

AN INNOVATIVE APPROACH TO THE ASSOCIATIVITY FOR THE DEVELOPMENT OF A COMPETITIVE AND SUSTAINABLE OFFER FOR THE CHILOE TERRITORY



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Socios Cooperativa Campesina Punta Chilen



MODERN COOPERATIVE FUNCTIONAL ASSOCIATIVITY



MISSION OF THE COOPERATIVE



GENERATE A FAIR AND PERMANENT PURCHASING POWER FROM THE PRODUCTION OF CHILOTE GARLIC OF THE COOPERATES, AND GIVE THEM ADDED VALUE, APPLYING PRACTICES OF AGROECOLOGICAL PRODUCTION AND BPM, GUIDING TOWARDS THE DEMAND, DEVELOPING A HIGH QUALITY MARKET, CAPSEAL DEMANDING, PERFORMING TEGNOLOGICAL CAPTURE AND CONTINUOUS TRAINING, AND DEVELOPING AN IMAGE OF EXCELLENCE OF THE PRODUCT.



**How we have developed the business
from the territory**



**AT THE HOME IT WAS
ONLY SALE OF RAW
MATERIALS**

**VALUE ADDING,
HACCP,
EXPORT, GLOBAL
MARKETS**



CURRENT PROCESS FACTORY

INITIAL PROCESS EQUIPMENT



CURRENT PROCESS EQUIPMENT



**INCREASE IN
PRODUCTIVE
CAPACITY IN 42
TIMES**

FIRST GARLIC PASTE PRODUCT

IMPROVED CURRENT PRODUCTS



BENCHMARKING
IN NY AND
TORONTO,
PROCHILE
SUPPORT

BUSINESS MODEL



VALUE PROPOSAL

«Deliver to our consumers a family of products with functional and convenience attributes, reflected in a line of six varieties of chilote garlic pasta and snack of native chilotas potatoes, ready to consume. Produced on the island of Chiloe by a Cooperative of peasant williches, under agroecological production protocol»

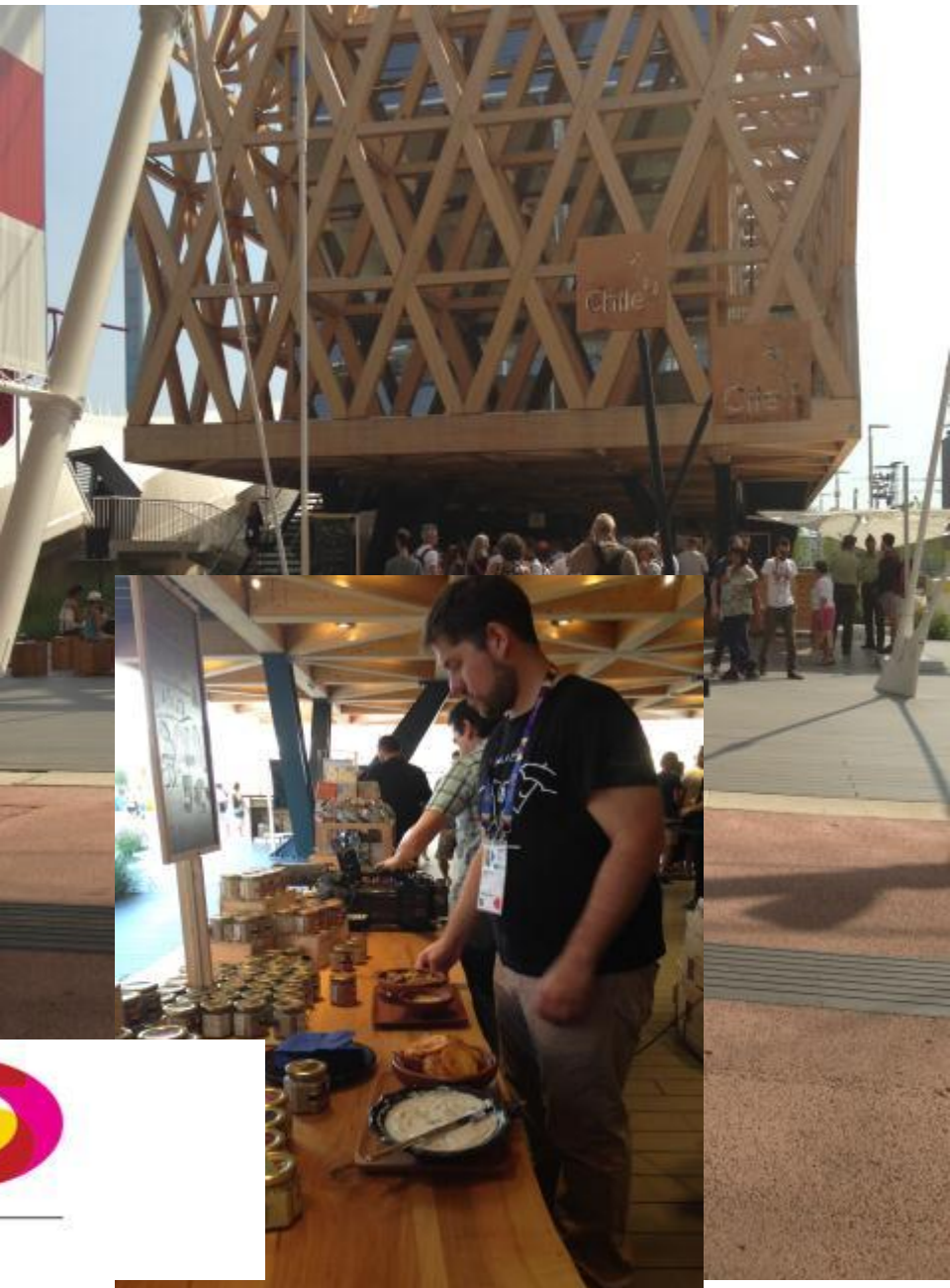
BELGIAN MARKET



UNITED STATES MARKET



PRESENTS AT THE EXPO MILAN WORLD FOOD FAIR



MILANO 2015

Development of New Products, ALWAYS INNOVATING



CHILOT NATIVE POTATO SNACK



BUSINESS UNIT TECHNICAL TOURS, TO SHARE OUR KNOW HOW



PRODUCT CERTIFICATIONS



SUPPORTS - NETWORKS



CAMPOCOOP CHILE



La Unión Hace la Fuerza

**COOPERATIVA
ARCHIPIELAGO**



COOPERATIVE TECHNICAL TEAM



ANDREA
CURUMILLA
GENERAL
MANAGER



PATRICIA
LIMA
AGRONOMY
ENGINEER



ELOISA
RUIZ
ADMINISTRATIVE
ASSISTANT



CECILIA
DIAZ
ACCOUNTING
ASSISTANT

THANK YOU

COOPERATIVA CAMPESINA PUNTA CHILEN

PUNTA CHILEN S/N – COMUNA ANCUD

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