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Report Highlights:

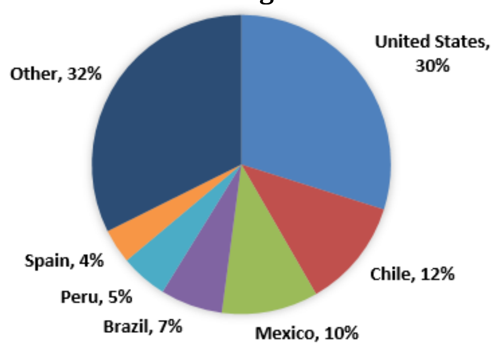
This report seeks to provide an initial road map for U.S. companies exporting food products to Colombia. In 2022, the United States exported $3.7 billion in agricultural products to Colombia, which secured its position as Colombia's top supplier of food and agricultural products. As a result of evolving consumer preferences, economic growth, and new nutritional regulations, demand for healthy food products and ingredients is growing. The Colombian economy is expected to slow in 2023 due to inflation and lower consumption.

Market Fact Sheet: Colombia

Executive Summary: Colombia is the leading destination for U.S. agricultural exports to South America. In 2022, U.S. agricultural exports to Colombia were valued at $3.7 billion.

Imports of Consumer-Oriented Products: In 2022, Colombian imports of consumer-oriented products from all suppliers increased 20 percent to $2.8 billion due to economic growth. In 2022, Colombian imports from the United States grew 8 percent to $849 million, followed by Chile ($335 million) and Mexico ($297 million). Consumer-oriented products account for 26 percent of U.S. food and agricultural exports to Colombia.

Top Sources of 2022 Colombian Imports of Consumer-Oriented Agricultural Products



Source: Trade Data Monitor

Food Processing Industry: Colombia is a net importer of many food ingredients, and a growing domestic demand for healthier snacks is creating opportunities for U.S. imports. The Colombian fats and oils sector imports unrefined soybean oil and other oilseeds to meet industrial demand. The milling, bakery, and starches sectors have benefited from innovation in flavors and healthier ingredients. Food Processing Industry GAIN report

Food Retail Industry: In 2022, Colombia's retail sector grew, supported by strong household consumption. The market share of E-commerce continues to grow thanks to Colombia's rapid digital adoption, moving retailers to develop online sales channels, and strengthening applications already present in the market such as Rappi and Merqueo. Retail Foods GAIN report

Food Service Industry: In 2022, food service sales grew by 24 percent, benefiting from tax exemptions and recovery after low sales in 2020 and 2021. However, these benefits have now ended and higher taxes and inflation have hampered further growth in food service sales. Food Service GAIN Report

Population: 51.6 million (2022)
GDP: $342.92 billion (2022)
GDP per capita: $6,644 (2022)

Top 10 Consumer-Oriented Products Imported by Colombia from the World (millions of dollars)

Description	2021	2022	Change
Dairy products	$283	$397	40%
Pork & pork products	$301	$314	4%
Soup & food preparations	$257	$302	18%
Distilled spirits	$158	$201	27%
Processed vegetables	$140	$198	42%
Fresh fruit	$168	$180	7%
Bakery goods, cereals, pasta	$115	$148	28%
Tobacco	$106	$121	13%
Dog & cat food	$89	$118	32%
Poultry meat and products (exc. eggs)	$122	$110	-10%

Source: Trade Data Monitor

Strengths/Weaknesses/Opportunities/Challenges for Colombian Market

Strengths	Weaknesses
Diverse retail market Decentralized country Four ports	Deficient infrastructure Political and economic uncertainty
Opportunities	**Challenges**
Growing middle class Growing demand for consumer-oriented products	New nutritional regulations (including health taxes) Peso depreciation

Top Hotels	Top Restaurants
Hoteles Decameron	Frisby
Hoteles Estelar	Hamburguesas El Corral
Tour Vacation Hoteles Azul	Arcos Dorados Colombia
Top Retailers	**Top Food Manufacturers**
Grupo Exito	Grupo Nutresa
D1	Colanta
Alkosto	Alpina

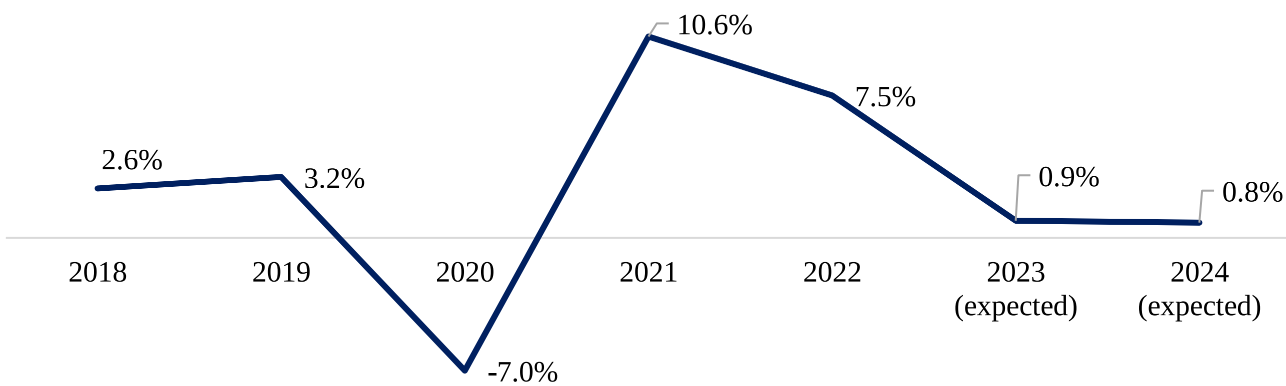
Sources: Trade Data Monitor, World Bank, GATS, Euromonitor, DANE, IMF, various online sources. For additional information, contact agbogota@usda.gov

SECTION I: MARKET OVERVIEW

Colombia is the leading destination for U.S. agricultural exports to South America. In 2022, U.S. agricultural exports to Colombia reached $3.7 billion, ranking as the tenth largest global destination. Top U.S. agricultural exports in 2022 included corn, soybean products, pork, and wheat. Top competitors to U.S. agricultural exports in Colombia are China, the European Union, Brazil, and Mexico. Since the U.S.-Colombia Trade Promotion Agreement (CTPA) was implemented in 2012, U.S. agricultural exports have grown by 236 percent. The CTPA immediately removed 88 percent of all agricultural tariff lines, accounting for more than 64 percent of current trade by value, and all remaining tariffs will phase out by 2030. This has helped the United States earn its role as the top supplier of agricultural exports to the country.

Demand in Colombia is also growing. According to the Colombian Department of Statistics (DANE), Colombia's gross domestic product (GDP) increased 7.5 percent in 2022. However, the Colombian Central Bank (Banrep) predicts that the Colombian economy will slow in 2023, reaching an expected 0.9 percent GDP growth and 0.8 percent in 2024. This is resulting from lower private consumption levels, high interest rates, and general uncertainty due to changes in labor and pension systems.

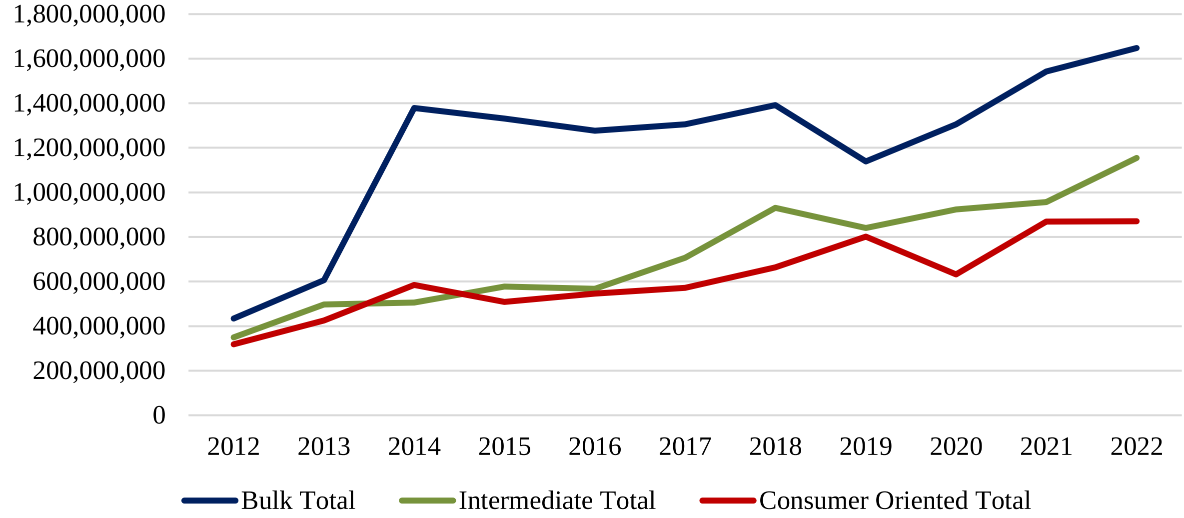
Graph 1: Colombian Annual GDP Growth (%), 2018-2024



Source: DANE and Central Bank

While the United States is a major supplier of bulk commodities and intermediate products to Colombia's domestic processing and livestock industries, consumer-oriented product exports to Colombia are steadily growing. In 2022, U.S. exports of consumer-oriented products reached $871 million, a 31 percent growth over the past five years. The top exports under this category include pork products, dairy, poultry products, dog and cat food, and food preparations. In 2022, the United States had record exports to Colombia in beef, dog and cat food, dairy, and seafood.

Graph 2: U.S. Agricultural Exports to Colombia by Product Category, 2012-2022 (USD)



Data source: USDA GATS

Key Demographic Trends

Colombia is the third most populous country in Latin America with 52 million inhabitants. The main demographic trends stimulating changes in lifestyles and eating patterns include:

- **Upward urbanization**: 82 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 which include Bogota, Medellin, Cali, Barranquilla, and Cartagena.
- **Middle-class recovery**: Following the COVID-19 pandemic, the middle-class is slowly reaching pre-pandemic levels. DANE estimates that almost 40 percent of population belongs to the middle-class.
- **Aging population**: Birth rates are dropping and life expectancy is increasing. It is expected that 20 percent of the Colombian population will be over 60 years old by 2035. Fertility rates are continuing to decline, from 2.96 children per woman in 1990 to 1.7 in 2022.
- **Smaller households**: In Bogota, the average household was 3.1 members in 2019, and it is forecasted to be only 2.2 members by 2050. In 2022, 18 percent of households were single-person households.
- **Growing female labor participation**: Urban households in Colombia are increasingly becoming dual income, fueling demand for increased convenience in shopping and processed food products that require less preparation.
- **Venezuelan immigration**: The Colombian government estimates that 2.5 million Venezuelans live in Colombia, leading to a higher demand for staple foods such as dry beans, pulses, rice, and corn flour.

Key Consumer Trends

Consumer expenditures have rebounded in recent years following Colombia's economic recovery. However, increasing inflation and lower GDP growth are placing increasing pressure on prices. The main consumer trends stimulating changes in lifestyles and eating patterns include:

- **Higher price sensitivity**: Increased product price sensitivity among consumers has created an opportunity for in-house/store brands to gain popularity, as they tend to be cheaper than other labels. Store brands, also known as "private labels," are particularly relevant for milk, vegetable oil, and rice. Private label consumption grew 32 percent in the first semester of 2023, representing 42 percent of retailer sales.
- **Increasing health and environmental awareness**: Colombian consumers are caring more about the health and environmental impacts of the products they consume, translating into opportunities for healthy and sustainable food products. Colombians tend to look for a healthier version of products they are familiar with, such as bread and snacks, and also pay attention to innovation that means less environmental impact, such as eco-friendly packaging. Preference for high-protein and calcium content products has bolstered demand for meat and dairy products. Pork, poultry, fish, and cheese per capita consumption have grown in recent years.
- **E-commerce cements role in economy**: E-commerce transactions grew 22 percent in 2022 in Colombia and are likely to continue growing in coming years, consolidating e-commerce as an important player in the economy. While infrastructure challenges remain, retailers and restaurants are rapidly developing online sales channels and strengthening integration with applications already present in the market, including Rappi and Merqueo.
- **Higher interest in plant-based options**: 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. A recent survey by a regional vegetarian organization concluded that the plant-based protein market will expand 66 percent in 2023.

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.

Table 1: Advantages and Challenges for U.S. Exporters Entering the Colombian Market

Advantages	Challenges
CTPA provides preferential product treatment for many U.S. 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 still relatively low; for example, bread consumption is only 22 kg per year, lower than 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.	Colombian peso fluctuation affects U.S. export competitiveness.
Growing tourism increases demand for raw materials and ingredients.	There is a cultural perception that frozen products are unhealthy and lack quality.
Growing urbanization is stimulating new consumer trends and an increase in consumption of processed foods.	Internal transportation costs from ports of entry are high due to poor infrastructure.
There is an expanding market for healthy and organic	Cold chain is deficient and increases logistical costs.

products.	
U.S. food suppliers and manufacturers have a positive reputation for food safety, availability, quality, and delivery.	New nutritional regulations released by the Ministry of Health are creating additional burdens on regulatory compliance, including front of pack labeling rules and sodium content requirements.

SECTION II: EXPORTER BUSINESS TIPS

Any U.S. exporter entering the Colombian market should understand customer needs, purchasing preferences, and Colombian standards and regulations, especially to avoid clearance delays at ports of entry. Recommendations to consider before entering the Colombian market include:

- 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.).
- Participate in local trade and promotion shows, as well as food festivals, such as Agroexpo, Alimentec, Expovinos, SaborBarranquilla, and Expo IAlimentos.
- 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 who often attend these shows.
- 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.
- Support importers with promotional campaigns, providing up-to-date content about the company and the product, high-quality footage, and promotional material.
- Keep monitoring consumer tastes and trends to adapt the marketing campaign when needed.

For more information on doing business in Colombia, see Colombia Country Commercial Guide.

Local Business Customs and Trends

Colombians are open to meeting foreigners and U.S. citizens are generally 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 counterparts before making business decisions. 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."

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 governmental 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.

Labeling Requirements: Nutritional information in packaged food must be provided in Spanish either on the label or, under certain circumstances, on an authorized sticker/label affixed to the product. Whenever the label on the imported product is written in a language other than Spanish, an additional label can be used to provide required information. However, INVIMA will require original labels that, at the very least, include expiration date and lot number.

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

Tariffs and Trade Agreements: The CTPA entered into force in May 2012. This comprehensive trade agreement eliminated tariffs and other barriers to goods and services. Over 80 percent of U.S. exports of consumer and industrial products to Colombia have become duty-free and remaining tariffs will be eliminated during the first 15 years of the agreement implementation, except for rice (19 years) and poultry (18 years) that will continue paying out-of-quota duty until 2030 and 2029, respectively. 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 Export Trading Companies, 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, see Section 2 of the 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.

However, the Colombian government does not provide patent protection for new use of previously known or patented products. For more information on import regulations and procedures, see FAIRS Annual Country GAIN Report.

SECTION IV: MARKET SECTOR STRUCTURE AND TRENDS

Colombia is a fast-growing market for value-added food products and there is major room to grow U.S. market share. Healthy food products are a new trend, and retailers are searching for the best suppliers. Eggs and egg products, dog and cat food, distilled spirits, beef and beef products, and fresh vegetables represent major export opportunities for U.S. food products to Colombia, based on 2018 to 2022 Colombian import growth rates.

Table 2: Top Consumer-Oriented Exports Imported by Colombia, 2022

Product Description	Total Imports (millions USD)	U.S. market share
Dairy products	$397	42%
Pork and pork products	$314	79%
Food preparations	$302	18%
Distilled spirits	$201	6%
Processed vegetables	$198	11%
Fresh fruit	$180	6%
Bakery goods, cereals, and pasta	$148	12%
Dog and cat food	$118	47%
Poultry products	$110	95%

Source: TDM, GATS

Table 3: Key Export Opportunities for Consumer-Oriented Products to Colombia Based on Five-Year Import Growth

Product Category	5-Year Avg. Annual Import Growth	Key Constraints on Market Development/Expansion	Market Attractiveness for United States
Eggs & Products	37%	Strong competition from Peru (dried yolks, eggs for incubation, and dried bird eggs)	Growing demand from the food industry and Colombia is a net importer of many food ingredients
Dog & Cat Food	34%	U.S. brands tend to be specialized and more expensive	Growing pet ownership rates and increasing interest in pet food with nutritional benefits
Distilled Spirits	29%	Preference for Scottish whisky and lack of knowledge about U.S. bourbon and its versatility	Income shifts, urbanization, and growing interest among women and millennials in cocktails
Beef & Beef Products	21%	Growing competition from Argentina and Uruguay and lack of product knowledge about product origin, handling, cuts, and grades	Willingness to pay higher prices for high-quality beef, high-protein cuts such as livers are appreciated for healthy diets, and growing demand for offals from the food industry
Fresh Vegetables	20%	Strong competition from China (garlic) and Peru (onions and asparagus)	Weak local production structure and growing demand for fresh vegetables

Source: TDM

Retail Sector
In 2022, Colombia's retail sector grew, supported by strong household consumption. The market share of hard discounters continues to expand, and it is estimated that 80 percent of Colombian households buy at least one product in discount stores. E-commerce also continues to grow, thanks to Colombia's rapid digital adoption, moving retailers to develop online sales channels, and strengthening applications already present in the market, such as Rappi. 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 most preferred by Colombian consumers when buying online.

While e-commerce has skyrocketed, traditional retail outlets are still the most common shopping format in Colombia, preferred due to their proximity, convenience, and product portfolio and services. 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, Jerónimo Martins (ARA), and Cencosud.

Table 4: Largest Food Retailers in Colombia in 2022

Retailer	Sales (USD million) 2022	Number of Outlets 2022
Grupo Éxito	$3,386	515
Koba Colombia (D1)	$3,292	2,200
Alkosto	$2,610	18
Olímpica	$2,046	876
Jerónimo Martins (ARA)	$1,834	402
Cencosud	$1,097	140

Source: Specialized magazines and company websites

Food Service Sector
In 2022, Colombian GDP for lodging and restaurants grew 16 percent compared to 2021 and 20 percent compared to 2019, consolidating its share of Colombia's economic activity at 5 percent. In 2022, food service sales grew by 24 percent. The HRI sector in Colombia consists of 113,000 restaurants, cafés, bars, cafeterias, and kiosks, and 10,000 hotels. Urbanization, a growing number of shopping malls and food courts, increasing dual income households, higher participation of women in the labor force, and a growing flow of tourists are major drivers of the current HRI expansion in Colombia.

The convenience of fast-food restaurants supports dual income, working households that have little time to prepare traditional meals on a moderate income. There is a growing affinity for fast casual restaurants where consumers 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. The largest operators are Hoteles Decameron, Hoteles Estelar, and Tour

Vacation. High-end restaurants, clubs, and international chain hotels have increased demand for specialty foods and alcoholic beverages, while fast and street food restaurants look for frozen vegetables and chips.

Food Processing Ingredients Sector

The Colombian food and beverage industry production represents 27 percent of the country´s total manufacturing by value. Colombia is a net importer of many food ingredients. The domestic fats and oils sector imports unrefined soybean oil and other oil seeds to meet industrial demand. 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. Distribution channels have become more efficient with the increased presence of foreign competitors. The food processing sector is highly interested in sourcing healthier ingredients to respond to consumer preferences for low fat/sugar/sodium food products. The recent implementation of Colombia's "healthy tax" over processed foods and beverages with high contents of sugar, saturated fats, and/or sodium is leading local industry to reformulate products and search out new suppliers.

Competition

U.S. competitors for raw materials include MERCOSUR, Canada, and the European Union. These countries/markets have free trade agreements with Colombia. For consumer-oriented products specifically, the European Union, Chile, Mexico, and Brazil are major competitors. Colombian consumers have become increasingly conscious of the source of their food. This change encourages consumers to purchase products made domestically and that improve connections with local communities.

For more information, please see Food Processing Ingredients GAIN Report, Food Service - HRI GAIN Report and the Food Retail Industry GAIN Report

SECTION V: AGRICULTURAL AND FOOD IMPORTS

Colombia is a fast-growing market for value-added food products. Surveyed retailers and food importers feel 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. Products with high potential for U.S. exporters include fresh fruit, dog and cat food, distilled spirits, beef and beef products, processed vegetables, seafood, dairy products, pork and pork products, and tree nuts.

Table 5: Agricultural and Food Import Statistics

	COLOMBIAN AG AND FOOD IMPORT STATS							U.S. MARKET SHARE						
	COLOMBIAN AG AND FOOD IMPORT STATS					Jan-Sept		U.S. MARKET SHARE					Jan-Sept	
	2018	2019	2020	2021	2022	2022	2023	2018	2019	2020	2021	2022	2022	2023
TOTAL AG AND FOOD IMPORTS	**$ 6,001**	**$ 6,117**	**$ 6,114**	**$ 7,698**	**$ 9,856**	**$ 7,506**	**$ 6,451**	**48%**	**44%**	**47%**	**42%**	**38%**	**43%**	**41%**
TOTAL BULK	$ 1,981	$ 2,092	$ 2,179	$ 2,861	$ 4,120	$ 3,103	$ 2,481	67%	55%	60%	54%	42%	52%	43%
Corn	$ 915	$ 1,034	$ 1,077	$ 1,539	$ 2,012	$ 1,534	$ 1,306	97%	67%	84%	70%	50%	64%	54%
Wheat	$ 391	$ 421	$ 435	$ 594	$ 838	$ 617	$ 431	24%	32%	28%	29%	32%	39%	21%
Coffee, Unroasted	$ 90	$ 69	$ 95	$ 190	$ 453	$ 298	$ 194	0%	0%	0%	0%	0%	0%	0%
Soybeans	$ 237	$ 215	$ 182	$ 235	$ 303	$ 267	$ 220	100%	100%	100%	100%	100%	100%	87%
Pulses	$ 95	$ 96	$ 116	$ 109	$ 171	$ 123	$ 122	18%	19%	19%	25%	14%	14%	18%
Coarse Grains (ex. corn)	$ 91	$ 90	$ 85	$ 98	$ 123	$ 92	$ 102	5%	0%	0%	0%	0%	0%	0%
Rice	$ 65	$ 93	$ 129	$ 16	$ 111	$ 86	$ 65	71%	59%	50%	32%	64%	68%	89%
Cotton	$ 47	$ 25	$ 21	$ 33	$ 48	$ 41	$ 2	90%	87%	46%	23%	86%	85%	83%
Peanuts	$ 21	$ 22	$ 22	$ 26	$ 32	$ 25	$ 20	30%	24%	24%	15%	13%	15%	8%
Other Bulk Commodities	$ 9	$ 11	$ 10	$ 14	$ 16	$ 13	$ 9	6%	13%	11%	8%	4%	5%	6%
Oilseeds NESOI	$ 5	$ 6	$ 7	$ 7	$ 11	$ 8	$ 9	17%	20%	15%	13%	11%	12%	21%
Tobacco	$ 12	$ 8	$ 0	$ 0	$ 1	$ 1	$ 1	0%	3%	0%	0%	0%	0%	0%
Cocoa Beans	$ 1	$ 1	$ 0	$ 0	$ 1	$ 0	$ 0	0%	0%	0%	0%	0%	0%	0%
Rapeseed	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ -	1%	0%	1%	0%	0%	0%	0%
TOTAL INTERMEDIATE	$ 1,939	$ 1,933	$ 2,019	$ 2,459	$ 2,894	$ 2,295	$ 2,018	47%	44%	48%	38%	42%	43%	49%
Soybean meal	$ 542	$ 512	$ 543	$ 700	$ 887	$ 724	$ 686	87%	81%	91%	73%	85%	85%	89%
Soybean Oil	$ 256	$ 236	$ 275	$ 381	$ 431	$ 358	$ 210	35%	19%	38%	10%	12%	14%	4%
Other Feeds & Fodders	$ 205	$ 206	$ 206	$ 256	$ 285	$ 224	$ 200	52%	52%	51%	55%	51%	52%	50%
Vegetable Oils NESOI	$ 104	$ 99	$ 111	$ 169	$ 186	$ 142	$ 99	21%	25%	19%	9%	4%	4%	6%
Sugars & Sweeteners	$ 63	$ 124	$ 134	$ 128	$ 175	$ 127	$ 132	9%	6%	6%	7%	7%	6%	5%
Palm Oil	$ 214	$ 147	$ 159	$ 173	$ 170	$ 144	$ 82	0%	0%	0%	0%	0%	0%	0%
Essential Oils	$ 105	$ 113	$ 93	$ 109	$ 117	$ 85	$ 75	9%	11%	13%	13%	14%	15%	13%
Distillers Grains	$ 46	$ 47	$ 45	$ 74	$ 110	$ 87	$ 90	100%	92%	100%	98%	100%	100%	100%
Planting Seeds	$ 61	$ 65	$ 68	$ 87	$ 99	$ 78	$ 75	14%	16%	14%	12%	12%	12%	10%
Other Intermediate Products	$ 56	$ 54	$ 53	$ 69	$ 98	$ 73	$ 56	15%	16%	15%	12%	12%	12%	14%
Milled Grains & Products	$ 44	$ 57	$ 59	$ 74	$ 87	$ 64	$ 55	20%	14%	5%	6%	7%	7%	5%
Dextrins, Peptones, & Proteins	$ 50	$ 55	$ 49	$ 60	$ 78	$ 61	$ 47	57%	55%	44%	34%	31%	31%	35%
Ethanol, incl. bev.	$ 135	$ 164	$ 162	$ 93	$ 69	$ 53	$ 139	72%	78%	75%	81%	79%	82%	93%
Industrial Alcohols & Fatty Acids	$ 32	$ 27	$ 30	$ 38	$ 55	$ 44	$ 27	30%	20%	18%	16%	12%	13%	16%
Live Animals	$ 15	$ 18	$ 19	$ 19	$ 23	$ 17	$ 18	6%	7%	4%	3%	7%	3%	3%
Animal Fats	$ 10	$ 8	$ 7	$ 15	$ 11	$ 8	$ 9	70%	59%	48%	32%	5%	6%	4%
Oilseed Meal/Cake (ex. soybean)	$ 2	$ 0	$ 6	$ 12	$ 10	$ 5	$ 16	14%	79%	5%	6%	11%	16%	5%
Hides & Skins	$ 0	$ 0	$ 0	$ 2	$ 4	$ 3	$ 3	34%	100%	12%	2%	18%	18%	10%
Hay	$ 0	$ 0	$ 0	$ 0	$ -	$ -	$ 0	0%	0%	0%	0%	0%	0%	0%
TOTAL CONSUMER-ORIENTED PRODUCTS	$ 2,081	$ 2,093	$ 1,916	$ 2,378	$ 2,841	$ 2,107	$ 1,952	30%	34%	32%	33%	30%	30%	28%
Dairy Products	$ 206	$ 244	$ 284	$ 283	$ 397	$ 323	$ 269	28%	40%	40%	39%	37%	38%	42%
Pork & Pork Products	$ 226	$ 236	$ 158	$ 301	$ 314	$ 231	$ 219	91%	91%	92%	80%	77%	77%	73%
Soup & Other Food Preparations	$ 256	$ 279	$ 224	$ 257	$ 302	$ 227	$ 217	23%	26%	27%	27%	25%	24%	23%
Distilled Spirits	$ 83	$ 101	$ 95	$ 158	$ 201	$ 144	$ 141	4%	5%	3%	2%	4%	5%	4%
Processed Vegetables	$ 103	$ 112	$ 107	$ 140	$ 198	$ 148	$ 143	25%	23%	21%	20%	15%	15%	10%
Fresh Fruit	$ 164	$ 165	$ 162	$ 168	$ 180	$ 134	$ 134	10%	7%	11%	8%	5%	5%	5%
Bakery Goods, Cereals, & Pasta	$ 107	$ 118	$ 109	$ 115	$ 148	$ 112	$ 97	21%	18%	15%	15%	10%	10%	8%
Mfg. Tobacco	$ 59	$ 84	$ 108	$ 106	$ 121	$ 82	$ 77	0%	0%	0%	0%	0%	0%	0%
Dog & Cat Food	$ 44	$ 50	$ 64	$ 89	$ 118	$ 83	$ 74	60%	56%	49%	46%	44%	42%	42%
Poultry Meat & Prods. (ex. eggs)	$ 87	$ 114	$ 90	$ 122	$ 110	$ 75	$ 57	87%	88%	87%	86%	86%	85%	95%
Wine & Related Products	$ 57	$ 67	$ 71	$ 79	$ 105	$ 76	$ 55	3%	2%	2%	2%	2%	1%	2%
Processed Fruit	$ 70	$ 68	$ 56	$ 66	$ 79	$ 55	$ 46	16%	18%	21%	21%	16%	17%	17%
Chocolate & Cocoa Products	$ 57	$ 60	$ 56	$ 66	$ 71	$ 54	$ 48	30%	29%	28%	26%	24%	26%	25%
Nursery Products & Cut Flowers	$ 33	$ 32	$ 34	$ 54	$ 60	$ 45	$ 48	6%	3%	1%	2%	3%	3%	1%
Condiments & Sauces	$ 38	$ 42	$ 41	$ 54	$ 57	$ 43	$ 42	49%	48%	43%	45%	45%	45%	42%
Beef & Beef Products	$ 26	$ 32	$ 26	$ 45	$ 54	$ 41	$ 38	76%	78%	70%	78%	81%	83%	68%
Fresh Vegetables	$ 24	$ 35	$ 38	$ 41	$ 48	$ 33	$ 39	1%	0%	0%	0%	0%	0%	0%
Non-Alcoholic Bev. (ex. juices, coffee, tea)	$ 196	$ 30	$ 33	$ 43	$ 48	$ 33	$ 33	5%	34%	44%	50%	42%	46%	45%
Tree Nuts	$ 35	$ 33	$ 34	$ 38	$ 42	$ 32	$ 24	63%	70%	75%	67%	72%	73%	67%
Chewing Gum & Candy	$ 34	$ 36	$ 25	$ 30	$ 42	$ 31	$ 30	10%	9%	8%	9%	7%	7%	8%
Coffee, Roasted and Extracts	$ 23	$ 29	$ 26	$ 28	$ 41	$ 31	$ 33	3%	2%	2%	3%	2%	2%	2%
Beer	$ 93	$ 68	$ 24	$ 35	$ 34	$ 21	$ 41	3%	1%	1%	8%	10%	13%	2%
Spices	$ 22	$ 19	$ 22	$ 23	$ 24	$ 18	$ 15	10%	10%	9%	14%	11%	12%	15%
Meat Products NESOI	$ 13	$ 13	$ 10	$ 12	$ 14	$ 10	$ 9	52%	55%	45%	53%	48%	51%	56%
Fruit & Vegetable Juices	$ 11	$ 12	$ 7	$ 11	$ 12	$ 9	$ 8	20%	18%	23%	14%	7%	6%	4%
Eggs & Products	$ 4	$ 4	$ 4	$ 4	$ 10	$ 8	$ 9	17%	34%	20%	29%	12%	16%	3%
Tea	$ 10	$ 10	$ 8	$ 10	$ 9	$ 7	$ 6	27%	30%	36%	32%	36%	34%	36%

Source: Trade Data Monitor

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: (57-1) 275-4622 e-mail : AgBogota@fas.usda.gov	U.S. Embassy, Bogotá, Colombia Phone: (57-1) 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) Edilberto Brito Deputy Manager Animal Health Protection Tel. +57-601-7563030 ext. 3201 e-mail: subgerencia.animal@ica.gov.co Alberto Rosero 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

Attachments:

No Attachments