

The background is a vertical gradient from light orange at the top to dark orange at the bottom. It features several semi-transparent circles of varying sizes. Some of these circles contain solid black shapes, including circles and crescent-like forms, scattered across the page.

# MEXICO

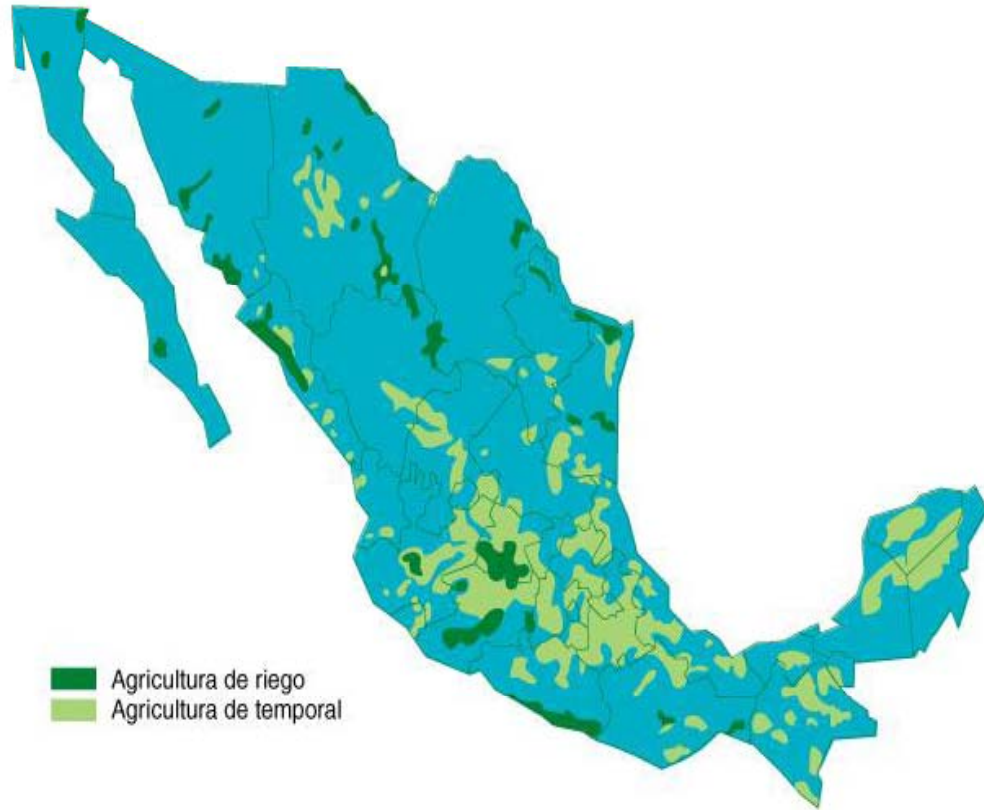
We are a believers.....

# How is the agriculture



# Hectareas

Mapa de México  
Agricultura





# Main crops







# History

○ Visit Jerry Lemunyon Early  
2009 -2010

○ Jerry and Luther 2010

# What was the situation at that time

- We have different kinds of certification

- Financial                      Bank of Mexico

- Agricultural Projects        Sagarpa INCA

- Training to Farmers        Sagarpa INCA

# The current reason for getting a international certification

- Homogenous mix of
  - Agriculture production
  - Agriculture input.
- NAFTA
- Equipment



# Starting process

- AMESID
- SEDAGRO
- ASA ICCA AMESID SEDAGRO
- Companies
- Graduated Asociation

# Participantes

- Gobierno Estatal Rubén Dávila
- Syngenta Javier Valdés
- Basf Jorge Casas
- AMVAC C. VANDER MERSH
- REGA Ricardo Botello
- UAEM Norberto Sánchez
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- CIMMYT Petr Kosina Bram Goaverts
- ASOMECIMA G. Zita
- IAP Alejandro Romero
- AMESID Sergio Figueroa

# Participantes

- Universidad Autónoma de Sinaloa Dr. German Bojorquez
- Universidad Autónoma de San Luis Potosi. Dr. Antonio Buen Abad
- APAO Ing. Juan Carlos Salinas
- U.de G. Dr. Gil Virgen



# Approach

- Not political but technical
- Universities
- Agricultural Companies
- Societies



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MEDEX Juan Manuel Osorio Hernández

REGA

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Standards and Ethics

Ing. Ruben Davila Mendoza Sedagro EDOMEX

Lic Lidia Sanchez ECONAGRI

Budget and Finance

Ing, Ricardo Botello REGA

# To build the basis

- Completion of POs in Spanish 3 months
- Development the exam in spanish
- Training first exam group
- Presentation exam





# POs

- Intercultural Process
- Different points of views
- Commitment to work
  - Webinar
  - Meetings
- We have available on ASA website
- Great efforts -Great results



# First exam

- We invite person
- Each person pays exam fee
- No companies support
- Our point of view " no pain no gain"
  - Willingness of the person. Certification means better people and better services to the customer.
- The agronomist make the first step not by obligation





# Strategy with Alliances

- Alliance with Universities
- Graduate Associations
- Farmers Associations
- Industry
- Science Societies
- Government

# Promotion

- Help from ASA to promote in spanish.
- Promotion trough Agriculture Societies
- Banks

# Next steps

○ Sinaloa	50	150	150
○ Jalisco	75	75	150
○ Tabasco	35	120	120
○ Edomex	25	200	200



# Opportunities

- Last week the state government ask for certification people to special program.
- Some companies put the certification as a requirement
- Linked with Headquarters in USA and Canada





**Everybody needs to add their sand grain**