Beat: Business

“It's time to stop being just producers and become transformers.”

Morelia, Michoacan, Mexico

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USPA NEWS - Michoacán, Mexico – Faced with the challenge posed by new tariffs and global competition, the federal government, through the Ministry of Economy, is promoting Plan Mexico, a strategy to strengthen the agri-food industry, add value to national production, and boost the country's economic sovereignty.

In an interview, Omega Vázquez, coordinator of the Federal Ministry of Economy in Michoacán, emphasized that this is a historic opportunity for the productive sector.

“Mexico is an agri-food giant, but for years we have exported raw materials and imported processed products. This leaves us at a disadvantage and limits the development of our producers. Today, with Plan Mexico, we are making a strategic shift: we want what is made in Mexico to also be processed in Mexico,” she explained.

President Sheinbaum's Plan Mexico seeks to ensure that the country not only grows and exports agricultural products, but also has the infrastructure, technology, and investments necessary to process and market them with greater added value.

“This time, we have a clear strategy. It's not just about reacting to tariffs, but about building a model that strengthens our industry. Through the Ministry of Economy, led by Marcelo Ebrard, we are facilitating investments, promoting the modernization of processes, and creating conditions for the agroindustrial sector to grow strongly,” Vázquez emphasized.

Michoacán: Key to the Transformation

Michoacán, a leading exporter of products such as avocados, berries, and lemons, is one of the states that can most benefit from this change in approach.

“We have fertile land, a skilled workforce, and key trade agreements. What we needed was a structured plan, and now we have it. I invite producers, entrepreneurs, and investors to join this new vision for Mexico,” the official emphasized.

On April 2, the federal government will present concrete actions within the framework of Plan Mexico, highlighting investment projects and strategies to strengthen the country's agroindustrial value chain.

"This is the time to turn opportunities into real growth. With Plan Mexico, we are laying the foundation for our country to become not only an exporter of raw materials, but also an agroindustrial powerhouse," concluded Omega Vázquez.

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