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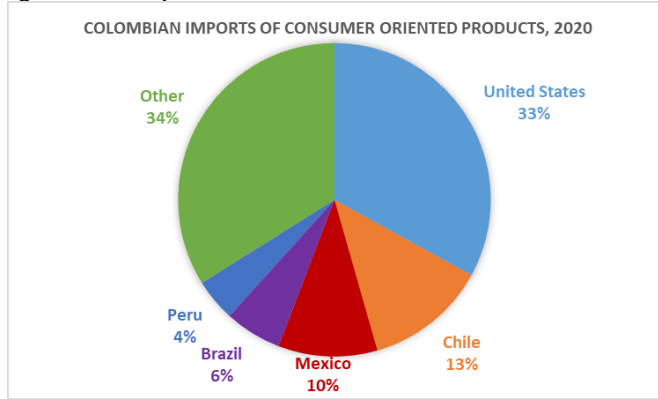
Report Highlights:

This report outlines Colombia's food and beverage market conditions, resulting from changes in consumer habits and preferences during the COVID-19 pandemic. In 2020, private label products and discounters performed exceptionally well, altering the landscape for retailers, food industry, and food service; Colombians spent 25 percent of their income on private label products, and 20 percent of household expenditures were at hard discounters, representing a new threat to mom-and-pop stores. In 2020, the United States exported \$2.9 billion in agricultural products to Colombia, which cemented its position as Colombia's top supplier of food and agricultural products with a 43 percent import market share.

Market Fact Sheet: Colombia

Executive Summary: Colombia is the leading destination for U.S. agricultural exports in South America, followed by Brazil and Chile. In 2020, U.S. agricultural exports to Colombia were valued at \$2.9 billion.

Imports of Consumer-Oriented Products: In 2020, Colombia’s imports of consumer-oriented products from all suppliers declined 8.5 percent to \$1.9 billion. Declines in imports are due to changing consumer habits because of the pandemic. In 2020, Colombian imports from the United States fell 21 percent to \$632 million, followed by Chile (\$241 million) and Mexico (\$196 million). Consumer-oriented products account for 23 percent of U.S. food and agricultural exports to Colombia.



Food Processing Industry: The Colombian food and beverage industry represents 28 percent of the country’s total manufacturing production by value. The country is a net importer of many food ingredients. There is a growing domestic demand for higher quality and healthy confectionary products. The milling, bakery, and starch sectors have benefited from innovation in flavors and healthier ingredients. [Food Processing Ingredients GAIN Report](#)

Food Retail Industry: Colombia’s retail sector continues to reinvent itself through a difficult economic period caused by the COVID-19 pandemic. Discount stores, the main source of private label products, have increased market share and continue opening outlets throughout the country. [Retail Food GAIN Report](#)

Food Service Industry: The Colombian food service industry is still rebuilding from the mandatory 6-month lockdown in 2020, when Colombian GDP for lodging and restaurants declined 37 percent. The sector is expected to recover at a slow pace, reaching pre-pandemic levels by 2023, mostly driven by higher participation of women in the labor force, resulting in a stronger incentive to dine out and/or utilize delivery food services. [Food Service GAIN Report](#)

Population: 51.0 million (2021)
GDP: \$299.5 billion (2020)
GDP per capita: \$5,946 (2020)

Top 10 Main Consumer-Oriented Products Imported by Colombia (MM dollars):

Description	2019	2020	Change
Dairy products	\$244	\$284	17%
Soup & other food preparations	\$279	\$224	-20%
Fresh fruit	\$165	\$162	-2%
Pork & pork products	\$236	\$158	-33%
Bakery goods, cereals & pasta	\$118	\$109	-8%
Mfg. tobacco	\$84	\$108	29%
Processed vegetables	\$112	\$107	-4%
Distilled spirits	\$101	\$95	-6%
Poultry meat & products (ex. eggs)	\$114	\$90	-21%
Wine & related products	\$67	\$71	6%

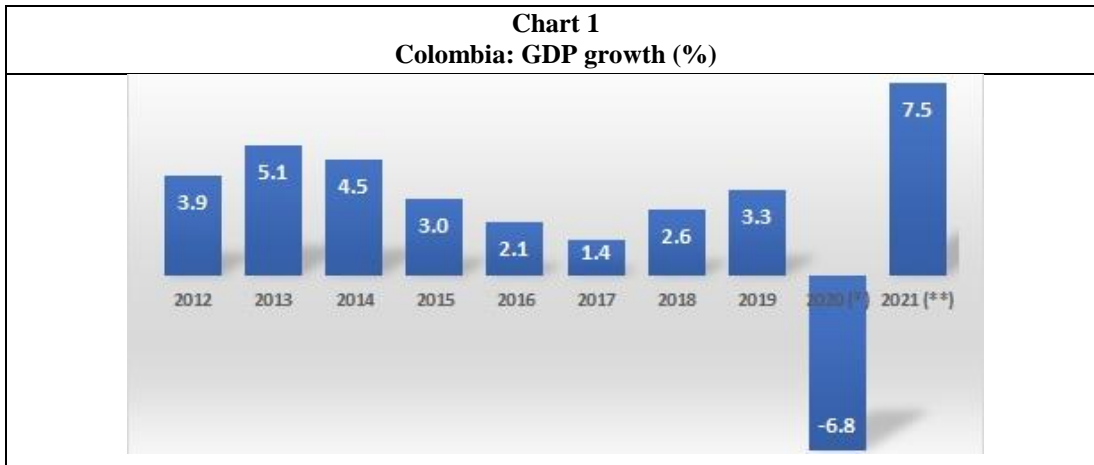
Main HRI companies		
Hotels	Restaurants	Institutional
Decameron	Frisby SA	Sodexo SAS
Hoteles Estelar	El Corral	Compass Group Services
Tour Vacation	McDonald’s	Servihoteles

Top 5 Retailers	Top 5 Food Manufacturers
Grupo Exito	Grupo Nutresa
Alkosto	Colanta
Olímpica	Alpina
DI	Colombina
ARA	Nestlé de Colombia

Sources: *Trade Data Monitor, World Bank, Global Agricultural Trade System, Euromonitor, DANE, IMF, various online sources. For additional information, contact agbogota@fas.usda.gov*

SECTION I: MARKET OVERVIEW

According to the Colombian Department of Statistics (DANE), Colombia's gross domestic product (GDP) decreased 6.8 percent in 2020, after stable growth in the past decade. The Economic Commission for Latin America and the Caribbean (ECLAC) predicts that the Colombian economy may recover by the end of 2021, reaching 7.5 percent GDP growth. This prediction is complicated by nationwide protests and social unrest in the first half of 2021, which slowed the economy for a period of time. The COVID-19 pandemic contributed to higher unemployment and a decrease in household income, affecting domestic demand. In the past year, 3.6 million middle-class Colombians entered poverty, threatening the country's economic stability.



Source: DANE and ECLAC 2020 (*): preliminary 2021 (**): forecast

Colombia is the third most populous country in Latin America with 51 million inhabitants. Eighty percent of the Colombian population resides in urban areas. Colombia is atypical of Latin America with decentralized urban centers and five cities with over one million residents: Bogota, Medellin, Cali, Barranquilla, and Cartagena. Increasingly, the Colombian population is urbanizing, stimulating changes in lifestyles and eating patterns. In recent years, urban households are also becoming more likely to contain dual incomes, resulting in an increasing demand for processed food and shopping convenience. In Bogota, the average household contained 3.1 members in 2019. Household size is expected to decline to 2.2 members by 2050. Venezuelan immigration is another key demographic trend. The Colombian government (GOC) estimates that over 1.8 million of Venezuelans live in Colombia. FAS predicts Venezuelan immigrants positively influence the total consumption of main food staples such as beans, rice, and corn flour.

The COVID-19 pandemic and the concurrent lockdowns in 2020 affected the Colombian economy, leading to a recession. As a result, households altered purchasing patterns to reduce expenditures. However, consumer habits are expected to change as more Colombians are vaccinated. Main consumer trends can be summarized as follows:

- Higher price sensitivity leaves more room for private label products. Forty-one percent of Colombians preferred cheaper food brands during the isolation period.
- Preference for cooking and baking while staying at home encourages increased demand for flour, pasta, sugar, sauces, among other related products.
- A higher health awareness may allow for opportunities for healthy food products.
- More conscious purchasing decisions favors sustainable products.

- Growing interest in plant-based food products opens a market niche that is on the rise. Although these products are perceived as expensive, 93 percent of Colombians are interested in trying plant-based food products, as they are considered healthier, more nutritious, and environmentally friendly.
- 84 percent of Colombian households eat between meals, preferring bakery products, fruits, and home-made beverages over packaged products.
- E-commerce and delivery service adoption (141 percent and 219 percent growth in 2020, respectively) continues to provide challenges for the retail and food service sectors. In particular, these sectors struggle to adapt to changing consumers’ needs, while complying with biosafety regulations.
- More frequent alliances among food processors deliver convenient options to consumers and provide logistical benefits to the industry.
- Consumer biosafety concerns when dining out or ordering delivery services increase demand for single-serve sauces and condiment packets.
- The hotel sector’s recovery is led by small hotels that are preferred by clients, because they are perceived as safer.

The [Food Processing Ingredients GAIN Report](#) [Food Service GAIN Report](#) and the [Retail Food GAIN Report](#) provide data and analysis on Colombian food trends. Advantages and challenges for U.S. exporters in the Colombian market are shown in chart 2.

Chart 2 Advantages and Challenges for U.S. Exporters	
Advantages	Challenges
The U.S.-Colombia Trade Promotion Agreement (CTPA) expands opportunities and market potential for food products.	Colombia has trade agreements with many other countries, increasing competition with U.S. products.
The U.S. holds a reputation for producing high quality agricultural products.	Colombian per capita consumption for processed and semi-processed products is low; for example, bread consumption is only 22 kg/year, low compared to other Latin American markets.
Increased acceptance of American style restaurants provides an avenue for introducing U.S. recipes and food ingredients into the Colombian diet.	Depreciation of the Colombian peso might affect U.S. export competitiveness.
The growth of the tourism, hotel and restaurant sectors requires a greater array of raw materials and ingredients to make products more appealing to foreigners and domestic consumers.	There is a cultural misperception that frozen products are unhealthy and lack quality.
Growing urbanization of Colombian cities is stimulating new consumer trends and an increase in processed foods.	Internal transportation costs from ports of entry are high due to extremely poor infrastructure.
Market opportunities for health foods and organic products are expanding given growing obesity trends and GOC support for healthy living campaigns.	Cold chain is deficient and increases logistical costs.
U.S. food suppliers and manufacturers have a positive reputation for food safety, availability, quality, and delivery.	Increasing consumer preference for local products, especially dairy, fruits, vegetables, and meat, due to government policies in reaction to COVID-19.

SECTION II: EXPORTER BUSINESS TIPS

Any U.S. exporter entering the Colombian market should understand customer needs as well as purchasing requirements and specifications. Additionally, exporters must know Colombian standards

and regulations to avoid clearance delays at ports of entry. Critical considerations for market entry include the following:

- Competition is based on quality, price and service;
- Conducting market research to better understand competitors, consumers' preferences and business environment is essential;
- Build relationships with large importers and wholesalers/distributors;
- Highlighting social responsibility in marketing techniques continues to perform well, by using sales to generate funding for social programs;
- Develop ways to meet the needs of the Colombian market, ideally through personal visits, to have a greater understanding about the market and identify needs of buyers and consumer trends;
- Consider consolidation when exporting small amounts of product;
- Develop business relationships with top executives (marketing directors, purchasing managers, etc.) and expose them to U.S. business practices;
- Participate in local trade and promotion shows, as well as food festivals, such as [Expovinos](#), [Alimentec](#) and [SaborBarranquilla](#), to learn about consumer trends;
- Participate in trade delegations;
- Attend trade events like the National Restaurant Association Show or the Americas Food and Beverage Show, which provide opportunities to meet and educate Colombian importers;
- Develop Spanish marketing/communication materials;
- Work closely with local importers to comply with food import regulations to facilitate the registration and import of food products and minimize port of entry risks;
- Support the importer with promotional campaigns.

For more information on doing business in Colombia, see [Colombia Country Commercial Guide](#)

Colombians are open to meeting foreigners, and U.S. citizens are well-received throughout the country. Major cities, such as Bogota and Medellin, have a more formal business culture than smaller cities. Personal relationships are crucial for Colombians to build trust; therefore, it is recommended to be patient when negotiating with locals, since they prefer to take time to get to know their counterpart before making business decisions. Therefore, follow up emails/phone calls after a first meeting are appreciated and well received. **For more information on business culture, see [Colombian business culture](#).**

SECTION III: IMPORT FOOD STANDARDS & REGULATIONS and IMPORT PROCEDURES

Customs Clearance: The Ministry of Commerce, Industry and Tourism (MINCIT) and the National Tax and Customs Directorate (DIAN) are responsible for the administration of overall import-export operations and customs procedures, respectively.

Documents Required by the Country Authority for Imported Food: Every Colombian importer must be registered with MINCIT. All U.S. exporters should verify that the importer has obtained the legal authorization to import food and agricultural products from MINCIT and, depending on the type of product to be imported, other government authorities, including the Colombian Institute for Agriculture and Livestock (ICA) and the National Institute for the Surveillance of Food and Medicines (INVIMA).

Additionally, every importer must obtain an “electronic signature” from the Ministry of Finance through the [Unique Window for Foreign Trade-VUCE](#).

Chart 3 ICA and INVIMA jurisdiction	
ICA	INVIMA
Bulk Products: wheat, corn, coarse grains, rice, soybeans, oilseeds, cotton, pulses, etc.	Bulk Products: wheat, corn, rice, pulses, etc.
Intermediate Products: soybean meal, live animals, hides & skins, feeds & fodders, planting seeds.	Intermediate Products: soybean oil, animal fats, sugar, sweeteners.
Consumer Oriented Products: fresh fruits and vegetables, pet food.	Consumer Oriented Products: meat and meat products, eggs, dairy products, processed fruits and vegetables, fruit and vegetable juices, confectionary products, prepared food, alcoholic and non-alcoholic beverages.

Labeling Requirements: Information must be provided in Spanish either on the label or, under certain circumstances, on an authorized sticker/label affixed to the product. In certain cases, in the absence of English labels, INVIMA will authorize Spanish labels to be affixed to the product during or after the nationalization process at authorized warehouses or storage facilities. However, INVIMA will require original labels that include expiration date and lot number.

When food products or food raw materials originate in countries where information on the expiration date and/or minimum shelf life (“best before...”) information is not required, the importer must get prior approval from INVIMA by providing that information in a document issued by the producer/manufacturer. Note: A U.S. date is registered MM/DD/YYYY, whereas in Colombia the date is registered DD/MM/YYYY.

Tariffs and FTAs: The U.S.-Colombia Trade Promotion Agreement (CTPA) entered into force in May 2012. This comprehensive trade agreement eliminated tariffs and other barriers to goods and services. Although over 80 percent of U.S. exports of consumer and industrial products to Colombia have become duty-free, the CTPA provided a duty-free tariff-rate-quota (TRQ) on certain goods that operate under a first come/first serve basis, except for rice and poultry, which are subject to auctions managed by Export Trading Companies. For more information on ETCs, see: [Col-Rice ETC](#) and [Colom-Peq ETC](#)

For further information on specific agricultural products based on the Harmonized Tariff Schedule (HS) and TRQ schedule, please see Section 2: [Colombia Trade Promotion Agreement - Final Text](#)

Trademarks and Patents Market Research: The patent regime in Colombia currently provides a 20-year protection period for patents. Provisions covering protection of trade secrets and new plant varieties have improved Colombia’s compliance with its World Trade Organization – Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) obligations.

For more information on import regulations and procedures, see: [FAIRS Annual Country GAIN Report](#)

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

According to the Bogota Chamber of Commerce, food per capita consumption is still low in Colombia (\$429/year) compared to other countries in the region (\$660/year), allowing food and beverage market

room to grow. Additionally, it is expected that the food industry grows at 4 percent per year during the next five years.

Retail Sector

- Traditional retail outlets are still the most common shopping format in Colombia, which are preferred because of proximity, convenience, product portfolio and services that are not found in other retailers. The top products sold in mom-and-pop stores are beer, sodas, milk, cigarettes, and snacks.
- The biggest retailer in Colombia is Grupo Exito, followed by Alkosto, Koba Colombia (D1), Olimpica, and Jerónimo Martins (ARA).
- It is estimated that 80 percent of Colombian households buy at least one product in discount stores. These shops are smaller and have a limited product portfolio, which explains why consumers also buy from other retailers to satisfy their product needs.
- Delivery services and online commerce have become the best option for consumers to buy main food and sanitary staples. According to Euromonitor, food and beverages are among the products preferred by Colombian consumers when buying online.
- Retailers have adapted to new consumer habits by widening their private label portfolio, incorporating regular special offers, improving logistics to provide delivery service, adopting digital tools to better connect to clients, and expanding their presence in the country.

Chart 4 provides information on main food retailers in Colombia.

Chart 4 Main Food Retailers in Colombia					
Retailer	Type	Sales (\$ million)		Outlets	Website
		2020	2019	2020	
Grupo Éxito	Supermarket/hypermarket/ cash and carry	\$4,261	\$4,661	515	https://www.carulla.com/ https://www.exito.com/ https://www.surtimax.com.co/ https://www.superinter.com.co/ https://www.surtimayorista.com/
Alkosto	Hypermarket	\$2,033	\$2,030	16	http://www.alkosto.com/
Koba Colombia (D1)	Hard discount	\$1,991	\$1,515	1,450	http://www.tiendasd1.com/
Olimpica	Supermarket/hypermarket	\$1,699	\$1,995	371	http://www.olimpica.com/
Jerónimo Martins (ARA)	Soft discount	\$1,066	\$964	663	https://www.aratiendas.com/

Source: various online sources

Food service sector

- Although Colombians like eating at home and have been forced to because of the pandemic, they also enjoy eating at fast food restaurants due to convenience and affordability.
- The convenience of fast-food restaurants supports dual income, working households that have little time to prepare traditional meals on a moderate income. In addition to Colombian preferences for fast-food restaurants, consumers have a growing affinity for fast casual restaurants where they can find higher quality food at affordable prices. Main restaurant operators that offer fast food include: [Frisby SA](#), [Hamburguesas El Corral](#), and [McDonald's](#).
- Most hotels in Colombia are family businesses, although there are some international chain hotels and resorts. In 2020, the largest operators were [Hoteles Decameron](#), [Hoteles Estelar](#), and [Tour Vacation](#).

Food Processing Ingredients Sector

- In recent years, the Colombian food industry has undergone unprecedented consolidation and structural change through mergers, acquisitions, divestitures, and the entrance of new foreign competitors in the market.
- The industry is always interested in learning about new trends and sourcing healthier ingredients to respond to consumer preferences for low fat/sugar/sodium food products.
- Distribution channels have become more efficient with the increased presence of foreign competitors.
- COVID-19 challenged food manufacturers, which have reacted to new consumer trends. These changes include greater interest in healthy lifestyles and growing preference for lower priced food products, including private label and smaller packaging, like individual condiment and sauce packets, implementing channels to communicate directly with final consumers, and developing new products.

Best Prospects for Consumer-Oriented Products: Colombia is a fast-growing market for value-added food products. Surveyed retailers and food importers report significant potential for new products in all food categories. Healthy and ethnic food categories are especially fast growing. Gourmet products are penetrating the market with excellent results. Healthy food products are a new trend and retailers are searching for the best suppliers.

Based on 2015-2019 Colombian import growth rates, chart 5 provides information on major export opportunities for U.S. food products in Colombia. 2020 figures are not included in this chart, because the COVID-19 pandemic represents an unconventional shift in trends.

Chart 5 Major Export Opportunities and Some Emerging Opportunities for U.S. Food Products				
Product Category	2019 Import Value (\$ million)	5-Yr. Avg. Annual Import Growth	Key Constraints Over Market Development	Market Attractiveness for USA
Poultry Meat & Products	\$113.66	21%	<ul style="list-style-type: none"> • Colombian poultry industry marketing campaign to increase local chicken consumption 	<ul style="list-style-type: none"> • Chicken per capita consumption increased from 18.3 kg/year in 2005 to 34.2 kg/year in 2020
Pork & Pork Products	\$236.11	18%	<ul style="list-style-type: none"> • Colombian pork industry marketing campaign to increase local pork consumption • Negative association of pork meat with human health 	<ul style="list-style-type: none"> • Pork per capita consumption increased from 3.3 kg/year in 2005 to 10.8 kg/year in 2019
Dog & Cat Food	\$50.10	13%	<ul style="list-style-type: none"> • Pet owners still feed pets with table scraps 	<ul style="list-style-type: none"> • Growing pet ownership rates • Increasing interest on pet food with nutritional benefits
Beef & Beef Products¹	\$31.59	11%	<ul style="list-style-type: none"> • Growing competition from Argentina and Uruguay • Lack of product knowledge 	<ul style="list-style-type: none"> • Willingness to pay higher prices for high-quality beef
Wine & Beer	\$135.61	10%	<ul style="list-style-type: none"> • Preference for Chilean and Argentine wines • Wine is mostly related to celebrations and holiday season 	<ul style="list-style-type: none"> • Income shifts and urbanization benefit growth of wine sales

¹ Note, COVID-19 deeply affected the food service industry, the main consumer/customer of beef and beef products.

Competition Narrative

- The CTPA entered into force in May 2012, eliminating tariffs and other barriers to goods and services. Although over 80 percent of U.S. exports of consumer and industrial products to Colombia are classified as duty-free, the CTPA provides a duty-free TRQ on certain goods that operate under a first come/first serve basis. Rice and poultry auctions are managed by ETCs.
- U.S. competitors for raw materials include MERCOSUR, Canada, and the European Union. These actors hold free trade agreements with Colombia. **For more information on Colombia’s free trade agreements and current negotiations, please see [Free Trade Agreements - Colombia](#)**
- Colombian consumers have become increasingly protectionist following the COVID-19 pandemic and the recent demonstrations. This change encourages consumers to purchase products made domestically. Colombia Productiva (*productive Colombia*), an entity from the Government, designed the strategy [Compra Lo Nuestro](#) (*buy our products*) by developing a label demarcating local products for those that join the initiative.
- The Colombian Congress approved a law known as the “Junk Food Bill” to regulate nutritional labeling for food products. The law will be mandatory for local and imported products, and its implementation will represent higher costs for producers and importers.

For more information, please see [Food Processing Ingredients GAIN Report Food Service GAIN Report and the Retail Food GAIN Report](#)

V. AGRICULTURAL and FOOD IMPORTS

Colombia is a fast-growing market for value-added food products. Surveyed retailers and food importers feel there is significant potential for new products in all food categories. Healthy and ethnic food categories are especially new and fast growing. Organic food products are a new trend, and retailers are searching for the best suppliers.

Chart 6
Agricultural & food import statistics

	Colombian Agricultural & Food Import Statistics					U.S. market share				
	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
BULK COMMODITIES	\$1,838	\$1,780	\$1,981	\$2,092	\$2,179	68%	74%	67%	55%	60%
Corn	\$ 778	\$ 809	\$ 915	\$1,034	\$1,077	99%	99%	97%	67%	84%
Wheat	\$ 423	\$ 405	\$ 391	\$ 421	\$ 435	35%	36%	24%	32%	28%
Soybeans	\$ 205	\$ 204	\$ 237	\$ 215	\$ 182	92%	100%	100%	100%	100%
Rice	\$ 122	\$ 66	\$ 65	\$ 93	\$ 129	44%	99%	71%	59%	50%
Pulses	\$ 118	\$ 111	\$ 95	\$ 96	\$ 116	21%	38%	18%	19%	19%
Coffee, Unroasted	\$ 15	\$ 27	\$ 90	\$ 69	\$ 95	0%	0%	0%	0%	0%
Coarse Grains (ex. corn)	\$ 79	\$ 67	\$ 91	\$ 90	\$ 85	9%	0%	5%	0%	0%
Peanuts	\$ 17	\$ 22	\$ 21	\$ 22	\$ 22	53%	56%	30%	24%	24%
Cotton	\$ 51	\$ 44	\$ 47	\$ 25	\$ 21	71%	82%	90%	87%	46%
Other Bulk Commodities	\$ 9	\$ 8	\$ 9	\$ 11	\$ 10	5%	8%	6%	13%	11%
Oilseeds NESOI	\$ 5	\$ 4	\$ 5	\$ 6	\$ 7	12%	19%	17%	20%	15%
Cocoa Beans	\$ 13	\$ 1	\$ 1	\$ 1	\$ 0	0%	0%	0%	0%	0%
Tobacco	\$ 4	\$ 12	\$ 12	\$ 8	\$ 0	0%	0%	0%	3%	0%
Rapeseed	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	0%	2%	0%	1%	1%
INTERMEDIATE PRODUCTS	\$1,794	\$1,788	\$1,939	\$1,933	\$2,019	30%	39%	47%	44%	48%
Soybean meal	\$ 454	\$ 454	\$ 542	\$ 512	\$ 543	54%	76%	87%	81%	91%
Soybean Oil	\$ 270	\$ 283	\$ 256	\$ 236	\$ 275	20%	33%	35%	19%	38%
Other Feeds & Fodders	\$ 171	\$ 178	\$ 205	\$ 206	\$ 206	54%	51%	52%	52%	51%
Ethanol, incl. bev.	\$ 62	\$ 90	\$ 135	\$ 164	\$ 162	14%	45%	72%	78%	75%
Palm Oil	\$ 170	\$ 155	\$ 214	\$ 147	\$ 159	0%	0%	0%	0%	0%
Sugars & Sweeteners	\$ 148	\$ 117	\$ 63	\$ 124	\$ 134	5%	4%	9%	6%	6%
Vegetable Oils NESOI	\$ 113	\$ 114	\$ 104	\$ 99	\$ 111	20%	18%	21%	25%	19%
Essential Oils	\$ 137	\$ 118	\$ 105	\$ 113	\$ 93	7%	8%	9%	11%	13%
Planting Seeds	\$ 59	\$ 62	\$ 61	\$ 65	\$ 68	19%	13%	14%	16%	14%
Milled Grains & Products	\$ 25	\$ 38	\$ 44	\$ 57	\$ 59	33%	24%	20%	14%	5%
Other Intermediate Products	\$ 58	\$ 51	\$ 56	\$ 54	\$ 53	17%	16%	15%	16%	15%
Dextrins, Peptones, & Proteins	\$ 45	\$ 44	\$ 50	\$ 55	\$ 49	56%	56%	57%	55%	44%
Distillers Grains	\$ 36	\$ 35	\$ 46	\$ 47	\$ 45	97%	100%	100%	92%	100%
Industrial Alcohols & Fatty Acids	\$ 24	\$ 27	\$ 32	\$ 27	\$ 30	23%	33%	30%	20%	18%
Live Animals	\$ 12	\$ 13	\$ 15	\$ 18	\$ 19	24%	9%	6%	7%	4%
Animal Fats	\$ 6	\$ 6	\$ 10	\$ 8	\$ 7	15%	35%	70%	59%	48%
Oilseed Meal/Cake (ex. soybean)	\$ 4	\$ 2	\$ 2	\$ 0	\$ 6	1%	5%	14%	79%	5%
Hides & Skins	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	38%	98%	34%	100%	12%
Hay	\$ -	\$ 0	\$ 0	\$ 0	\$ 0	0%	0%	0%	0%	0%
CONSUMER-ORIENTED PRODUCTS	\$1,884	\$1,922	\$2,081	\$2,093	\$1,916	26%	28%	30%	34%	32%
Dairy Products	\$ 233	\$ 192	\$ 206	\$ 244	\$ 284	32%	29%	28%	40%	40%
Soup & Other Food Preparations	\$ 245	\$ 251	\$ 256	\$ 279	\$ 224	28%	23%	23%	26%	27%
Fresh Fruit	\$ 152	\$ 160	\$ 164	\$ 165	\$ 162	9%	11%	10%	7%	11%
Pork & Pork Products	\$ 116	\$ 184	\$ 226	\$ 236	\$ 158	85%	89%	91%	91%	92%
Bakery Goods, Cereals, & Pasta	\$ 104	\$ 102	\$ 107	\$ 118	\$ 109	22%	22%	21%	18%	15%
Mfg. Tobacco	\$ 83	\$ 78	\$ 59	\$ 84	\$ 108	1%	1%	0%	0%	0%
Processed Vegetables	\$ 90	\$ 88	\$ 103	\$ 112	\$ 107	33%	26%	25%	23%	21%
Distilled Spirits	\$ 86	\$ 59	\$ 83	\$ 101	\$ 95	4%	4%	4%	5%	3%
Poultry Meat & Prods. (ex. eggs)	\$ 71	\$ 77	\$ 87	\$ 114	\$ 90	81%	84%	87%	88%	87%
Wine & Related Products	\$ 64	\$ 53	\$ 57	\$ 67	\$ 71	4%	5%	3%	2%	2%
Dog & Cat Food	\$ 30	\$ 31	\$ 44	\$ 50	\$ 64	61%	64%	60%	56%	49%
Chocolate & Cocoa Products	\$ 57	\$ 49	\$ 57	\$ 60	\$ 56	35%	32%	30%	29%	28%
Processed Fruit	\$ 58	\$ 59	\$ 70	\$ 68	\$ 56	17%	16%	16%	18%	21%
Condiments & Sauces	\$ 31	\$ 33	\$ 38	\$ 42	\$ 41	44%	47%	49%	48%	43%
Fresh Vegetables	\$ 46	\$ 34	\$ 24	\$ 35	\$ 38	1%	1%	1%	0%	0%
Nursery Products & Cut Flowers	\$ 28	\$ 32	\$ 33	\$ 32	\$ 34	11%	7%	6%	3%	1%
Tree Nuts	\$ 23	\$ 28	\$ 35	\$ 33	\$ 34	57%	59%	63%	70%	75%
Non-Alcoholic Bev. (ex. juices, coffee, tea)	\$ 189	\$ 202	\$ 196	\$ 30	\$ 33	5%	5%	5%	34%	44%
Beef & Beef Products	\$ 18	\$ 20	\$ 26	\$ 32	\$ 26	68%	72%	76%	78%	70%
Coffee, Roasted and Extracts	\$ 23	\$ 22	\$ 23	\$ 29	\$ 26	1%	2%	3%	2%	2%
Chewing Gum & Candy	\$ 33	\$ 36	\$ 34	\$ 36	\$ 25	9%	8%	10%	9%	8%
Beer	\$ 42	\$ 77	\$ 93	\$ 68	\$ 24	13%	11%	3%	1%	1%
Spices	\$ 17	\$ 19	\$ 22	\$ 19	\$ 22	10%	11%	10%	10%	9%
Meat Products NESOI	\$ 11	\$ 10	\$ 13	\$ 13	\$ 10	56%	56%	52%	55%	45%
Tea	\$ 15	\$ 9	\$ 10	\$ 10	\$ 8	38%	28%	27%	30%	36%
Fruit & Vegetable Juices	\$ 15	\$ 13	\$ 11	\$ 12	\$ 7	28%	24%	20%	18%	23%
Eggs & Products	\$ 5	\$ 3	\$ 4	\$ 4	\$ 4	32%	26%	17%	34%	20%

Source: Trade Data Monitor

SECTION V: KEY CONTACTS AND FURTHER INFORMATION

Post Contact Information: Chart 7 below provides FAS Bogota and APHIS Bogota contact information.

Chart 7 Post Contact Information	
Office of Agricultural Affairs (OAA)	Animal Plant Health Inspection Service (APHIS)
U.S. Embassy, Bogotá, Colombia Telephone: (57-1) 275-4622 e-mail: AgBogota@usda.gov	U.S. Embassy, Bogotá, Colombia Phone: (57-1) 275-4572 e-mail: Roberto.Guzman@usda.gov

Regulatory Agency Contacts: Chart 8 below provides information on Colombian government regulatory agency contacts.

Chart 8 Colombian Government Contacts	
Phytosanitary and Zoosanitary Requirements	Food Product Registration and Health Permits
Ministry of Agriculture and Rural Development ICA Alfonso Araujo Deputy Manager Animal Health Protection Tel. +57-601-7563030 ext. 3201 e-mail: subgerencia.animal@ica.gov.co Herberth Joaquin Matheus Deputy Manager Plant Health Protection Tel: +57-601-7563030 ext. 3101 e-mail: subgerencia.vegetal@ica.gov.co	Ministry of Health and Social Protection INVIMA Carlos Alberto Robles Director Division of Food and Alcoholic Beverages Phone: +57-601-7422121 Ext. 4001 e-mail: invimasal@invima.gov.co

Import Procedure: Chart 9 below provides information on import regulations and requirements. More information on Colombia’s import procedure is available at [FAIRS Annual Country GAIN Report](#)

Chart 9 Import Policies		
Requirement	Regulation	Description
Food Product Registration	Resolution 2674 of 2013 Resolution 3168 of 2015 Resolution 719 of 2015	All food items for direct sale to final consumers in Colombia must be registered with INVIMA. Product registration is NOT required for: <ul style="list-style-type: none"> • Natural food products that have not been subject to a transformation process (grains, fresh fruits, and vegetables, etc.) • Animal-origin food products (chilled/frozen) that have not been subject to any transformation process • Products used as inputs by food service or food industry for food preparation or manufacturing
Importer Registration, Import Registration and Import Licensing	www.vuce.gov.co	Importers must be registered with MINCIT, and must obtain an “electronic signature” from the Ministry of Finance at the “Unique Window for Foreign Trade” (VUCE)
Minimum Description	Resolution 057 of 2015	Imported products shall comply with the “minimum description” requirements
Export Sanitary Certificates	Decree 2478	Importers must submit a “sanitary certificate”, issued by the food safety authority in the country of origin, for any batch or lot of “medium” or “high” risk food products imported into Colombia, including dairy, seafood, meat, and poultry

Attachments: No Attachments