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REQUIREMENTS AND SPECIFICATIONS OF THE OFFICIAL MEXICAN STANDARD FOR THE CERTIFICATION OF GOOD AGRI-FOOD PRACTICES IN ITS NATIONAL MARKETING AND EXPORT PROCESSES

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ABSTRACT

Through this study carried out, the main characteristics of each of the Official Mexican Standards (NOMs) were highlighted, within which several of them are listed, which are the ones that intervene in the certification of good agri-food practices for their commercialization and export. The application of the NOMs is to regulate matters of high technical specificity to comply with the obligations established in the regulations or in the law. Its practical existence lies in the fact that the President of the Republic cannot personally perform all the acts that allow "to provide for the exact observance of the laws in the administrative sphere," especially when the regulation involves technical issues that may vary constantly and emergent. Likewise, to establish that the export activities of products of vegetable origin, Mexico must comply with the phytosanitary requirements established by each of the countries with which it has commercial agreements, based on the sanitary situations at the international level. Compliance with phytosanitary regulations allows opening new market opportunities for Mexican products and positioning the country in terms of agricultural exports. Therefore, this research work aims to establish requirements and specifications for the application and certification of Good Agricultural Practices in the processes of production, marketing and export of agri-food products.

Keywords: NOMs, Quality, Food, Marketing, Export.

INTRODUCTION

The Official Mexican Standards (NOM'S) are the technical regulations of mandatory observance issued by the competent agencies, in accordance with the purposes established in article 40 of the Federal Law on Metrology and Standardization, which establish the rules, specifications, attributes, guidelines, characteristics, or prescriptions applicable to a product, process, installation, systems, activity, service or method of production or operation, as well as those related to terminology, symbols, packaging, market or labeling and those that refer to its compliance or application (Arana, 2008).

In this sense, there is an enormous variety of NOMs that establish from quarantines to avoid pests in cotton and rules for the labeling of prepackaged perfumery and beauty products, to energy efficiency requirements of refrigerators and guidelines for the right of way between concessionaires railway (Barone,1998). The application of the NOMs is to regulate matters of high technical specificity to comply with the obligations established in the regulations or in the law. Its practical existence lies in the fact that the President of the Republic cannot personally perform all the acts that allow "to provide for the exact observance of the laws in the administrative sphere," especially when the regulation involves technical issues that may vary constantly and emergent. This dynamic requires a prompt response that

neither the Legislature nor the Executive can give following the common processes for creating laws and regulations (Gorocica, 2008).

In the export activities of products of plant origin, Mexico must comply with the phytosanitary requirements established by each of the countries with which it has commercial agreements, based on sanitary situations at the international level. Compliance with phytosanitary regulations allows opening new market opportunities for Mexican products and positioning the country in terms of agricultural exports (Landa,2016).

Martínez (2013), determines the National Service for Agrifood Health, Safety and Quality (SENASICA), has the task of protecting current international markets through the correct phytosanitary certification of export plant products, complying with the requirements established by the National Phytosanitary Protection Organizations (NPPO).

The theory of international trade is the analysis of the different aspects related to the exchange of goods and services between people residing in different countries. The approach it takes is microeconomic and with a long-term perspective, centered and based on the analysis of the real aspects of international economic relations. Within the study that was carried out in the theory of international trade, there are two large

groups of questions, normative and positive; the determinants of structure, direction and volume of international trade and, on the other hand; the effects of international trade on the well-being of countries (Bajo, 1991).

Says Smith, 1776: "This division of labor, which brings so many advantages, is not originally the effect of human wisdom, which foresees and intends to achieve that general opulence that derives from it. It is the gradual, necessary, though slow, consequence of a certain propensity in human nature that does not aspire to such great utility: the propensity to swap, exchange, and trade one thing for another. In the same way that we receive most of the mutual services that we need, by agreement, barter or purchase, it is this same inclination to exchange that is the root cause of the division of labor." (Ocegueda, 2007).

In the last 50 years, the theory of international trade influences the trade policies of many countries, causing the invention of trade blocks and the creation of the World Trade Organization (Colino, 2009). The North American Free Trade Agreement is one of the reforms that have generated greater optimism in the search to ensure exports to the United States and Canada to a market with favorable access, however, Mexican exports to the United States were very booming and exponential growth after 1994, thanks to this a surplus was achieved in bilateral trade and a considerable increase in FDI flows (Foreign Direct Investment), this has

only generated partial benefits in certain territories. One criterion for evaluating NAFTA is the income gap between developing and backward areas of the country to determine whether this gap has been reduced or widened. There has been a divergence between the north and south of the country, becoming the richest north zone (Pereira, 2009).

In 2000, Mexico and the States of the Free Trade Association had a meeting in Geneva, Switzerland, with the objective of a series of bilateral consultations to reach a possible negotiation of a free trade agreement. Mexico, for its part, negotiated preferential access to various products of the agricultural sector, including bananas, orange juice, juices of different varieties of citrus and tropical fruits, table grapes, honey for industrial use, green coffee, beer and tequila. In the agricultural sector, three bilateral agreements were discussed, so the tax relief for these products will be different (Reyes y Aguilar, 2008).

Methodology

Through this study carried out, the main characteristics of each of the NOMs stand out, within which several of them are listed that together have the purpose of establishing some characteristics.

Results and discussions

The results obtained through the research carried out in the Official Gazette of the Federation, the following NOMs were taken into account, which intervene to establish

requirements and specifications for the application and certification of Good Agricultural Practices in the production, commercialization and export processes of agri-food products.

Health

- NOM-111-SSA1-1994

Yeast and mold count method

- NOM-109-SSA1-1994: Procedures for taking, handling and transporting food samples for their microbiological analysis.
- NOM-110-SSA1-1994: Preparation and dilution of food samples for microbiological

Analysis

- NOM-092-SSA1-1994: Method for the count of aerobic bacteria on a plate.
- NOM-109-SSA1-1994
- NOM-110-SSA1-1994
- NOM-210-SSA1-2014
- NOM-093-SSA1-1994
- NOM-120-SSA1-1994

Metrology

NOM-008-SCFI-2002

Labelled

NOM-051-SCFI / SSA1-2010

- NOM-008-SCFI-2002: General System of Measurement Units.
- NOM-030-SCFI-2006: Commercial information-Declaration of quantity on the label-specifications.
- NOM-086-SSA1-1994: Goods and services- Food and non-alcoholic beverages with modifications in their composition. Nutritional specifications.
- NOM-106-SCFI-2017: Design characteristics and conditions of use of the Official Password (Ministry of Economy 2020).

- ISO 9001 and ISO 9004 are quality management standards and were designed to complement each other, but they can be used independently. ISO 9001 specifies the requirements for the quality management system that can be used for internal application by organizations, either for certification or for contractual purposes (ISO Central Secretariat, 2008).

Packaging

NOM-130-SSA1-1995

With this research it was possible to determine the number of molds and yeasts present in products intended for human consumption. It is mandatory in the national territory for individuals and legal entities that require this method to be carried out on national and imported products. The method is based on the inoculation of a known quantity of test sample in a selective medium, acidified to a pH 3.5 and incubated at a temperature of 25 ° C, resulting in the growth of colonies. This norm is complemented by the following NOMs" (Moreno,2011).

In addition to establishing the microbiological method for estimating the number of coliforms present in food products by calculating the most probable number after carrying out an incubation at 35 ° C of the sample diluted in a liquid medium" (Sanz, 2017). Likewise, have the general and alternative test methods for the determination of microbial and pathogenic indicators in food, beverages and water for human use and consumption. Said microbial or pathogenic agents are: Salmonella spp, S. aureus, L.

monocytogenes, Enterococci, Fecal Coliforms, E. coli (Secretaría de Ecología y Gestión Ambiental, 2014). Preparation of food offered in fixed establishments. Sanitary specifications. Through this NOMs to achieve, the establishment of sanitary specifications that must be met by both food preparation, staff and fixed establishments in order to provide safe food to the consumer". This norm is of obligatory observance in the national territory for the physical and moral persons that are dedicated to the preparation of food (Secretaría Central ISO, 2008).

Preparation of food that is offered in fixed establishments, which must comply with both the food preparation and the staff, in order to provide safe food to the consumer. This norm is of obligatory observance in the national territory for the physical and moral persons that are dedicated to the food preparation. Likewise, it takes into account the necessary requirements to be applied in the establishments dedicated to obtaining, preparing, manufacturing, mixing, conditioning, packaging, preserving, storing, distributing, handling and transporting food and beverages, as well as their raw materials and additives, in order to reduce the health risks of the consuming population. Taking into account the sanitary provisions and specifications that must be met by food packed in hermetically sealed containers and subjected to heat treatment, with the exception of products that have the specific NOM's (Switzerland Global Enterprise, 2017).

Conclusions

With this research, it was possible to identify the main Official Mexican Standards (NOMs), which intervene for the certification of good agri-food practices in order, first, to benefit raw material suppliers because a higher percentage will be required to reach the levels of production, directly generating greater profit. In the background, the profit on the part of the company, by acquiring a higher percentage of raw material, there will be a preferential price at the time of acquisition for a greater volume; it will also generate higher income for the company. The National Service for Agrifood Health, Safety and Quality (Senasica), has the task of protecting current international markets through the correct phytosanitary certification of export plant products, complying with the requirements established by the National Phytosanitary Protection Organizations (NPPO).

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