BAJA CALIFORNIA
GOBIERNO DEL ESTADO
ECONOMÍA
Secretaría de Economía e Innovación
Pro Baja
TRADE & INVESTMENT

WHY BAJA CALIFORNIA?

PART OF A MEGAREGION FEATURING THE WORLD´S 4TH ECONOMY

THE #1 NATIONAL LEADER IN MEJHOUL DATE PRODUCTION

Only 30 minutes from the border: Immediate proximity to the United States and Canada, which are the most accessible and secure markets.

Access to the largest market: Direct access to the United States, the largest and fastest-growing importer of dates.

Exclusive growing zone: The municipality of Mexicali is the only one in the state where this crop is cultivated, thanks to its prevailing climatic, soil, and water conditions.

Superior genetic conditions: Ideal soil and water conditions for producing the highest-quality Mejhoul dates. The climate guarantees reliable production.

A phytosanitary advantage: Mexicali offers a date-growing environment free from the red palm weevil, a major threat to date palm production worldwide.

7 PORTS OF ENTRY TO USA



BAJA CALIFORNIA

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Baja California contributes **50.8% of the national date production value.**

TOTAL PRODUCTION:

8,627 TONS 2024
OF THE MEDJOOL VARIETY

TOTAL PRODUCTION VALUE:

APPROXIMATELY **$40 MILLION USD** 2024



STRATEGIC INVESTMENT OPPORTUNITIES

Invest in a rapidly growing global market with a regional projected investment potential of **$100 million.**

Land Development: Premium agricultural land is available for the development of new Mejhoul plantations.

Plantation Leasing: Opportunities are available to lease young plantations currently in development.

Baja California's agricultural sector has experienced exceptional growth, with date production increasing by an absolute 519% between 2009 and 2024.

OUR AGRICULTURAL ECOSYSTEM & COMPETITIVE ADVANTAGES

1. ADVANCED INFRASTRUCTURE & LOGISTICS

- ESTABLISHED INFRASTRUCTURE FOR PROCESSING AND PACKAGING.
- SEAMLESS COLD CHAIN INTEGRATION AND EXPORT LOGISTICS DIRECTLY TO INTERNATIONAL MARKETS.

2. RESOURCES & TALENT

- SECURE WATER RIGHTS TO GUARANTEE LONG-TERM PLANTATION SUSTAINABILITY.
- ACCESS TO AN AFFORDABLE, HIGHLY SKILLED, AND SPECIALIZED AGRICULTURAL WORKFORCE.
- PROVEN TECHNICAL EXPERTISE IN THE CULTIVATION AND EXPORT OF DATES.



ICA Instituto de Ciencias Agrícolas Innovación y Desarrollo

Date Kings High Quality Dates

SCAN TO CONTACT US

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