

Expo Leche 2006 Trade Show
Puerto Vallarta, Jal., Mexico
May 16-18, 2006

Activity title: CBM - Trade Servicing for Cottonseed Meal

Executive Summary

During the course of the expo, NCPA/CCI made contact with dairy and feed mill managers with the potential for approximately 12,000 metric tons in new US cottonseed meal shipments and annual gross sales of nearly \$2.75 million dollars.

Description

EXPO LECHE 2006 was organized by Hoard's Dairyman en Español and held May 16 - 18 in Puerto Vallarta, Mexico. NCPA/CCI's goal was to increase the use of US cottonseed meal in Mexican dairy rations by distributing technical reports and providing timely US market information. NCPA/CCI met with a number of key dairy and feed mill personnel, including Romulo Escobar with Grupo Industrial Agricultura Escobar from Juarez, Chihuahua. Escobar and his family operate an 8,000-head dairy farm. Grupo Escobar is part of the Fuentes Zaragoza dairy group of Chihuahua, who handle an additional 24,000 dairy cows.

NCPA/CCI also met with Eduardo Reyes, a manager with ALPURA dairy coop, and provided him a technical paper regarding optimizing cottonseed meal use with whole cottonseed in a dairy ration. ALPURA is one of the top five dairy coops in Mexico.

CCI/NCPA found good interest in US cottonseed meal – as cited above - and good demand for technical literature, which was distributed at the expo.

Expo Leche 2006 targeted large dairy operators and was held this year after a year off in 2005. The event is organized by Hoards' Dairyman En Espanol in Mexico and features technical presentations in conjunction with a small trade show. Exhibitors and attendees are able to mix during technical sessions and meet one-on-one during breaks and regular expo hours. While attendance was less than at other trade shows attended by NCPA/CCI in Mexico (and less than Hoard's personnel anticipated), the quality of contacts at Expo Leche provided value for the investment.

Aceves Casillas J. Emanuel

Trow Nutrition Mexico, S.A. de C.V.
Dom. Luis Enrique Williams #792 Col. Parque
Industrial Belenes Nte.
c.p. 45150, Zapopan, Jal.
R.F.C. TNM 821207 KP1

Aguado Fernández Mario

STAND DE LAVAL, S.A. DE C.V.
Blvd. Bernardo Quintana #97 3er Piso,
Col. Villas del parque, Queretaro, Qro. c.p. 76140

Alejandro Flores Abel

Ursulo Galvan #6, col. Benito Juarez,
Tuxpan, Ver.
Tel. 01-783-83-42-539

Álvarez Pedro

Aldama no. 528, Torreon. Coah.
Col. Centro c.p. 27000
Tel. 01-871-7-12-20-91

Arias Alfredo

0830-00619
Panama
Tel. 507-226-92-75
e-mail tizapana@cwpanama.net

Bertoni Carlos

Stand REPRODUCCION ANIMAL
Viveros de atizapan no. 62
Col. Viveros de la Loma c.p. 58080
Tlalnepantla, Edo. de Mex.

Bravo Marco Antonio

Stand VIMIFOS
Calle 4 #10500, parque Industrial, El Salto,
c.p. 45681, El Salto, Jal.

Bugarin Torres José Aldo

Plan de Guadalupe #1731-A
Col. Parques del Auditorio
c.p. 45180 Zapopan, Jal.
Tel. 01-33-36-60-23-76
Fax. 01-33-36-36-67-85
e-mail: aldobugarin@hotmail.com

Cabrera Varela Rodolfo

KEMIN S. DE RL. DE C.V.
Luis Enrique Williams 879
Parque Industrial Zapopan
c.p. 45150, Zapopan, Jal.
e-mail Rodolfo.cabrera@kemin.com

Cendales Ignacio

Carr. Int. Km. 1205 Local 4
Plaza San Ignacio, Mazatla, Sin.
Tel. 01-669-990-36-37
Fax. 01-669-917-40-08
e-mail: colombomexsadecv@yahoo.es

Cervantes Gabriel

(unicamente visito los Stands)
en el telefono que proporciono no contestan
01-449-915—46-42

Cueva Alfredo

Zaragoza no. 85, Acatlan de Juarez , Jal.
Col. Centro c.p. 45700
Tel. 01-387-77-212-32

Dávalos Verónica

Obreros de Santa Clara 277
Col. Vasco de Quiroga
Michoacán
Tel 01-443-314-76-16

De la Peña Francisco

PATROCINADOR INDUSTRIA DEL ALCALI
Keramos 225 del Prado Guerrero y Framboyanes,
Monterrey, N.L. c.p. 64410

Díaz Díaz Héctor Manuel

Rancho Potrero Verde
Alvaro Obregón, Mich.
Tel. 01-455-352-31-11
352-34-64

Escobar Castro Rómulo Lic.

Carr. Juarez/Porvenir km. 18-1
El Sauzal, c.p. 32700
Cd. Juarez, chih.
Tel. 01-656-688-09-30
e-mail romuloescobarlecheriaescobar.com

Escobar Vladimir

STAND CONTINENTAL PLASTIC
540 S. Second St.
De lavan 53115-0902 Wisconsin, U.S.A.
Tel. 001-262-728-48-00
001-608-234-27-63
Fax. 001-262-728-48-10
e mail vladimir@continentalplastic.com

Farias Ricardo {Alta Genetics´}

Plaza Mayor #211, Plazas del Sol, 3ª Secc.
Queretaro, Qro. C.p. 76099
Tel. 01-442-230-02-80
e-mail: rfariasm@prodigy.net.mx

González Macias José Alberto

ABS MEXICO, S.A. DE C.V.
Kansas 2028, Col. Quintas Campestre
c.p. 31238 Chihuahua, Chih.
Tel. 01-614-410-88-46
Fax. 01-614-415-07-43
e-mail albertogonzalez@abdmexico.com

González Martínez Fernando
ABS MEXICO, S.A. DE C.V.
Kansas 2028, Col. Quintas Campestre
c.p. 31238 Chihuahua, Chih.
Tel. 01-614-410-88-46
Fax. 01-614-415-07-43
e-mail fgonzalez@tecnovet.com.mx

Guerrero Rodríguez Alberto
DE LAVAL, S.A. DE C.V.
Blvd. Bernardo quintana #97 3er piso
Col. Villas del parque, Queretaro, Qro.
c.p. 76140

Hernández Alcaraz Fidencio
STAND LACTOMILL
Av. Rio Nilo 3220
Jardines del Nilo
c.p. 4860 Guadalajara, Jal.

Jiménez José Alfredo
ABS MEXICO, S.A. DE C.V.
Kansas 2028, Col. Quintas Campestre
c.p. 31238 Chihuahua, Chih.
Tel. 01-614-410-88-46
Fax. 01-614-415-07-43
e-mail josejimenez@absmexico.com.mx

Larrea Horacio {Alta Genetics }
Calle 510 #120, Chivilcoy Buenos Aires, Argentina
54-23-46-43-58-07
hlarrea@altagenetics.com

Leal Rebollo Erendira
Establo San Humberto s/n,
Apaseo el grande, Gto.
01-442-2-35-02-77
e-mail: erendiraleal@hotmail.com

Loaiza García Juan Jesús Dr.
Carr. Juarez-Porvenir km. 18-1
Col. El Sauzal, c.p. 32700, Cd. Juarez, Chih.
Tel. 01-656-688-09-30
e-mail: loaizaalecheriaescobar.com

Lopez Arias José de Jesús
Aldama no. 182, col. Centro, Mascota, Jal.
c.p. 46900
Tel. 01-388-38-60-720
e-mail jlopezarias@hotmail.com

Lopez Gaspar Ma. Lorena
Antonio Rivas Mercado #499
Col. Miravalle c.p. 44990
Guadalajara, Jal.
Tel. 01-33-31-61-54-01

López Juan
STAND ORDEMEX
General Barragán #87, Col. Centro
c.p. 20000 Aguascalientes, Ags.

Lugo Pérez Homero
ARM & HAMMER
Blvd. Constitución 999 Pte.
Col. Centro, Torreon, Coah.
C.p. 27000

Maravilla Morales Martín
PREMEZCLAS Y VITAMINAS TEPA, S.A. DE C.V.
Av. Jalisco #840
Jardines del rosal, Tepatitlan, Jal. c.p. 47600
Tel. 07-378-781-07-30
e-mail: previtep@previtep.com.mx

Martínez García Guillermo
Av. De las Industrias s/n, Zona Industrial Delicias
Delicias, Chih. C.p. 33000
Tel. 01-639-474-72-70
e-mail mome@hotmail.com

Mora Gerardo
Prolongacion Zaragoza #1604-A
Circunvalacion, Nte., Aguascalientes, Ags.
c.p. 20020
Tel. 449-914-81-80
914-89-65
e-mail: gmora_jaimes@hotmail.com

Morgan Ben
National Cotton Seed Products Inc.
Cordova, IN
Estados Unidos c.p. 38018-4234
Tel. 001-901-682-0800 Fax 001-901-682-28-56
e-mail bmorgan@cottonseed.com

Núñez Paúl
TROW NITRITION MEXICO, S.A. de C.V.
Marte 120, Tepatitla, Jal.
Tel. 01-378-781-22-15
Fax. 01-378-715-49-76

Orozco Rogelio
Cerezo Ordenadoras {Stand}
Av. 8 de Julio #1512, Col. Morelos
Guadalajara, Jal. c.p. 44910

Orrin Fernando
STAND KOOL SYSTEMS DE MEXICO, S.A. DE C.V.
Rio Nilo #1389, Col. Magdalenas
Torreon, Coah. Cpu. 27010

Orrin González Rafael

STAND KOOL SYSTEMS DE MEXICO, S.A. DE C.V.
Francisco Figueroa no. 402
Col. El Fresno c.p. 27018, Torreon, Coah.
Tel. 01-871-722-38-92
Fax. 01-871-722-77-26

Ortega Manuel

Valle de Guadalupe 354
Parque Industrial Lagunero, Gomez Palacio, Dgo.
Tel. 01-871-750-25-55
Fax. 01-871-750-08-68

Padilla Valdivia Salvador

Lechera Guadalajara, S.A. de C.V.
Cedro #325, Col. Valle de Guadalupe, Jal.
c.p. 47381
Tel. 01-347-718-15-42
Fax. 01-347-718-02-42

Pichardo Adrian

Calle Guerrero s/n, Col. Lagos de Peralta
Abasolo, Gto. c.p. 36971
Tel. 01-462-627-09
01-762-627-70
e-mail adrianpichardo@hotmail.com

Piña Segura Manuel Alejandro

ELI LILLY Y COMPANIA DE MEXICO, S.A. DE C.V.
Av. Prolongación America 1592, piso 1
Col. Coutry Club c.p. 44620, Guadalajara, Jal.
Tel 01-33-31-57-39-75
Fax 01-37-87-81-64-25
e-mail pina-alejandra@elanco.com

Ponce Godinez Martha Elena

Mineros #324 Col. San Jose de Cementos,
Leon, Gto. c.p. 37220
Tel. 01-477-771-01-61

Pozas Julio Eduardo Ing.

STAND ORDEMEX
General Barragán #87, col. Centro
c.p. 20000, Aguascalientes, Ags.

Ramos Tamayo Gabriel

AGROPECUARIO SAN JOSE, S.A. DE C.V.
Calle cometa no 547,
Col. Ampliación la Rosita,
Torreon, Coah.
Tel. 01-871-795-91-36
e-mail gabra0461@hotmail.com

Reyes Eduardo

Atopista Mexico-Queretaro KM 37.4
Fracc. Industrial Cuamatla, Cuautitlan Izcalli, Edo. de Mex.
Tel 58-99-20-54
e-mail eryes@alpure.com

Rico Rodríguez Jorge Luis MVZ

KM. 4.5 Carr. Acatic-Crucero
Acatic, Jal. c.p. 45470
e-mail postael4@avantel.net
Fax 01-378-71-50-431
Tel 01-378-71-50-480

Rocha Valdés Leopoldo

ARM & HAMMER {Stand}
Lago Amatitlan 5113, Col. Lagos del Bosque
Monterrey, N.L. c.p. 64890

Rodríguez Esquivel Roberto

ARM & HAMMER
Blvd. Constitución 999 Pte.
Col. Centro, Torreon, Coah.
C.p. 27000

Ruiz Mendoza Anett Viviana Stand Lactomill

Primavera 72, Col. La Venta del Astillero
Zapopan, Jal. c.p. 45221
Tel. 31-51-04-04
Fax 31-51-03-02
e-mail: anett_rume@hotmail.com

Ruiz Sánchez Gabriel

Don Marcos no. 32, Col. Lomas de Balocenera
Corregidora, Qro. C.p. 76900
Tel 01-442-230-24-21
e-mail gabriel.ruiz@gqsa.com

Salcedo Manuel

1531 Country Rd.
Plainview, texas 79072
Estados Unidos
Tel. 001-806-895-4492
001-806-292-3110
Fax 001-806-895-4495
e-mail maritza_salcedo@hotmail.com

Santos Domínguez José Luis

Stand VIMIFOS
Calle 4 #10500, Parque Industrial El Salto
c.p. 45681, El Salto, Jal.

Silva Cerron Ricardo N. Ing.

National Cotton Seed Products Inc.
Saltillo Coah. C.p. 25080
Tel. 01-844-489-32-85
e-mail ricardosilva@cottonseed.com

Solórzano Ulises

Atopista Mexico-Queretaro KM 37.4
Fracc. Industrial Cuamatla, Cuautitlan Izcalli, Edo. de
Mex.
Tel 58-99-20-54

Sujo Hurtado Ricardo

Torre de Marfil no. 794
Col. Las Torres c.p. 27085, Torreon, Coah.
Tel. 01-871-732-30-97

Torres Juan Carlos

XY MEXICO, S.A. de C.V.
Carr. Torreon-Mieleras Km. 10 s/n
Sto. Niño Aguanaval, c.p. 27470, Matamoros, Coah.
Tel. 01-871-732-92-65
e-mail: jctorres@xy-mexico.com.mx

Torres Juan Pablo

CIAPA EMBRIOGEN
Himno Nacional #5165
Col. San Juan de Guadalupe
c.p. 78280 S.L.P.
Tel. 01-444-820-82-25
Fax. 01-444-815-19-45

Tostado Jiménez Pedro

POSTA EL 4
Km. 4.5 Carretera Acatic-Crucero
Acatic, Jal. c.p. 45470
Tel. 01-378-750480
Fax. 01-378-7150431

Turner Robert

STAND KOOL SYSTEMS DE MEXICO, S.A. DE
C.V.
J&D MANUFACTURING
62000 Highway 12,
Eau Claire, Wi
54701, U.S.A.

Valdes Fernando

KEMIN S. DE R.L. DE C.V.
2600 Maury St., U.S.A.
e-mail fernando.valdes@kemin.com

Vancleve Jimmy

STAND VIMIFOS
Calle 4 #10500, Parque Industrial El Salto
c.p. 45681, El Salto, Jal.

Villalobos Ayala Emilio DR.

Redes de Janitzio#14, Col. Vasco de Quiroga,
c.p. 58230 Morelia Mich.
Tel. 01-443-314-16-55
Fax. 01-443-323-18-69
e-mail: cawchief@hotmail.com

Yescas Ricardo

Tepepulco 12, Col. Lomas de Cristo

c.p. 56230 Texcoco, Edo. de Mex.
Tel. 01-595-9-51-01-80

Zavala Luis Enrique

Hacienda Xajay no. 308 Col. Las Teresas,
Querétaro, Qro. C.P 76138
Tel. 01-442-242-18-51

BY:

Mary Carmen Martínez
Sales Manager
Hoards En Espanol
ventas@hoardsenespanol.com