

# Hungarian Maize Mission - Mexico



Culiacán visit concept note  
March 6-9, 2024



## Culiacán Itinerary

The visit comprises field trips to the most representative maize production sites in the area, including big producers fields and social centers, grain storage facilities and associations, as well as conferences / talks with relevant stakeholders in the maize space.

On Thursday, we will start at Agrícola Belher where we will see maize fields, greenhouses and their Community Development Center. Then we will head to AARC storage facilities for grains. After lunch, Fundación Produce Sinaloa will show us their maize experimental fields, the innovation center and other facilities. To end the day, we will have a meal and networking opportunity.

On Friday, the first field visit will be to El Zanjón. Afterwards, Agrícola Campaña will receive us to see their fields, post-production warehouse and their social responsibility area. Following lunch, Rodeli Growers will host us to their maize fields and facilities. Again, we will finalize the day with a meal and networking session.

Wednesday 6	Thursday 7	Friday 8	Saturday 9
	Breakfast @ Hotel	Breakfast @ Hotel	Breakfast @ Hotel
	<b>8:00 am</b> Departure for Field visits Agrícola Belher AARC Facilities Lunch Fundación Produce	<b>8:00 am</b> Departure for Field visits El Zanjón Campaña Agricultores Lunch Rodeli	TBD: Transfer to Culiacan Airport
Arrival to Culiacán (evening) Hotel Check-in	16:30 pm Back @ Hotel	16:30 pm Back @ Hotel	
	Dinner (location TBD)	Networking dinner	

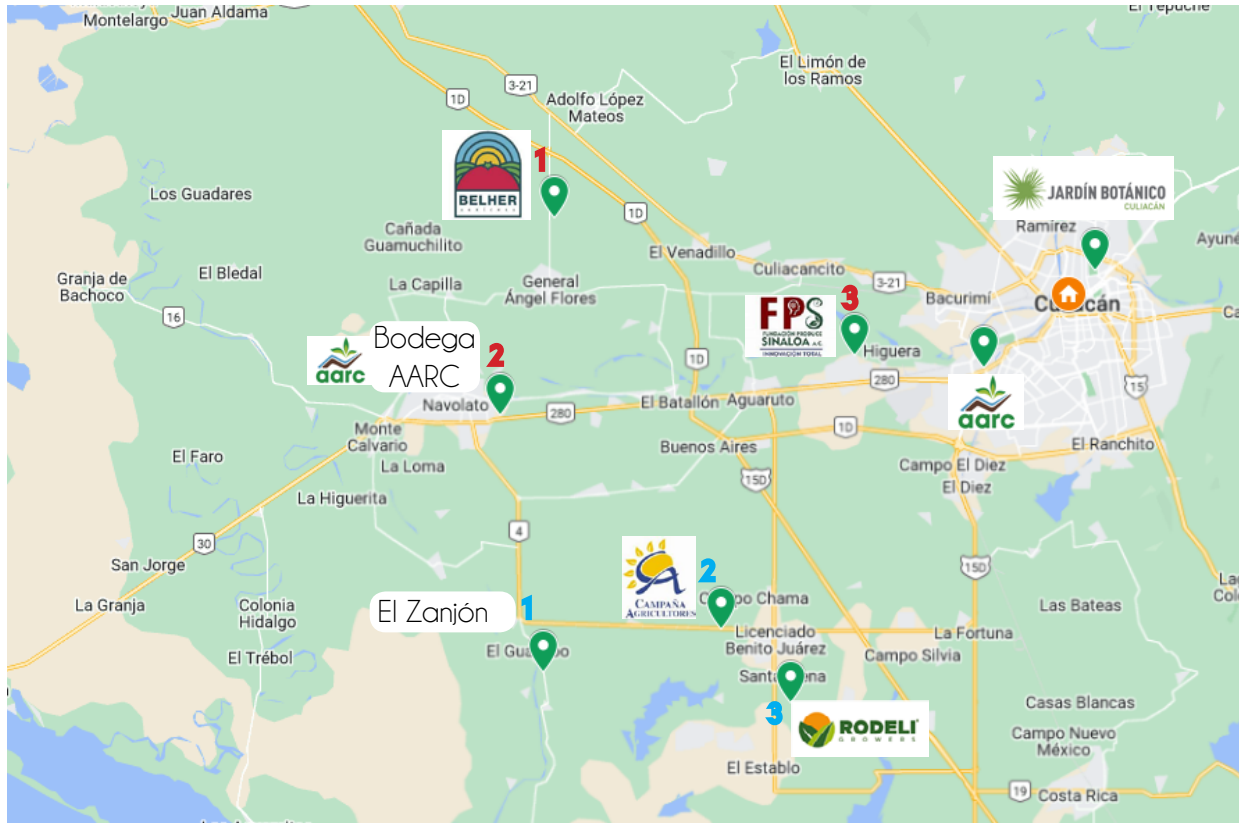
If we have some time to spare, a guided visit to the Culiacán Botanical Garden is a very enjoyable and cultural experience.



## Field Visits location map

The map shows the location of the sites we will be visiting at Culiacán, Sinaloa.

They are situated in the Culiacán valley. The distribution and itinerary were designed to facilitate the understanding of the different mechanisms of production, organization, post-harvest and added value, supply and research that coexist within the region in relation to corn.



Based on the geographical location of each site, we divided the visits to make the most of the 2 days we have available at Culiacán. In red numbers we have the itinerary for Thursday 7, and in blue for Friday 8.



## Fundación Produce Sinaloa



Extended throughout the state of Sinaloa, Fundación Produce Sinaloa was created in 1996 by the producers themselves, being the first of its kind at the national level. It is currently conformed of producers in coordination with State and Federal authorities of the primary sector, research centers and related organizations.

The Foundation's goal is to meet the demands of the agri-food and agro-industrial chain either through research, validation, technology transfer and adoption projects. In this way, it participates with multiple actors in the productive chains for sustainable development.

It aims to be an organization specialized in technology transfer; provide technological innovation, being the link between research and the Sinaloa field. To attain this, it has experimental fields, as well as links with research institutions and universities. It has more than 40 technological packages and provides advice, training and workshops.

Currently its innovation center hosts the headquarters of Expo Agro Sinaloa.

Key Assets: Grains, Experimental fields, Research, Demonstration plots, Analysis tools.



## AARC



It was founded in 1932 with the goal of defending and promoting the primary sector, it currently has more than 1,400 members. Its area of influence covers the valleys of Culiacán, Navolato, Angostura and Pueblos Unidos.

The offered services are concentrated in four areas:

- 1) **Commercial.** It has the purpose of reclaiming crops. The commercialization of white and yellow corn, sorghum and beans; support the contract process for grains under the scheme of contract agriculture. Management assistance in the application process for government grains commercialization aid. Electronic invoice processing and warehouses to store the produce.
- 2) **Family.** Focused on the development and well-being of laborers' children of the associated companies. Support breakfast and meals. Provide medical services in its Mobile Unit. Promote sports through tournaments. Workshops and trainings.
- 3) **Financial.** A parafinancial institution was created to help fund producer partners, with the support of FIRA. Credits are given for corn, sorghum, beans and chickpea crops. Agricultural insurance. Sale of seeds and inputs.
- 4) **Administrative.** Focused on optimizing administrative and financial processes. Services go from lending offices and warehouses for storage, screening and loading and unloading maneuvering; provide guides for national and foreign markets; as well as tax and accounting advice and training.

Key Assets: Added value, Silos, Analysis systems, Cold room, Storage infrastructure



## Agrícola Belher



Family owned, it was founded in 1989, growing tomatoes, corn and sorghum. Currently it is one of the main agricultural companies in the region; it has two distribution centers in Sinaloa and a sister company, Agrícola Memo, in Jalisco.

Their philosophy of sustainability has led them to make a more efficient use of water through different types of irrigation, as well as the use of environmentally friendly agricultural inputs, and automatization in some processes.

Their Social Responsibility Program pioneered this path for the growers in the area. They have a Community Development Center covering education, medical care, household and sports facilities, and more.

They export mainly to North America and is the first company from Sinaloa to export tomatoes and lemons to Japan.

Current production: Tomato, Roma Tomato, White Corn, Sorghum, Lemon and Lemon Juice.

Brands: Calavo, Bueno.

Key Assets: White corn. Production process, added value and marketing; lemon & tomato, cultural change in the way of producing.



## Agrícola Campaña



Located in Navolato, it is a third generation company dating back to the 1950's. They focus on the sustainable production of Eggplant, Green Bean, Pepper, Corn, Mini Bell, Cucumber and Watermelon. They sell nationwide in Mexico, as well as in Canada and the USA.

They have a very strong Social Responsibility Program comprising education, medical care, household facilities, activities and more.

Brands: Campaña, Campagna, Divine Flavor, Farmer Market, Green Point Seeded, President Choice, Good Life, Grown True, Vegland, Simple Truth, Pero, Winset, Beon, Lakeside, Lakeway.

Key Assets: Cultural change in the way of producing, Horticulture, Added value infrastructure, Social area.



## Rodeli Growers



A fourth-generation company, it was founded in 1940. It has more than 300 hectares, which include greenhouses, shade houses and open air agriculture.

Dedicated to the sustainable production of Peruvian beans, white corn, lemon and vegetables such as Persian Cucumber, Slicer Cucumber. They take care of the environment by practices such as drip irrigation, recycling and solar energy for the workers' households. Its main markets are Canada and the USA, equivalent to 95% of its production, leaving the rest for the national market.

Their Social Responsibility Program includes basic need services such as housing, health, education, childcare and child nutrition.

Key Assets: Maize seeds and fields





## El Zanjón, Navolato

Pioneering sustainable agriculture in the area, these fields have minimum tillage each season and efficient water use. They cultivate and grow maize, beans, sorghum, and soybeans in the Culiacán and Navolato Valleys.

Jorge Lugo, head of operations at El Zanjón, advocated for sustainability in the agricultural sector since the 90's as a farmer, as Fundación Produce Sinaloa president of the "Central Zone" Advisory Council, and continues to be a key player in Sinaloa's agricultural sector. He is vocal at AARC, where he contributes to leadership and decision-making, and he is involved with Sinaloa Department of Agriculture and Livestock, which focuses on agriculture, livestock, and agribusiness in the region.

Their commitment and contributions to agricultural development are commendable.



## Culiacán Botanical Garden

Run by the Botanical and Zoological Society of Sinaloa, the Botanical Garden has formed a community that exhibits, appreciates and respects biodiversity, conservation, culture and nature since its inauguration in 1986. It shelters more than 1000 different species grouped in 17 botanical collections. The botanical collection is one of the most important in Mexico, as it houses the largest collection of palms in the world. Its landscape design philosophy is based on a balance between the importance of the species that are conserved, the quality of the specimens that are exhibited, and their integration into an ornamental display that enhances their beauty.

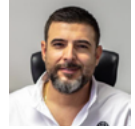
Within this space is the Isabel and Agustín Coppel Collection (CIAC), which includes more than 20 pieces on loan from contemporary artists such as Gabriel Orozco, Eliasson Olafur, Tercerunquinto, Richard Long, Francis Alÿs, Sofia Táboas, Dan Graham, among others.



## Key stakeholders at Culiacán



Culiacán River Farmers Association  
President (2022-2025) - Enrique Riveros



Sinaloa Produce Foundation  
Director - Ramsés Meza  
Sub-director - Julio Zamudio



Confederation of Agricultural  
Associations of the State of Sinaloa  
President - Marte Vega



Veggies from Mexico  
President - Antonio Beltrán  
Director - Georgius Gotsis



Agrícola Belher  
CEO - Antonio Beltrán



Campaña Agricultores  
Owners - Francisco Campaña /  
Horacio Campaña



Rodeli Growers  
Owner - Enrique Rodarte



El Zanjón  
Owner - Jorge Lugo



Professional consulting & advisory services.  
Studies, analysis and research  
Primary Sector (Agriculture, Livestock)  
Nature Conservation  
Sustainable Development



**AgroDer was founded in 2004.** We are a **Civil Society Organization** that provides **professional consulting and advisory services.** Studies, analysis and research in **Primary Sector, Nature Conservation and Sustainable Development.** Our main goal is to deliver tools for decision makers and stakeholders for public, private and non-profit organizations, giving useful analysis and integrated vision for the specific needs of each of our clients.

We are a **multidisciplinary consulting team**, specialized in diverse sciences and disciplines, among which are economic analysis, financial, commercial and strategic planning, market intelligence, public policy and nature conservation. AgroDer has built a strong local and international network throughout the years which aids in achieving our goals.



Patricia Pliego | Projects Director



Ricardo Morales | Consulting Director

# Hungarian Maize Mission - Mexico



## Culiacán visit concept note

March 6-9, 2024

