

The regulatory framework established by Mexico Official Mexican Standards (NOMs) play a key role in protecting animal health, food safety, and public health. By integrating requirements for manufacturing, transportation, commercialization, and advertising of veterinary products, as well as humane handling protocols, these standards form a system that minimizes risks and ensures the integrity of the livestock chain.

The analyzed NOMs - including NOM-012, NOM-051, NOM-059, NOM-024, and NOM-022 - reflect a comprehensive approach covering all stages of the process. They require controlled storage conditions, validated protocols, and quality testing to guarantee safety. They also regulate advertising to ensure information is truthful, verifiable, and scientifically supported.

These standards emphasize biosecurity during animal transport, preventing pathogen spread and improving welfare. Rules on vehicle disinfection, temperature control, and species separation show modern risk-mitigation practices.

Overall, these regulations align Mexico's veterinary health system with international benchmarks, strengthen competitiveness in global markets, and build consumer trust in animal products. They are not only legal obligations but also strategic tools for sustainable livestock production, protecting populations and promoting continuous improvement in veterinary public health.

Verification is performed by authorized
Veterinarians acting as verification units.
Sanctions apply in cases of non-compliance.
Overall, NOM-059-200-1997 strengthens
transparency in veterinary advertising
and aligns marketing practices with
animal health protection.

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UDS
Mⁱ universidad