

Subject: U.S. grain feeds Mexican chickens

Story Summary: The North American Free Trade Agreement left winners and losers on both sides of the U.S. Mexican border. One large-scale Mexican farming operation is doing so well that it imports more American grain than some entire countries that buy from us.

TRT: 1:45

Suggested Lead: Mexico has its share of small and large farming operations. One of the larger ones imports more U.S. grain than some entire countries. Tom Steever reports.

Suggested Supers: Jalisco, Mexico
@ :01

Ricardo Celma
U.S. Grains Council, Mexico
@ :13

Yolanda Monoz
Proan Farms Procurement
@ :19

Benjamin R. DeLeon
Proan Farms Human Resources
@ 1:04

Bill Brant
U.S. Ag Counselor to Mexico
@ 1:23

Tom Steever
Reporting
@ 1:33

Anchor Tag: In addition to eggs, Proan distributes pork and dairy products to all of Mexico.

Mexican Layer Operation Uses Lots of U.S. Grain
Tom Steever Reporting
March 27, 2003

<p>Getting bale</p> <p>Lifting bale</p> <p>Tilt/pan from bins</p>	<p>VO/ MEXICO'S LANDSCAPE FEATURES A LARGE NUMBER OF SMALL-SCALE FARMERS AND RANCHERS. ON THE OTHER HAND, SOME MEXICAN FARMS ARE TECHNOLOGICALLY ADVANCED AND LARGE.</p>
<p>Ricardo Celma U.S. Grains Council, Mexico</p>	<p>SOT/ FOR INSTANCE, WE HAPPEN TO HAVE PROAN THAT IS IMPORTING OVER SIX HUNDRED THOUSAND TONS OF U.S. FEED GRAINS BY ITSELF.</p>
<p>Yolanda Monoz Proan Farms Procurement</p>	<p>SOT/ MOST OF OUR INGREDIENTS, NINETY PERCENT I WOULD SAY, COME FROM THE U.S., SUCH AS CORN, SORGHUM OR OTHER GRAINS AND SOYBEAN MEAL.</p>
<p>Pullback to control panel</p> <p>Pullback to cows Layers</p> <p>M/s layers</p> <p>Egg conveyor Egg conveyor c/u</p>	<p>VO/ WITH THE HELP OF ITS OWN GRAIN DISTRIBUTION FACILITY AND FEED MILL, THE PRIVATELY OWNED PROAN HAS TWO THOUSAND MILK COWS, TWENTY-EIGHT THOUSAND SOWS AND TWELVE MILLION LAYING HENS. THEY'RE ABLE TO KEEP THEM FED WITH THE HELP OF THE NORTH AMERICAN FREE TRADE AGREEMENT.</p>
<p>Monoz sot</p> <p>Pan to feed tanks</p> <p>Tilt down from tank</p>	<p>SOT/ THIS IS VERY IMPORTANT FOR US BECAUSE WITH THE FREE TRADE AGREEMENT WE ARE NOW MORE COMFORTABLE WITH OUR RELIANCE ON BUYING GRAINS FROM THE U.S. BECAUSE THE NEEDS OF THIS COMPANY ARE SO BIG.</p>

C/u Plexiglas funnel	VO/ IT'S EASY TO SEE HOW MUCH CORN THAT MANY CHICKENS EAT WHILE THEY'RE BUSY PRODUCING TEN MILLION EGGS EVERY DAY.
Benjamin R. DeLeon Proan Farms Human Resources Layers Woman handles eggs Hands on eggs	SOT/ IT IS IMPORTANT FOR US TO PROVIDE THESE LAYING HENS WITH A VERY COMFORTABLE ENVIRONMENT. THAT HELPS THEM PRODUCE A GOOD QUALITY EGG.
Narrow street Buying bread Bread in sack Playing game	VO/ IT'S ACKNOWLEDGED THAT NAFTA HAS MADE WINNERS AND LOSERS ON BOTH SIDES OF THE MEXICAN BORDER, BUT IT'S ALSO APPARENT THAT THE AGREEMENT HAS HELPED MEXICO'S GENERAL ECONOMY.
Bill Brant U.S. Ag Counselor to Mexico	SOT/ HAVING A MORE STRONGER, VIABLE ECONOMY IN MEXICO IS GOOD BUSINESS FOR THE UNITED STATES. YOUR BEST CUSTOMER IS A RICH CUSTOMER.
Serving ice cream Opening train hopper W/s distribution terminal Rack from weed to cows Huevos on conveyer	VO/ AS LONG AS THAT CUSTOMER HAS A TASTE FOR QUALITY FOOD THERE'S GOING TO BE A DEMAND FOR THE IMPORTED GRAINS THAT ARE ESSENTIAL TO ITS PRODUCTION. IN JALISCO, MEXICO, I'M TOM STEEVER.