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Guerrero opens a 3 million peso mezcal aid program with 2 million pesos for certification

Officials said at least 21 supports are planned, but eligibility, selection criteria, payment rules were still unavailable

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The government of Guerrero has opened a 3 million Mexican peso support program for the state’s mezcal industry, reserving 2 million pesos for certification and 1 million pesos for commercialization activities and a sector festival.

The announcement was published Tuesday, November 24, by Quadratín Guerrero, which said it was reproducing a bulletin from the state government. The funding is part of the 2026 program and the application period runs from Tuesday, November 24, through December 3.

The program is being handled by Guerrero’s Secretaría de Fomento y Desarrollo Económico, or SEFODECO, the state agency that oversees business support programs. The state presented the measure as a way to address a specific barrier faced by mezcal producers and bottlers: certification, which can limit access to formal sales channels if companies do not have it.

According to the information released, the certification portion of the program totals 2 million pesos. The remaining 1 million pesos is earmarked for commercialization and an industry festival. The announcement makes clear that the full 3 million pesos should not be treated as money dedicated only to certification.

The material reviewed indicates that the program is expected to provide at least 21 supports. For certification, aid is capped at 92,381 pesos per beneficiary. The state did not publish a 2025 funding benchmark in the information cited by Quadratín Guerrero, so a year-over-year comparison could not be calculated.

For mezcal producers, certification can be a major cost. It is often tied to compliance requirements that allow companies to market and sell their product more broadly. By directing most of the program’s budget to that step, the state is focusing on a cost that can block smaller producers and bottlers from entering or expanding in the market.

The announcement did not immediately provide the primary rules needed to fully assess how the money will be assigned. During verification of the report, the official state portal did not respond, and the underlying guidelines were still pending. Because of that, details such as final eligibility rules, the selection process, the payment calendar, and the exact distribution of the commercialization budget could not be independently confirmed.

That also means the 3 million pesos should be understood as announced funding under an open call, not as money already paid out. The information available so far shows the size of the planned allocation, the basic split between certification and commercialization, the application window, and the certification ceiling per beneficiary, but not the final operating terms that applicants will have to meet.

The move puts public money behind one of the main commercial bottlenecks in Guerrero’s mezcal sector at a time when producers are seeking wider market access. Even so, until the primary rules are released, it remains unclear how many applicants will qualify, how the 1 million pesos for commercialization will be used in practice, and whether the minimum projected number of supports will increase once applications are reviewed.