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Global Agricultural Information Network

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Nicaragua

Exporter Guide

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Report Highlights:

This report is a general review of the Nicaraguan market (focused on food retail, food service, and food processing sectors) and its opportunities for consumer-oriented food and beverages and edible fishery products. Report includes business practices, local standards, regulations and procedures and identifies best high-value prospects.

Post:
Managua

SECTION I. MARKET OVERVIEW

The Nicaraguan macro-economy remains stable and economic growth has been constant. Foreign direct investment and trade have shown improvement in recent years. The GDP in 2014 was US\$ 11.8 billion, with a real GDP growth of 4.7 percent. Per capita income is approximately US\$ 1,904. Price inflation increased from 5.7 percent in 2013 to 6.5 percent in 2014. Food and beverage prices alone were the principal cause of this increase. The Nicaraguan economy's principal sector is agriculture. It accounts for about 15.4 percent of the GDP and almost three-fourths of Nicaragua's exports. However, locally produced food is not sufficient to supply local demand, especially demand of processed foods. Most families in the rural areas depend on subsistence farming and agricultural activities, while families in the urban areas base their diets on imported processed foods.

Nicaragua's population reached 6.1 million in 2014. Fifty-one percent is female and 49 percent is male. It is a country of young people; approximately 76 percent of the population is less than 39 years old. The Nicaraguan population grows at an annual rate of 1.22 percent. Life expectancy for Nicaraguans is near 75 years. As a workforce, Nicaragua's population is characterized as predominantly young. As a market, it is a young market that offers opportunities for consumer-oriented and intermediate products. This is mainly because the industrial sector is not developed and does not satisfy domestic demand. Consumer-oriented products are attractive to the young and rising middle class segment. Consumption of processed foods, like sweetened-flavored soft drinks, processed sweets and snacks have grown in urban areas. This is related to consumer habits. The Nicaraguan diet is high on carbohydrates but low on proteins, vegetables and fruits. More than 65 percent of the local population's daily calories are derived from carbohydrates.

Distribution of wealth inequality and disparity of household consumption levels are significant. Nicaragua's Gini Coefficient is 0.35 (where 0 is the absolute equality and 1 is absolute inequality). The 80-20 rule very much applies to describe the Nicaraguan market. Twenty percent of the population or less own 80 percent of the nation's wealth and 80 percent of the population barely own 20 percent of the wealth. This results in limited purchasing power for most consumers. Statistics from the International Fund for Agricultural Development (IFAD) and the International Foundation for Economic Challenges Globally (FIDEG Nicaragua), approximately 40-42 percent of the Nicaraguan population lives in poverty, and 15 percent live in extreme poverty. The Nicaraguan Central Bank (BCN) published that the poverty rate in Nicaragua decreased from 42.9 percent in 2009 to 29.6 percent in 2014. Among the rural population, the overall poverty rate is 63 percent with 27 percent living in extreme poverty.

General perspective of marketing opportunities for high value consumer foods/beverages and edible fishery products

Nicaragua's imports of consumer-oriented products increased from US\$ 1.8 billion in 2013 to US\$ 1.9 billion in 2014, where food products made up for 30 percent of the imports. The main exporters of consumer-oriented products to Nicaragua are the United States, Mexico, Costa Rica and Guatemala. For food and beverages specifically, the Central American countries play an important role. Asia is increasing its exports of multiple consumer-oriented products, but their exports are not limited to foods.

The food retail, food service, and food processing sectors are growing. Supermarket chains have

expanded and modernized. The number of restaurants has grown due to an increase in tourism. Nicaragua offers business opportunities in the tourism sector that are enhanced by attractive tax incentives. In comparison with other Central American countries, Nicaragua's processed food sector is very limited. This may be considered an opportunity for exporters as well as investors. Nicaragua offers good opportunities for consumer-oriented products, primarily food preparations, non-alcoholic beverages (sweetened and flavored), snacks (including cookies and wafers) and sweets, breakfast cereals and pastries.

Shrimp production (farm and sea), lobster, and fish make up the fisheries production, which is mostly exported. Processed food, beverages (alcoholic and non-alcoholic) and tobacco are the primary activities that make up the 51 percent of the manufacturing sector in Nicaragua. Nicaragua offers good opportunities for products that are not of high-volume local production. Among the fisheries prospects are canned seafood products (tuna and sardines) for retail and fresh salmon, clams, mussels, and calamari for the HRI sector.

Overall business climate

According to ProNicaragua, the official business promotion agency, Nicaragua has managed to improve its business climate through successful interventions in the simplification of procedures in the state apparatus. The World Economic Forum's Global Competitive Index for 2014-2015 ranked Nicaragua 99 out of 144 countries. In 2014, there were US\$ 1.43 billion in attracted foreign investment. This was a new record for the country, surpassing the previous mark achieved in 2013 of US\$ 1.39 billion.

Partnerships between U.S. and Nicaraguan businesses are common. U.S. companies seeking agents, distributors, or partners in Nicaragua can request export assistance from the U.S. Commercial Service, through an International Partner Search, Gold Key Service, or a Contact List through their nearest U.S. Export Assistance Center or the Economic/Commercial Section of the U.S. Embassy in Managua. In some cases, organizations such as the Nicaraguan Export and Investment Center (CEI), ProNicaragua, the American Chamber of Commerce of Nicaragua (AMCHAM), and the Chamber of Commerce of Nicaragua (CACONIC) may provide additional information on potential business partners.

The Nicaraguan Ministry of Development, Industry and Trade's (MIFIC) mission is to promote policies for sustainable economic growth and to help improve private sector competitiveness. MIFIC's institutional strategy is to promote integration into the international economy through the negotiation and administration of international agreements in the field of trade and investment.

Key aspects of doing business in the country

The Civil and Commercial Codes provide the required legislative framework for the operations of a private company in Nicaragua. Nicaragua's Commercial Code governs the establishment of joint ventures, licensing arrangements, general and limited partnerships, and corporations. Law number 80 passed in 1990 and the subsequent regulations of 1999 set stipulations on public registry for partnerships, properties, and commercial transactions.

Partnerships or capital companies are registered in the Property Public Registry and Commercial Register (managed by MIFIC); the government will guarantee legal protection. The Government of Nicaragua operates a One-Stop Shop for Investment (VUI) within the Ministry of Development, Industry and Trade to streamline investment and business licensing. In general terms, to incorporate and

register a company in Nicaragua, the following steps must be taken: 1) Draft Act of Incorporation, 2) Register at the Public Registry Office, 3) Register as Tax Payer and request a Municipal License. Registering a business is a relatively straightforward process. Foreign investors with investments above US\$ 30 thousand can register at the Ministry of Development, Industry and Trade (MIFIC) and obtain a foreign investor certificate, which is useful when applying for the Nicaraguan residency and for validating investment made in the country.

The Ministry of Finance and Public Credit (MHCP) regulates taxation and fiscal policy and the administration and collection of national taxes is entrusted to the General Revenue Department (DGI). The Taxpayer Registration Number, known as RUC grants individuals and companies the status of taxpayers to pay taxes to the government. It is issued by the General Revenue Department (DGI) and the Treasury Department. It is recommended to seek legal counsel before initiating the process of incorporating and registering a company in Nicaragua, in order to ensure that all documentation is prepared properly and to avoid inconveniences and setbacks.

Advantages and Challenges

Advantages	Challenges	Opportunities
Nicaraguan Importers trust the quality and wholesomeness of U.S. consumer-oriented products	Inflation in food and beverage prices has increased significantly.	Existing Intermediary business with solid market knowledge and established distribution channels.
U.S. food products have excellent marketing presentation.	Some U.S. products are more expensive than substitute products available in Central America.	HRI Sector growth as a result of policies for tourism and investment growth.
Freight costs and contracts from the U.S. are lower for small markets such as Nicaragua.	Non-tariff barriers (SPS) with local customs especially for dairy and frozen meats products. In some cases shipments may experience arbitrary delays from customs agents.	CAFTA-DR has provided market opportunities for U.S. exports to Nicaragua. The treaty has also provided opportunities for Nicaraguan exports to the United States, especially for meat, dairy, seafood, agricultural produce and processed foods
Reduced tariff rates under the CAFTA-DR trade agreement.	Process of registering a product in Nicaragua can take between three to six months due to the limited capacity of the Ministries of Agriculture and Health.	Expansion of the Supermarket chains. Consumer demands for new innovative products, especially healthy products.
	Nicaragua does not have a port in the Atlantic, only one port in the Pacific. This forces businesses to bring in products through ports in Honduras and Costa Rica or via the Panama Canal. Central American roads may be dangerous and	There is a Law for the Promotion of Foreign Investment with incentives such as: freedom to expatriate all capital and profits, no minimum amount for investment, protection of intellectual property rights, patents and brands, and

	custom's processes at the border are slow. This may result in costs increase.	alternative resolutions methods for contractual disputes.
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SECTION II. EXPORTER BUSINESS TIPS

Local business customs

Importers must be registered as taxpayers. Once they have their taxpayer registration number (RUC), they must also register it with the Nicaraguan Customs Authority (DGA), Legal Affairs Division, where importers must present proof of fiscal solvency on a monthly basis. The Nicaraguan Customs Authority (DGA) maintains an online database of import tariffs known as *Sistemas Arancelario Centroamericano (SAC)*, including tariffs applicable under CAFTA-DR. As a member of the Central American Common Market (CACM), Nicaragua applies a harmonized external tariff on most items at a maximum of 15 percent with some exceptions. Approximately 95 percent of tariff lines are harmonized at this rate or lower.

Importers must present the following documents to the Nicaraguan Customs Authority (DGA):

- bill of lading
- packing list
- original invoice
- declaration of invoice authenticity
- permits issued by Nicaraguan authorities
- certificate of origin (to determine applicability of CAFTA-DR and other trade agreements)

Importers usually hire custom broker's services to expedite the procedures with the Nicaraguan Customs Authority (DGA). The paperwork can be slow and businesses benefit from the expertise and existing working relationships these agents have.

Food standards and regulations

Exporters must conduct the following key steps before shipping to Nicaragua: 1) Ensure that the food products are registered at the Ministry of Health (MINSA), 2) have the importer request a permit from MINSA for the importation, 3) make sure to present a copy of the commercial invoice, sanitary certificate and certificate of origin at the border.

MINSA regulates processed food registration. The Direction of Food Control requires a certificate of free sale and a certificate of chemical analysis. To register food products, the petitioner must present a certificate of free sale issued in the country of origin by the competent government sanitary authorities. Food products must have a current sanitary registry in the country of origin. Registration is valid for five years and can be renewed thirty days prior to the expiration date by presenting all the requirements listed above. All documents presented in English must be translated into Spanish. Once MINSA registers a product, it will issue a certificate of free sale for mass distribution in Nicaragua. The registration process takes on average twenty-one days when all the required documents are presented.

There are two basic laws that authorize these ministries to supervise food imports: Basic law of Animal

and Plant Health (Law No. 291), whose main objective is to prevent the propagation of pests and diseases, and the General Law of Health (Law No. 423), which covers all aspects related to human health, including food safety aspects of processed food imports. MAGFOR's General Division of Animal and Plant Health Protection (DGPSA) is the entity responsible of implementing law 291 while MINSA implements Law 423.

Law 842 on the Protection of Consumer Rights now establishes that products must also have labels in Spanish. Products commercialized in the Autonomous Region of the Atlantic must have labels in Miskito language. This law also requires local food retailers not to sell expired products and imposes high fines on establishments where expired products are found. Finally, this law prohibits the commercialization of products undergoing experimental phases.

Nicaragua is a member of the Central American Integration System (SICA). Under SICA, Nicaragua has adopted several Central American Technical Regulations (also known as RTCAs) related to import procedures and food safety. Among the new Central American regulations that have been adopted by Nicaragua are: Technical Regulation on Food Additives (RTCA. 67.04.54:10), Technical Regulation on General Labeling of Prepackaged Food Products (RTCA 67.01.07.10) and Technical Regulation on Nutritional Labeling of Prepackaged Food Products for human consumption older than 3 years (RTCA 67.01.60.10). According to the Central American Technical Regulation on General Labeling of Prepackaged Food Products (RTCA 67.01.07.10), that entered into effect in July 2012, all imported food products must also have labels in Spanish.

Nicaragua, as part of the Central American Customs Union, also signed the Central American Technical Regulation on "Nutritional Labeling of Prepackaged Food Products for Human Consumption for the Population Older than 3 Years." This regulation requires listing nutrients such as total fat, saturated fat, carbohydrates, sodium, protein and (quantitative or qualitative) energy value in the label of prepackaged food. Unlike the previous labels which only required listing the ingredients, the new labeling requirements must include nutritional value detailing portion size. It will apply to prepackaged food products that will be sold directly for human consumption in the Central American Region. Nicaragua does not have any general law on packaging and container requirements. Food service and warehouse type importers sell their products in larger size containers. Most retailers sell their products in sizes that are more convenient for consumers in terms of price and contents.

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

The following table shows the size (in US\$ value) of the top five sectors and the percentage of the total GDP.

Economic Sectors	% of the GDP
Agriculture, livestock, forestry and fishing	15.14
Trade, Hotels and Restaurants	14.52
Manufacturing industries	13.13
Business and professional services	12.13
Services provided by the government	9.67

Source: ProNicaragua Official Investment Agency.

HRI

The HRI sector offers good opportunities for sales. This sector has been growing constantly at an average of 5 to 7 percent in recent years.

About 85 percent of food service businesses import from the United States and about 10 percent from Asia. Within the HRI sector, 90 percent of the food service goes to the restaurants and about 10 percent goes to the hotels. The HRI sector is a strong customer of the local importers and distributors. They do not import directly, because of the low volume and because they'd rather build on the expertise of the importers and distributors. The largest hotels and restaurants have established working relationship with importers and very few times supply from the retail store. Smaller restaurants and hotels buy from the retail stores frequently.

Restaurants have largely grown due to the direct increase in both domestic and foreign tourism. There is a tendency for Nicaraguans from all economic levels to frequent restaurants as part of their social and family outings. Also the tourism government institution has strengthened its efforts to promote tourism internationally. Nicaragua has appeared in famous magazines over the last 3 years as one of the top destinations. According to daily newspaper La Prensa, there are over 11,970 hotel rooms in the main cities as of 2014. There are two segments of tourists traveling to Nicaragua; one seeks the "backpacker" experience and the second segment seeks a luxurious and exotic getaway at a fairly reasonable price. The first segment travels with a low budget and seeks affordable prices. The second segment has been historically reduced, but it is growing at the pace of new resorts construction and availability vacation rentals in the country. Per data from the Ministry of Tourism, the average tourist spends about 60 dollars per day in lodging, food and drinks. This creates the need for more hotels and restaurants to cater to this type of traveler. Owners often seek to reduce costs to maintain accessible prices and a fair quality of the products and services.

Food Retail

Supermarket chains have expanded in the country, especially those owned by Walmart (La Union, MaxiPali and Pali). There are 84 retail stores in Nicaragua: 8 La Union supermarkets located in Managua and in some main cities like Granada, Leon and Masaya, 65 Pali and 11 MaxiPali dispersed throughout the country. The Pali and MaxiPali are mid-range stores that target smaller cities (towns) and popular neighborhoods in Managua. Their customers seek quality at the lowest price before anything else and usually don't have a predominant preference over specific brands or products. La Union and La Colonia cater to a more upscale segment. These stores are often looking for new products to import and to learn about new trends.

La Colonia (Mantica Group) has 18 supermarkets in Managua and in some of the main cities. Five new stores were opened this year alone. There are two Pricesmart stores in Managua, one recently inaugurated in Carretera Masaya. Pricesmart is directed at medium and high income families who seek larger presentations (volume) at the benefit of saving and stocking up for their numerous family members. New convenience stores that cater to a segment with higher purchasing power such as Porta's, Stop and Go, and Economarket are becoming popular and are opening more establishments on the main entrances/exits to the city, especially in Carretera Masaya where there are many new residential developments.

More than 1,000 wholesalers and retailers (distributors) operate in Nicaragua. These have the capacity to reach many markets without the need of other intermediaries. They target both the modern supermarket chains and the traditional local markets. The expansion of the modern marketing channel exposes consumers to a greater variety of products. This means there is a higher demand of grocery items and that the purchasing habits show a trend towards more use of supermarkets. More Nicaraguans now visit the larger supermarkets looking for a wider variety of products from which to choose. Per M&R Consumer habits polls the following chart shows the percentage of the population that visit each location:

Location (English)	Percentage
Supermarket	82.60 %
Local Market	46 %
Convenience store	2.70 %
Small Convenience Store	14 %
Small Grocery or General Store	13.9 %

Source: Nivel Socio-Economic Polls by M&R Consultores.

Food Processing

The Nicaraguan industry has been growing over the last years at an annual rate of 5 to 8 percent. The industrial products processed in Nicaragua are mainly meats, sugar, cookies and crackers. The local supply of various food products, especially those in the consumer oriented groups is very limited. The Nicaraguan food industry is mostly involved in primary processing activities of local products for the export market. Very few snacks, chips, biscuits, and sugar confectionery are produced locally. This leaves good opportunities in the domestic market for foreign suppliers. Nicaraguan industries import high volumes of intermediate products such as additives and ingredients from foreign suppliers. The sector is still underdeveloped when compared with the rest of Central America.

The principal food products that make up the food industry in Nicaragua and their total growth from 2010 to 2014 are shown in the following chart:

Poultry meat	41%
Cattle meat	17%
Pasteurized milk	-2%
Sausage products	61%
Thin crackers	31%
Sugar	43%
Alcoholic beverages	30%
Soft drinks	-2%

Source: Nicaraguan Central Bank.

Soft drinks' downward trend may not be related to reduced product demand but to the presence of imported soft drinks. Non-alcoholic beverages (not limited to soft drinks but also including artificially flavored and sweetened) imported from the United States to Nicaragua have grown over the past five years but is still a small market for the United States, worth approximately US\$ 800 thousand annually. The fisheries sector has been growing in the last years. This is mainly due to the increase of shrimp production (farm and sea) and an increase in the exports of fish and lobster. Nicaragua also exports products such as crab, scale fish, sea cucumber, red snapper, grouper, and sea-bass, among others at a smaller scale.

	2010	2011	2012	2013	2014
Output of Fishing Sector (thousands of pounds)	63,414.10	61,241.40	78,377.80	83,133.29	99,327.35
Percentage growth		-3%	28%	6%	19%

Source: Data from the Nicaraguan Central Bank.

Domestic industry capacity versus availability of foreign supplied products

According to the Central Bank, Nicaragua has a positive balance in food trade. Food imports in 2014 totaled US\$ 598 million, while food exports (various agricultural products, seafoods, and processed goods) exceeded US\$ 1.97 billion. However, the food production does not satisfy the food demand in terms of the variety needed for the average human diet. Most of the products found in the supermarkets come from Central American Countries and the United States. The United States is the top trade partner, followed by Guatemala, Costa Rica, Honduras, and El Salvador.

Consumer goods imports CIF (US\$ Million)	2010	2011	2012	2013	2014
	1,497.4	1,654.8	1,813.1	1,813.4	1,955.1

Source: Nicaraguan Central Bank.

The following chart shows Nicaraguan exports of seafood, food manufactured goods, and agriculture and livestock during the last five years.

Exports of Processed Foods (Millions of USD)	2010	2011	2012	2013	2014
	716.3	879.0	1,026.4	956.5	1,089.6

Exports of Fisheries (Millions of USD)	2010	2011	2012	2013	2014
	115.4	124.4	128.2	130.2	118.2

Exports of Agricultural Products (Millions of USD)	2010	2011	2012	2013	2014
	570.4	663.7	824.4	633.5	761.8

Source: Nicaraguan Central Bank.

Market Entry Strategy

The use of distributors is the most common way to import U.S products. Local distributors and agents generally handle distribution and sales of imported products through wholesale, self-service (supermarkets and convenience stores), and retail ("pulperia" stores and informal vendors) channels. The Nicaraguan retail market is relatively small, but exporters may benefit by identifying representatives with coverage in the main regions, which are divided in the Pacific, central and northern regions, and the Atlantic coast.

The Association for Distributors of Consumer-Oriented Products (ADIPROCNIC) represents businesses that are intermediaries and distributors. Distributors have two common channels, retail and convenient stores known as the "modern channel" or traditional direct sales to HRI. Normally distributors are specialized; they focus on a specific type of distribution channel. Distributors have the capacity to operate the logistics necessary to get to smaller convenient stores all over the country.

Trends in promotional/marketing strategies and tactics

The Nicaraguan market is highly price-oriented. Buyer's decision-making process is primarily influenced by the price. It is very likely to find promotional products that offer more quantity (15-25 percent more or the "2 for 3") for the same price, or promotional combinations that include free samples. Sampling of new products in the supermarkets is also a very common market entry strategy.

Marketing introduction strategies include but are not limited to advertising and publicity in local newspapers, magazines, radio, television, and road billboards. Since the majority of the population is

considered poor and middle class, there is a lot of advertisement via radio. Radio is the number one means when trying to reach a broader audience. TV ads are also considered very effective. These are however, directed at a higher-income segment. Advertising for higher-income segments of the population can be found in newspapers, television, cinema, and cell phone text messaging.

Other popular means of promotion are billboards (used both in cities and rural areas), banners, printed flyers, and loudspeaker announcements. The latter ones are used more in the city and are more effective when a narrower target segment is defined. Publicity through the internet is limited although growing as the number of internet users increases. Nicaragua is considered to be the Central American country where access to internet is cheaper, thus resulting in a higher percentage of users in the last years.

Customer's habits vary and can be generalized into two types of buyers:

a) Low-medium income segment are price driven and buy small presentations on a frequent basis. Because of their limited cash flow (associated with informal employment), they go to the stores and "pulperias" in their neighborhoods on a regular basis to get the products they need for the day. This group also seeks for products that are convenient in terms of accessibility (closeness and price) and in terms of rapidness and easiness to prepare.

b) Medium-high income customers who have higher purchasing power and seek quality, new trends in healthy products (light, fat-free, gluten-free), and value added to their product. These customers don't necessarily do their shopping at only one store. They visit multiple stores in search of a variety of products.

SECTION IV. BEST CONSUMER ORIENTED PROSPECTS

Imports of consumer oriented food products from the United States to Nicaragua have grown from US\$ 32.5 million in 2010 to US\$ 72.9 million in 2014 (fiscal year, per data from the U.S. Census Bureau Trade Data). This is a market increase of 124 percent in the last five years. The following values are in thousands of dollars:

Product label	2015 Imports (Sales in US\$ Million)	5-Yr Total Import Growth (% of \$ Sales)	5-Yr Avg. Annual Import Growth	Import Tariff Rate	Market Attractiveness / Key Constraints Over Market Development
Pork and Pork Products	5.2	100%	20%	DAI 15%	HRI sector growth.
Dairy Products	21.6	222%	44%	DAI 15%	There is growth in the demand of varieties not produced locally in the supermarkets.
Fresh Fruit	4.4	52%	10%	DAI 15%	Growth in demand for variety and higher quality of products in the
Processed	0.9	125%	25%	DAI	

Fruit				15%	supermarkets. Expansion of the supermarket chains, 10 new stores in the country.
Processed Vegetables	5.7	119%	24%	DAI 15%	
Chocolate and Cocoa Products	3.6	89%	18%	DAI 15%	Growth in the demand due to a predominantly young population.
Prepared Food	18.2	114%	23%	DAI 15%	Growing demand for variety offered in stores.
Snack Foods NESOI	3.1	82%	16%	DAI 15%	Growth in the demand due to a predominantly young population. Challenge lies with other Central American substitutes.
Wine and Beer	0.8	300%	60%	DAI 15%	Growing segment interest in U.S. wine and more options for imported beer.
Condiments and Sauces	2	122%	24%	DAI 15%	Growth in the demand of variety in the supermarkets. HRI sector growth. Challenge is the competition with Central American Products.

FISHERIES PROSPECT

The best products are within the group of prepared and preserved fish products.

Product label	2014 Imports (Sales in US\$ Thousand)	5-Yr Total Import Growth (% of \$ Sales)	5-Yr Avg. Annual Import Growth	Import Tariff Rate	Market Attractiveness / Key Constraints Over Market Development
Fish, cured or smoked and fish meal fit for human consumption	102	53%	11%	DAI 15%	HRI sector growth and increased in variety demand in the supermarkets.
Fish, fresh, whole	24	89%	18%	DAI 15%	

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Processed Food:

Ministry of Health of Nicaragua (MINSA)

Food Department

Phone: 2289-4700 Ext. 1298

dra@minsa.gob.ni

Ministry of Health of Nicaragua (MINSA)

Product Registry

Phone: 2289-4700 Ext. 1298

eta@minsa.gob.ni

USDA FAS Managua

U.S. Embassy, Managua, Nicaragua

Carretera Sur, Km 5.5

Phone (505) 2252-7100 Ext.7621

agmanagua@fas.usda.gov

FAS homepage: <http://fas.usda.gov>

Local chambers of commerce and business associations:

- Federation of Nicaraguan Business Associations (COSEP)
- Chamber of Industries of Nicaragua (CADIN)
- Chamber of Commerce of Nicaragua (CACONIC)
- National Association of Consumer-Oriented Products Distributors (ADIPROCNIC)
- National Chamber of Tourism of Nicaragua (CANATUR)
- Center for Exports and Investments (CEI)
- Association of Producers and Exporters of Nicaragua (APEN)

Trade and investment:

- Ministry of development, Industry and Trade (MIFIC)
- PRONicaragua investment promotion agency.

APPENDIX

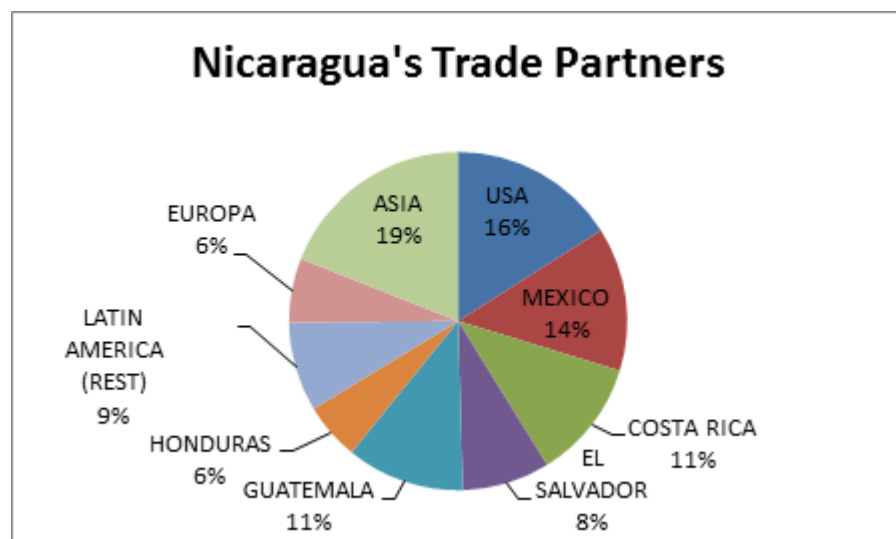
TABLE A. KEY TRADE AND DEMOGRAPHIC INFORMATION

Agricultural Imports From All Counties (\$Mil) / U.S. Market Share (%)	632.2 / 37
Consumer Food Imports From All Countries (\$Mil) / U.S. Market Share (%)	473.3 / 12
Edible Fishery Imports From All Countries (\$Mil) / U.S. Market Share	1.7 / 35
Total Population (Millions) / Annual Growth Rate (%)	6.1 / 1.22
Urban Population (Millions) / annual Growth Rate (%)	3.5 / 2
Number of Major Metropolitan Areas	1
Size of the Middle Class (Millions) / Growth Rate (%)	2.4 / 1.1
Per Capita Gross domestic Product (U.S. Dollars)	1904

Unemployment Rate (%)	5.9
Per Capita Food Expenditures (U.S. Dollars)	568
Percent of Female Population Unemployed	3.1
Exchange Rate (US\$1 = X.X)	26.60

Note: The Imports data source was obtained from Nicaraguan customs (DGA) data and the U.S. market share was obtained based on BICO GATS data.

TABLE B. TOP 15 SUPPLIERS



Source: January- September 2014 data from the Nicaraguan Central Bank

According to the Nicaraguan Central Bank, the United States is the leading country exporting consumer goods to Nicaragua (15 percent market share). Asia has significantly increased its exports to Nicaragua. The data presented by the Central Bank is not limited to foods, but also includes items for personal use, such as electronics, clothes, among others. The following chart demonstrates how the Central American countries as a region dominate most of the Nicaraguan imports (38 percent market share).