



April 24, 2020

His Excellency Andrés Manuel López Obrador
Presidente Constitucional de los Estados Unidos Mexicanos
Plaza de la Constitución S/N,
Centro Histórico de la Cdad. De México, Centro, Cuauhtémoc

Dear Presidente López Obrador:

We are writing on behalf of the thousands of hard working hops, barley and corn farmers in the United States, the thousands of workers brewing beer in Mexico and the United States, the 142,000 hardworking Americans who proudly distribute beer and many of the 600,000 licensed retail establishments and their employees who have kept their doors open throughout this COVID-19 pandemic.

We ask that you work closely with the United States government to harmonize the list of essential industries critical to the economies of both countries. These industries employ thousands of workers on both sides of the border and bring many benefits to our two nations and peoples. These industries form the backbone of our economic ties as neighbors and need to continue operations in a harmonized fashion.

We appreciate your leadership and the steps Mexico is taking during this unprecedented crisis to slow the spread of COVID-19 and the efforts put into protecting Mexico's citizens. Understanding all measures being taken to address COVID-19, we ask that the March 31st health emergency decrees issued by the Ministry of Health be expanded to deem essential business sectors critical to the supply chains between Mexico and the United States to include beer operations.

Our two countries depend on each other for agriculture and agricultural products. Mexico is the biggest source for agricultural imports into the United States. Mexican beer production utilizes and supports the agricultural industry in Mexico and the U.S. U.S. farmers growing hops, barley and corn in states like Idaho, Minnesota, Montana, North Dakota, Ohio and Washington depend on a strong and vibrant Mexican beer industry which allows these vital agricultural products to be utilized in the production of Mexican beer. The beer industry has been treated as essential not simply because they supply agricultural products in high demand; they also produce and distribute drinking water, hand sanitizer, and spent grain, which is critical feed for livestock all across the world.

Beer is also an essential part of the U.S. and Mexican economies. In the U.S. alone, the beer industry generates more than \$328 billion in economic activity, over 2.1 million jobs, and nearly \$59 billion in tax revenue. The global beer industry is essential to the U.S. economy and Mexico's beer industry

represents 70% of all imports into the U.S. Likewise, Mexico is a vital export market for U.S. barley malt that is used to produce premium Mexican beers. The disruption in the flow of this trade impacts U.S. malt processors and U.S. barley farmers that supply those processors, resulting in backlogs of grain that many farmers may not have the ability to store. Hundreds of thousands of Mexican and American jobs rely on Mexican beer imports and the Mexican beer industry.

As an essential industry, the beer industry has implemented the most stringent protocols to protect workers throughout the supply chain and with great success. The beer industry in Mexico has been implementing these same protocols and will continue to keep our people safe through this process.

As Mexican beer represents over 70% of beer imports into the U.S. and iconic Mexican beer brands are the fastest growing category in the beer industry, the lasting and irreversible damage that could be done to the Mexican beer industry in the U.S. and Mexico could be catastrophic. Mexican beer needs to be made in Mexico and the success of the Mexican beer industry in Mexico and the U.S. depends on beer being deemed as an essential industry in both of our countries.

We appreciate all you are doing to protect the people of Mexico. We are all in this fight together and we look forward to working with you and the government to help address COVID-19 on both sides of our border and beyond.

Respectfully,



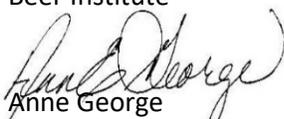
Jim McGreevy
President & CEO
Beer Institute



Milo "Buzz" Mattelin
President
National Barley Growers



Geoff Freeman
President & CEO
Consumer Brands Association



Anne George
Executive Director
USA Hops



John Bodnovich
Executive Director
American Beverage Licensees



Jon Doggett
Chief Executive Officer
National Corn Growers Association



John Bode
President & CEO
Corn Refiners Association



Ryan LeGrand
President & CEO
U.S. Grains Council



Craig Purser
President & CEO
National Beer Wholesalers Association

CC: The Honorable Victor Manuel Villalobos Arámbula, Secretary of Agriculture, Government of Mexico
The Honorable Dr. Jorge Alcocer Varela, Secretary of Health, Government of Mexico
The Honorable Marcelo Ebrard, Secretary of Foreign Affairs, Government of Mexico
The Honorable Dra. Graciela Márquez Colín, Secretary of Economy, Government of Mexico
The Honorable Luisa María Alcalde Luján, Secretary of Labor and Social Welfare, Government of Mexico
The Honorable Alfonso Romo, Chief of Staff, The President of Mexico
The Honorable Martha Bárcena Coqui, Mexican Ambassador to the United States
The Honorable Wilbur Ross, U.S. Secretary of Commerce
The Honorable Sonny Perdue, U.S. Secretary of Agriculture
The Honorable Robert E. Lighthizer, United States Trade Representative
The Honorable Christopher Landau, U.S. Ambassador to Mexico