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GAIN Report

Global Agricultural Information Network

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Mexico Pushes Crusade Against Hunger Campaign

Report Categories:

Agriculture in the News

Policy and Program Announcements

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Report Highlights:

On January 22, 2012, a Decree from the Secretariat of Social Development (SEDESOL) was published in Mexico's Federal Register that aims to end hunger in Mexico. The program is called "Crusade against Hunger" and has five main objectives: 1. Zero hunger through adequate food availability and nutrition for all Mexicans. 2. Elimination of child malnutrition and improving indicators of child weight and height. 3. Boost food production and income of small farmers. 4. Reduce post-harvest losses by improving infrastructure. 5. Promote community participation and mobilization.

General Information:

This report summarizes a Decree from the Secretariat of Social Development (SEDESOL) published in Mexico's "*Diario Oficial*" (Federal Register) on January 22, 2013, which oversees a program called "Crusade Against Hunger" aimed at alleviating hunger in the country. This program is defined as a strategy of inclusion and social welfare, which will be implemented from a broad participatory process, as dictated by the mandate that came in force on January 23, 2013.

Disclaimer:

This summary is based on a *cursory* review of the subject announcements and therefore should not, under any circumstances, be viewed as a definitive reading of the resolution in question, or of its implications for U.S. agricultural export trade interests. In the event of a discrepancy or discrepancies between this summary and the complete resolutions or announcements as published in Spanish, the latter shall prevail.

Title of Notices: "Decree by establishing the National System for the Crusade against Hunger"

Important Dates:

1. Publication Date: January 22, 2013
2. Effective Date: January 23, 2013

Executive Summary:

On January 22, 2013, SEDESOL published in Mexico's Federal Register a Decree regulating the "Crusade against Hunger" in Mexico. This program is defined as a strategy of inclusion and social welfare, which will be implemented from a broad participatory process, as dictated by the mandate that came in force on January 23, 2013.

The "Crusade against Hunger" program was announced by Mexican President Enrique Peña Nieto on January 21, 2013, in the municipality of "Las Margaritas" in the state of Chiapas and will be expanded throughout his term (2012-2018). The Decree has 14 articles and 4 implementing regulations, and establishes objectives and measures to help alleviate hunger and poverty. The Crusade's main objectives are as follows:

1. Zero hunger through adequate food availability and nutrition for people living in extreme poverty.
2. Elimination of child malnutrition and improving indicators of child weight and height.
3. Boost food production and income of small farmers.
4. Reduce significant post-harvest losses by improving storage facilities, transportation, distribution and commercialization systems.
5. Promoting community participation and mobilization to eradicate hunger.

The Decree states that the Crusade will be initially established in 400 municipalities characterized as having extreme poverty and will later reach other parts of the country, according to the determination of the Inter-ministerial Commission created for this purpose.

In addition, this Commission will be functioning within 30 days after the Decree comes into force and must approve its rules regarding organization and internal functions. The Commission will be composed of 19 Secretariats and governmental bodies. Among them are: SEDESOL, Secretariat of Economy (SE), Secretariat of Finance (SHCP); the Secretariat of Health (SALUD), and the Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA).

SEDESOL has 30 days to issue the guidelines for the organization and its functions to the National Council of the Crusade against Hunger. Moreover, SEDESOL will be responsible for promoting dialogue in public, private and social sectors in order to generate agreements to strengthen, complement and improve actions lines, and promote linkages with community committees that will be created to organize social participation in the goal of eliminating hunger in Mexico.

Important Provision:

Article Six of the Decree establishes that the Federal government programs that can support the implementation of the Crusade are in “Appendix B”. But, it also states that it looks to broaden or modify these programs depending on whether or not they are helping to achieve the Crusade’s objectives. In the case of SAGARPA the programs included are: PROCAMPO; Prevention and Risk Management; Capacity Development, Technological Innovation and Rural Extension; Natural Resources Sustainability; and Support for Investment in Equipment and Infrastructure.

Post Comment:

Although the Decree of National Crusade against Hunger states among its measures that there is an obligatory co-responsibility of all Government of Mexico (GOM) agencies at the federal, state and municipal levels to reach the goals, it does not specifies how that will be achieved. Consequently, it is unclear what impact the Crusade could eventually have on Mexican agriculture.

Of the 400 municipalities, which are mentioned in the Decree as characterized by extreme poverty having approximately 7.4 million people suffering from malnutrition, approximately 60 percent of these municipalities are located in the Mexico’s poorest states: Oaxaca 33%; Chiapas 14% and Guerrero 12%.

Reportedly, Pena Nieto’s plan is inspired by the one used in Brazil by former President Luiz Inacio Lula da Silva. During his time in office, 28 million Brazilians entered the middle class which now comprises more than half of Brazil’s 190 million population. However, analysts and experts have noted in the case of Mexico, it refers to malnutrition and the need to produce more food yet fails to describe how this will be achieved without making serious changes to current agricultural policy.

For More Information:

FAS/Mexico Web Site: We are available at www.mexico-usda.com or visit the FAS headquarters' home page at www.fas.usda.gov for a complete selection of FAS worldwide agricultural reporting.

Useful Mexican Web Sites:

Mexico's equivalent of the U.S. Department of Agriculture (SAGARPA) can be found at www.sagarpa.gob.mx the equivalent of the U.S. Department of Commerce (SE) can be found at www.economia.gob.mx and the equivalent of the U.S. Food and Drug Administration (SALUD) can be found at www.salud.gob.mx. These web sites are mentioned for the reader's convenience but USDA

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