean meal, live animals, hides & skins, feeds & fodders, planting seeds.	<i>Intermediate Products:</i> soybean oil, animal fats, sugar, sweeteners.
<i>Consumer Oriented Products:</i> fresh fruits and vegetables, pet food.	<i>Consumer Oriented Products:</i> meat and meat products, eggs, dairy products, processed fruits and vegetables, fruit and vegetable juices, confectionary products, prepared food, alcoholic and non-alcoholic beverages.

Labeling Requirements: Information must be provided in Spanish either on the label or, under certain circumstances, on an authorized sticker/label affixed to the product. In certain cases, in the absence of English labels, INVIMA will authorize Spanish labels to be affixed to the product during or after the nationalization process at authorized warehouses or storage facilities. However, INVIMA will require original labels that include expiration date and lot number.

When food products or food raw materials originate in countries where information on the expiration date and/or minimum shelf life (“best before...”) information is not required, the importer must get prior approval from INVIMA by providing that information in a document issued by the producer/manufacturer. Note: A U.S. date is registered MM/DD/YYYY, whereas in Colombia the date is registered DD/MM/YYYY.

- **New Front-of-Pack Labeling Requirements:** On December 13, 2022, Colombia’s Ministry of Health issued [Resolution 2492 of 2022](#) that establishes new front-of-pack label requirements for processed food. Resolution 2492 will enter into force within six months following its publication in Colombia’s Official Gazette (December 14, 2022). Among the main changes are the amount, size, and shape of new front-of-pack labels (stop-sign shapes) for highly- processed food. U.S. companies are advised to pay attention to the deadlines set by Resolution 2492 for its implementation. For more information and a translation to English of Resolution 2492 of 2022, see [GAIN report CO2022-0026](#).

Tariffs and FTAs: The U.S.-Colombia Trade Promotion Agreement (CTPA) entered into force in May 2012. This comprehensive trade agreement eliminated tariffs and other barriers to goods and services. Although over 80 percent of U.S. exports of consumer and industrial products to Colombia have become duty-free, the CTPA provided a duty-free tariff-rate-quota (TRQ) on certain goods that operate under a

first come/first serve basis, except for rice and poultry, which are subject to auctions managed by Export Trading Companies. For more information on ETCs, see: [Col-Rice ETC](#) and [Colom-Peq ETC](#)

For further information on specific agricultural products based on the Harmonized Tariff Schedule (HS) and TRQ schedule, please see Section 2: [Colombia Trade Promotion Agreement - Final Text](#)

Trademarks and Patents Market Research: The patent regime in Colombia currently provides a 20-year protection period for patents. Provisions covering protection of trade secrets and new plant varieties have improved Colombia’s compliance with its World Trade Organization – Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) obligations.

For more information on import regulations and procedures, see: [FAIRS Annual Country GAIN Report](#)

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

According to the Bogota Chamber of Commerce, food per capita consumption is still low in Colombia (\$429/year) compared to other countries in the region (\$660/year), allowing room for the food and beverage market to grow. Additionally, it is expected that the food industry will grow at approximately 4 percent per year during the next five years.

Retail Sector

- Traditional retail outlets are still the most common shopping format in Colombia, which are preferred because of proximity, convenience, product portfolio and services that are not found in other retailers. The top products sold in mom-and-pop stores are beer, sodas, milk, cigarettes, and snacks.
- The biggest retailer in Colombia is Grupo Exito, followed by Koba Colombia (D1), Alkosto, Olimpica, and Jerónimo Martins (ARA).
- It is estimated that 80 percent of Colombian households buy at least one product in discount stores. These shops are smaller and have a limited product portfolio, which explains why consumers also buy from other retailers to satisfy their product needs.
- Delivery services and online commerce have become the best option for consumers to buy main food and sanitary staples. According to Euromonitor, food and beverages are among the products preferred by Colombian consumers when buying online.
- Retailers have adapted to new consumer habits by widening their private label portfolio, incorporating regular special offers, improving logistics to provide delivery service, adopting digital tools to better connect to clients, and expanding their presence in the country.

Table 3. Main Food Retailers in Colombia

Type	Retailer	Sales (\$ million)		Outlets	Website
		2021	2020	2021	
Supermarket/hypermarket/ cash and carry	Grupo Éxito	\$4,521	\$4,261	534	https://www.carulla.com/ https://www.exito.com/ https://www.surtimax.com.co/ https://www.superinter.com.co/ https://www.surtimayorista.com/
Hard discount	Koba	\$2,648	\$1,991	+2,000	http://www.tiendasd1.com/

	Colombia (D1)				
Hypermarket	Alkosto	\$2,428	\$2,033	17	http://www.alkosto.com/
Supermarket/hypermarket	Olímpica	\$1,683	\$1,699	400	http://www.olimpica.com/
Soft discount	Jerónimo Martins (ARA)	\$1,146	\$1,066	819	https://www.aratiendas.com/
Supermarket/hypermarket	Cencosud	\$1,069	\$1,057	92	https://www.tiendasjumbo.co/ https://www.tiendasmetro.co/

Source: various online sources

Food Service Sector

- Although Colombians like eating at home and were forced to because of the isolation period in 2020 and 2021, they also enjoy eating at fast food restaurants due to convenience and affordability.
- The convenience of fast-food restaurants supports dual income, working households that have little time to prepare traditional meals on a moderate income. In addition to Colombian preferences for fast-food restaurants, consumers have a growing affinity for fast casual restaurants where they can find higher quality food at affordable prices. Main restaurant operators that offer fast food include: [Frisby SA](#), [Hamburguesas El Corral](#), and [McDonald's](#).
- Most hotels in Colombia are family businesses, although there are some international chain hotels and resorts. In 2022, the largest operators were [Hoteles Decameron](#), [Hoteles Estelar](#), and [Tour Vacation](#).

Food Processing Ingredients Sector

- In recent years, the Colombian food industry has undergone unprecedented consolidation and structural change through mergers, acquisitions, divestitures, and the entrance of new foreign competitors in the market.
- The industry is always interested in learning about new trends and sourcing healthier ingredients to respond to consumer preferences for low fat/sugar/sodium food products.
- Distribution channels have become more efficient with the increased presence of foreign competitors.
- COVID-19 challenged food manufacturers, which have reacted to new consumer trends. These changes include greater interest in healthy lifestyles and growing preference for lower priced food products, including private label and smaller packaging, like individual condiment and sauce packets, implementing channels to communicate directly with final consumers, and developing new products.

Best Prospects for Consumer-Oriented Products: Colombia is a fast-growing market for value-added food products. Surveyed retailers and food importers think there is significant potential for new products in all food categories. Healthy food products are a new trend, and retailers are searching for the best suppliers. The following product categories represent the major export opportunities for U.S. food products to Colombia, based on 2017-2021 Colombian import growth rates.

Table 4. Export Opportunities for Consumer-Oriented Products to Colombia

Product Category	5-Yr. Avg. Annual Import Growth	Key Constraints Over Market Development	Market Attractiveness for USA
Dog & Cat Food	38%	<ul style="list-style-type: none"> Pet owners still feed pets with table scraps 	<ul style="list-style-type: none"> Growing pet ownership rates Increasing interest on pet food with nutritional benefits
Distilled Spirits	34%	<ul style="list-style-type: none"> Preference for Scottish whisky Lack of knowledge about U.S. bourbon and its versatility 	<ul style="list-style-type: none"> Income shifts and urbanization benefit distilled spirits sales Women and millennials demand for cocktails is on the rise
Beef & Beef Products	24%	<ul style="list-style-type: none"> Growing competition from Argentina and Uruguay Lack of product knowledge about product origin, handling, cuts, and grades 	<ul style="list-style-type: none"> Willingness to pay higher prices for high-quality beef
Pork & Pork Products	13%	<ul style="list-style-type: none"> Aggressive marketing campaign to encourage Colombian pork consumption Negative association of pork meat with human health 	<ul style="list-style-type: none"> Pork per capita consumption increased from 3.3 kg/year in 2005 to 12.2 kg/year in 2021
Condiments and Sauces	13%	<ul style="list-style-type: none"> Unhealthy perception of sauces Market fragmentation by regions due to flavor and odor preferences 	<ul style="list-style-type: none"> Growing interest in ethnic and Asian foods

Competition Narrative

- U.S. competitors for raw materials include MERCOSUR, Canada, and the European Union. These countries/markets also have free trade agreements with Colombia. The CTPA entered into force in May 2012. This comprehensive trade agreement eliminated tariffs and other barriers to goods and services. Although over 80 percent of U.S. exports of consumer and industrial products to Colombia are classified as duty-free, the CTPA provides a duty-free tariff-rate-quota (TRQ) on certain goods that operate under a first come/first serve basis. Notable exceptions to the CTPA include rice and poultry, which are subject to auctions managed by Export Trading Companies (ETC). Additional information is available at [Colombia Poultry Export Quota](#) and [Colombia Rice Export Quota](#).
- U.S. competitors for raw materials include MERCOSUR, Canada, and the European Union. These countries/markets also have free trade agreements with Colombia. For more information on Colombia’s free trade agreements and current negotiations, please see [Free Trade Agreements - Colombia](#)
- Colombian consumers have become increasingly protectionist following the COVID-19 pandemic and recent demonstrations. This change encourages consumers to purchase products made domestically.

For more information, please see [Food Processing Ingredients GAIN Report](#), [Food Service - HRI GAIN Report](#) and the [Food Retail Industry GAIN Report](#)

V. AGRICULTURAL and FOOD IMPORTS

Colombia is a fast-growing market for value-added food products. Surveyed retailers and food importers think there is significant potential for new products in all food categories. Healthy and ethnic food categories are especially new and fast growing. Organic food products are a new trend, and retailers are searching for the best suppliers.

Table 5. Agricultural and Food Import Statistics (Source: Trade Data Monitor)

	COLOMBIAN AG AND FOOD IMPORT STATS					Jan-Sept		U.S. MARKET SHARE					Jan-Sept	
	2017	2018	2019	2020	2021	2021	2022	2017	2018	2019	2020	2021	2021	2022
TOTAL	\$ 5,490	\$ 6,001	\$ 6,117	\$ 6,114	\$ 7,698	\$ 5,430	\$ 7,506	47%	48%	44%	47%	42%	42%	43%
Bulk Commodities	\$ 1,780	\$ 1,981	\$ 2,092	\$ 2,179	\$ 2,861	\$ 2,053	\$ 3,103	74%	67%	55%	60%	54%	51%	52%
Corn	\$ 809	\$ 915	\$ 1,034	\$ 1,077	\$ 1,539	\$ 1,130	\$ 1,534	99%	97%	67%	84%	70%	66%	64%
Wheat	\$ 405	\$ 391	\$ 421	\$ 435	\$ 594	\$ 418	\$ 617	36%	24%	32%	28%	29%	21%	39%
Soybeans	\$ 204	\$ 237	\$ 215	\$ 182	\$ 235	\$ 179	\$ 267	100%	100%	100%	100%	100%	100%	100%
Coffee, unroasted	\$ 27	\$ 90	\$ 69	\$ 95	\$ 190	\$ 123	\$ 298	0%	0%	0%	0%	0%	0%	0%
Pulses	\$ 111	\$ 95	\$ 96	\$ 116	\$ 109	\$ 66	\$ 123	38%	18%	19%	19%	25%	31%	14%
Coarse grains (ex. corn)	\$ 67	\$ 91	\$ 90	\$ 85	\$ 98	\$ 72	\$ 92	0%	5%	0%	0%	0%	0%	0%
Cotton	\$ 44	\$ 47	\$ 25	\$ 21	\$ 33	\$ 26	\$ 41	82%	90%	87%	46%	23%	20%	85%
Peanuts	\$ 22	\$ 21	\$ 22	\$ 22	\$ 26	\$ 19	\$ 25	56%	30%	24%	24%	15%	18%	15%
Rice	\$ 66	\$ 65	\$ 93	\$ 129	\$ 16	\$ 6	\$ 86	99%	71%	59%	50%	32%	79%	68%
Other bulk commodities	\$ 8	\$ 9	\$ 11	\$ 10	\$ 14	\$ 9	\$ 13	8%	6%	13%	11%	8%	5%	5%
Oilseeds NESOI	\$ 4	\$ 5	\$ 6	\$ 7	\$ 7	\$ 5	\$ 8	19%	17%	20%	15%	13%	13%	12%
cocoa beans	\$ 1	\$ 1	\$ 1	\$ 0	\$ 0	\$ 0	\$ 0	0%	0%	0%	0%	0%	0%	0%
Tobacco	\$ 12	\$ 12	\$ 8	\$ 0	\$ 0	\$ 0	\$ 1	0%	0%	3%	0%	0%	0%	0%
Rapeseed	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ -	\$ 0	2%	1%	0%	1%	0%	0%	0%
Intermediate Products	\$ 1,788	\$ 1,939	\$ 1,933	\$ 2,019	\$ 2,459	\$ 1,758	\$ 2,295	39%	47%	44%	48%	38%	39%	43%
Soybean meal	\$ 454	\$ 542	\$ 512	\$ 543	\$ 700	\$ 523	\$ 724	76%	87%	81%	91%	73%	67%	85%
Soybean oil	\$ 283	\$ 256	\$ 236	\$ 275	\$ 381	\$ 269	\$ 358	33%	35%	19%	38%	10%	13%	14%
Other feeds & fodders	\$ 178	\$ 205	\$ 206	\$ 206	\$ 256	\$ 193	\$ 224	51%	52%	52%	51%	55%	57%	52%
Palm oil	\$ 155	\$ 214	\$ 147	\$ 159	\$ 173	\$ 107	\$ 144	0%	0%	0%	0%	0%	0%	0%
Vegetable oils NESOI	\$ 114	\$ 104	\$ 99	\$ 111	\$ 169	\$ 116	\$ 142	18%	21%	25%	19%	9%	12%	4%
Sugars & sweeteners	\$ 117	\$ 63	\$ 124	\$ 134	\$ 128	\$ 93	\$ 127	4%	9%	6%	6%	7%	6%	6%
Essential oils	\$ 118	\$ 105	\$ 113	\$ 93	\$ 109	\$ 77	\$ 85	8%	9%	11%	13%	13%	13%	15%
Ethanol, incl. bev.	\$ 90	\$ 135	\$ 164	\$ 162	\$ 93	\$ 61	\$ 53	45%	72%	78%	75%	81%	80%	82%
Planting seeds	\$ 62	\$ 61	\$ 65	\$ 68	\$ 87	\$ 58	\$ 78	13%	14%	16%	14%	12%	14%	12%
Milled grains & products	\$ 38	\$ 44	\$ 57	\$ 59	\$ 74	\$ 51	\$ 64	24%	20%	14%	5%	6%	7%	7%
Distillers grains	\$ 35	\$ 46	\$ 47	\$ 45	\$ 74	\$ 60	\$ 87	100%	100%	92%	100%	98%	97%	100%
Other intermediate products	\$ 51	\$ 56	\$ 54	\$ 53	\$ 69	\$ 49	\$ 73	16%	15%	16%	15%	12%	14%	12%
Dextrins, peptones, & proteins	\$ 44	\$ 50	\$ 55	\$ 49	\$ 60	\$ 41	\$ 61	56%	57%	55%	44%	34%	36%	31%
Industrial alcohols & fatty acids	\$ 27	\$ 32	\$ 27	\$ 30	\$ 38	\$ 25	\$ 44	33%	30%	20%	18%	16%	16%	13%
Live animals	\$ 13	\$ 15	\$ 18	\$ 19	\$ 19	\$ 14	\$ 17	9%	6%	7%	4%	3%	3%	3%
Animal fats	\$ 6	\$ 10	\$ 8	\$ 7	\$ 15	\$ 10	\$ 8	35%	70%	59%	48%	32%	44%	6%
Oilseed meal/cake (ex. soybean)	\$ 2	\$ 2	\$ 0	\$ 6	\$ 12	\$ 9	\$ 5	5%	14%	79%	5%	6%	5%	16%
Hides & skins	\$ 0	\$ 0	\$ 0	\$ 0	\$ 2	\$ 1	\$ 3	98%	34%	100%	12%	2%	3%	18%
Hay	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ -	0%	0%	0%	0%	0%	0%	0%

Consumer-Oriented Products	\$ 1,922	\$ 2,081	\$ 2,093	\$ 1,916	\$ 2,378	\$ 1,619	\$ 2,107	28%	30%	34%	32%	33%	34%	30%
Pork & pork products	\$ 184	\$ 226	\$ 236	\$ 158	\$ 301	\$ 180	\$ 231	89%	91%	91%	92%	80%	87%	77%
Dairy products	\$ 192	\$ 206	\$ 244	\$ 284	\$ 283	\$ 193	\$ 323	29%	28%	40%	40%	39%	45%	38%
Soup & other food preparations	\$ 251	\$ 256	\$ 279	\$ 224	\$ 257	\$ 180	\$ 227	23%	23%	26%	27%	27%	29%	24%
Fresh fruit	\$ 160	\$ 164	\$ 165	\$ 162	\$ 168	\$ 120	\$ 134	11%	10%	7%	11%	8%	8%	5%
Distilled spirits	\$ 59	\$ 83	\$ 101	\$ 95	\$ 158	\$ 107	\$ 144	4%	4%	5%	3%	2%	3%	5%
Processed vegetables	\$ 88	\$ 103	\$ 112	\$ 107	\$ 140	\$ 98	\$ 148	26%	25%	23%	21%	20%	20%	15%
Poultry meat & prods. (ex. eggs)	\$ 77	\$ 87	\$ 114	\$ 90	\$ 122	\$ 79	\$ 75	84%	87%	88%	87%	86%	87%	85%
Bakery goods, cereals, & pasta	\$ 102	\$ 107	\$ 118	\$ 109	\$ 115	\$ 85	\$ 112	22%	21%	18%	15%	15%	14%	10%
Mfg. tobacco	\$ 78	\$ 59	\$ 84	\$ 108	\$ 106	\$ 73	\$ 82	1%	0%	0%	0%	0%	0%	0%
Dog & cat food	\$ 31	\$ 44	\$ 50	\$ 64	\$ 89	\$ 65	\$ 83	64%	60%	56%	49%	46%	49%	42%
Wine & related products	\$ 53	\$ 57	\$ 67	\$ 71	\$ 79	\$ 55	\$ 76	5%	3%	2%	2%	2%	2%	1%
Chocolate & cocoa products	\$ 49	\$ 57	\$ 60	\$ 56	\$ 66	\$ 47	\$ 54	32%	30%	29%	28%	26%	28%	26%
Processed fruit	\$ 59	\$ 70	\$ 68	\$ 56	\$ 66	\$ 42	\$ 55	16%	16%	18%	21%	21%	22%	17%
Nursery products & cut flowers	\$ 32	\$ 33	\$ 32	\$ 34	\$ 54	\$ 39	\$ 45	7%	6%	3%	1%	2%	3%	3%
Condiments & sauces	\$ 33	\$ 38	\$ 42	\$ 41	\$ 54	\$ 37	\$ 43	47%	49%	48%	43%	45%	44%	45%
Beef & beef products	\$ 20	\$ 26	\$ 32	\$ 26	\$ 45	\$ 28	\$ 41	72%	76%	78%	70%	78%	78%	83%
Non-alcoholic bev. (ex. juices, coffee, tea)	\$ 202	\$ 196	\$ 30	\$ 33	\$ 43	\$ 31	\$ 33	5%	5%	34%	44%	50%	50%	46%
Fresh vegetables	\$ 34	\$ 24	\$ 35	\$ 38	\$ 41	\$ 28	\$ 33	1%	1%	0%	0%	0%	0%	0%
Tree nuts	\$ 28	\$ 35	\$ 33	\$ 34	\$ 38	\$ 25	\$ 32	59%	63%	70%	75%	67%	68%	73%
Beer	\$ 77	\$ 93	\$ 68	\$ 24	\$ 35	\$ 27	\$ 21	11%	3%	1%	1%	8%	7%	13%
Chewing gum & candy	\$ 36	\$ 34	\$ 36	\$ 25	\$ 30	\$ 21	\$ 31	8%	10%	9%	8%	9%	8%	7%
Coffee, roasted and extracts	\$ 22	\$ 23	\$ 29	\$ 26	\$ 28	\$ 20	\$ 31	2%	3%	2%	2%	3%	4%	2%
Spices	\$ 19	\$ 22	\$ 19	\$ 22	\$ 23	\$ 16	\$ 18	11%	10%	10%	9%	14%	12%	12%
Meat products nesol	\$ 10	\$ 13	\$ 13	\$ 10	\$ 12	\$ 8	\$ 10	56%	52%	55%	45%	53%	51%	51%
Fruit & vegetable juices	\$ 13	\$ 11	\$ 12	\$ 7	\$ 11	\$ 7	\$ 9	24%	20%	18%	23%	14%	17%	6%
Tea	\$ 9	\$ 10	\$ 10	\$ 8	\$ 10	\$ 7	\$ 7	28%	27%	30%	36%	32%	34%	34%
Eggs & products	\$ 3	\$ 4	\$ 4	\$ 4	\$ 4	\$ 3	\$ 8	26%	17%	34%	20%	29%	22%	16%

SECTION VI: KEY CONTACTS AND FURTHER INFORMATION

Table 6. Post Contact Information

Office of Agricultural Affairs (OAA)	Animal Plant Health Inspection Service (APHIS)
U.S. Embassy, Bogotá, Colombia Telephone: (57) 601-275-4622 e-mail : AgBogota@fas.usda.gov	U.S. Embassy, Bogotá, Colombia Phone: (57) 601-275-4572 e-mail: Roberto.Guzman@aphis.usda.gov

Table 7. Regulatory Agency Contacts

Phytosanitary and Zoosanitary Requirements	Food Product Registration and Health Permits
Ministry of Agriculture and Rural Development ICA (APHIS counterpart) Alfonso Araujo Deputy Manager Animal Health Protection Tel. +57-601-7563030 ext. 3201 e-mail: subgerencia.animal@ica.gov.co Herberth Joaquin Matheus Deputy Manager Plant Health Protection Tel: +57-601-7563030 ext. 3101 e-mail: subgerencia.vegetal@ica.gov.co	Ministry of Health and Social Protection INVIMA (FDA counterpart) Carlos Alberto Robles Director Division of Food and Alcoholic Beverages Phone: +57-601-7422121 Ext. 4001 e-mail: croblesc@invima.gov.co

Import Procedure: The attached appendix provides information on import regulations and requirements. More information on Colombia's import procedure is available at [FAIRS Annual Country GAIN Report](#)

Attachments: [Appendix 1- Import Policies.pdf](#)