GREEN AGRICULTURE & FORESTRY

Definition

Green Agriculture and Forestry aims to generate global environmental benefits by addressing biodiversity conservation, land degradation, climate change mitigation and sustainable forest management.

Technologies

Reforestation

Agroforestry

Soil pollution prevention and remediation

MARKET OPPORTUNITY MEXICO

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Market overview

Mexico is the 5th most diverse country in the world, home to approximately 12% of the planet's biodiversity. Mexico maintains and strengthens the strategy towards a zero-net deforestation rate, which will be achieved under the National Strategy to Reduce Emissions from Deforestation and Forest Degradation.
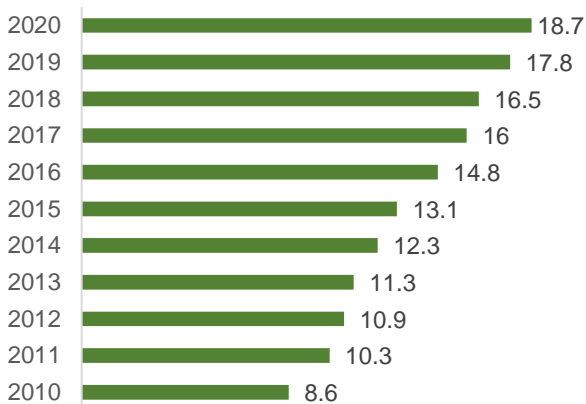
Key business opportunities for European companies

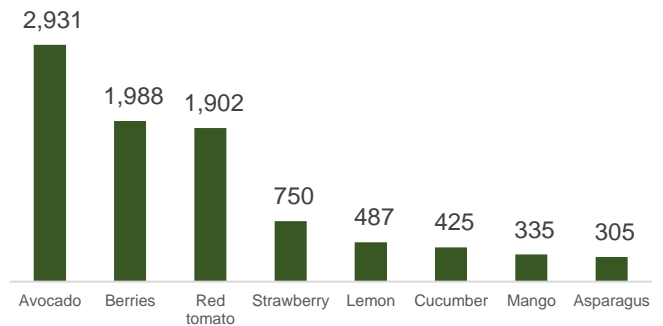|	
1	Mexico´s main voluntary carbon market is currently undertaking three carbon capture-reforestation projects.
2	Mandatory carbon emissions market is expected to start operating in 2023: Reforestation is the most used carbon capture measure in Mexico
3	Agricultural technology 4.0 educational programs are being implemented in Mexico to promote its adoption in the Mexican fields
4	Sensors and IoT: machinery and tractors that will obtain information on the condition of crops, soil and a mapping.
5	Flood prevention measures in Mexico City: reforestation of Mexico City's surroundings is seen as a possible solution.

Sector highlight

The following graphic shows the progress of agriculture in Mexico in time and per type of crop.

Agricultural exports (Billions of dollars)

Year	Value
2020	18.7
2019	17.8
2018	16.5
2017	16
2016	14.8
2015	13.1
2014	12.3
2013	11.3
2012	10.9
2011	10.3
2010	8.6

Source: BANXICO

Mexico's main agricultural exports in 2020 (Millions of dollars)

Crop	Value
Avocado	2,931
Berries	1,988
Red tomato	1,902
Strawberry	750
Lemon	487
Cucumber	425
Mango	335
Asparagus	305

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Sector insights

- Exports of agri-food products generated in 2020 $ 39,143m USD, which represents 5.3% more than in 2019, among the products that are sold the most abroad are tomatoes, avocados, berries, as well as beef.

Drivers

- There is a large area with high potential for the development of agroforestry systems. There are comparative advantages over other countries, both by geographical location, as well as environmental and socioeconomic conditions.

Barriers

- In certain rural areas there is a lack of access to services such as telecommunications, electricity, internet, roads.
- In Mexico there are 5.5 million people who work in the field of which 11 out of 100 are women, they have an average age of 41.7 years, 64% of workers fall into this age category, as well as the age for support workers is between 15 and 29 years old. And in terms of education, it is shown that a little more than 50% completed elementary school, more than 25% completed middle school and only 10% completed high school.

Case study

Rising farm is a project that combines real estate investment with the operation of vegetable greenhouses with technology to generate a profit. The model suggests that greenhouses are not acquired but are rented and that allows the investment in operation to be greater. Currently they only export cherry tomatoes, but it has potential for chilies, peppers, among others.

To discover business opportunities in Green Agriculture & Forestry in Mexico join our sector specific events

EU companies interested in market opportunities	REGISTER HERE
Mexican companies interested in new technologies	REGISTER HERE

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