

Agricultural Products and Processed Food



- Raw Materials
- Seeds
 - Grains
 - Color Additive
 - Flavorant
 - Fertilizer
 - Food Preservative

Equipment

Chemicals

AGRICULTURE

LIVESTOCK

- PROCESSED FOOD**
- 3112 Grain and Oilseed Milling
 - 3113 Sugar and Confectionery Product Manufacturing
 - 3114 Fruit and Vegetable Preserving and Specialty Food Manufacturing
 - 3115 Dairy Product Manufacturing
 - 3116 Meat Product Manufacturing
 - 3117 Seafood Product Preparation and Packaging
 - 3118 Bakeries and Tortilla Manufacturing
 - 3119 Other Food Manufacturing
 - 3121 Beverage Manufacturing

- Domestic Markets
- Supermarkets
 - Public markets
 - Wholesalers
 - Retail Shops

Exporters

- SUPPORTING INDUSTRIES**
- Logistics & Transportation
 - Warehousing
 - **Packaging - Plastics & Glass**
 - **Energy**
 - Water treatment

- GOVERNMENT AND IFC'S**
- **Secretary of Agriculture, Livestock, Rural Development, Fishery and Alimentation.**
 - **National Service of Health, Food Safety and Food Quality**
 - Interamerican Institute for Agriculture Cooperation
 - Services and Support for Agriculture and Livestock Sales
 - Puebla's Council for Conservative Agriculture (COPAC)
 - Mexican Association for Protected Horticulture

- RELATED INDUSTRIES**
- Security
 - **Insurance Companies**
 - **Construction**
 - Financial Services

Agricultural Products and Processed Food Project Priorities

SHARED VALUE:



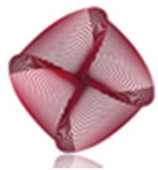
**Collection &
Transformation
Centers for
Agricultural
Products**



**Certification
Program for
Cluster 's
Participants
(FDA, SQF, HACCP)**



**Creation of an IFC
specialized on the
linkages between
entities**



Goals
alignment

Collaboration

Sinergy

Society

Agricultural Products and Processed Food Recommendations

1. Clear definition of cluster (Agriculture too broad)
2. Valuables for the cluster in Puebla region
3. Relevant project priorities more specific
4. Identify local clusters in order to make them traded clusters
5. Identify core actors in the map (training, preengineering)
6. Government has to be part of the diamond
7. Positioning the cluster
8. Involve the private sector with the informal sector



The Purpose of Business

- There is an opportunity to **transform thinking and practice** about the role of the corporation in society
- Shared value gives rise **to far broader approaches** to economic value creation
- Shared value thinking will drive the next wave of **innovation, productivity growth, and economic growth**
- Businesses **acting as businesses**, not as charitable givers, are arguably the most powerful force for addressing many of the pressing issues facing our society
- A transformation of business practice around shared value will give **purpose** to the corporation and represents our best chance to **legitimize business again**