MEXICO
We are a believers......
How is the agriculture
Hectáreas

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 Association
Participantes

- Gobierno Estatal  Rubén Dávila
- Syngenta  Javier Valdés
- Basf  Jorge Casas
- AMVAC  C. VANDER MERSH
- REGA  Ricardo Botello
- UAEM  Norberto Sánchez
- UNAM  I. Torres
- 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 Potosí. Dr. Antonio Buen Abad
- APAO  Ing. Juan Carlos Salinas
- U.de G.  Dr. Gil Virgen
Approach

- Not political but technical
- Universities
- Agricultural Companies
- Societies
President: MEDEX Juan Manuel Osorio Hernández
Vicepresident: Ing Norberto Sanchez Egresados Universidad Autónoma del Estado De México

Communications and Promotion Committee:
MC Martin Valencia ANEIA
Ing. Jorge Casas BASF
Ing. Juan Carlos Salinas APAO
MC Alejandro Romero IAP

Continuous Education:
MC Martin Valencia ANEIA
Ing Charles Vander Mersch Quimica AMVAC de Mexico
Ing. Fermin Bravo ICAMEX

Procedures and Exam:
Dr. German Bojorquez UAS
MC Gloria Zita UNAM
Ing. Joaquin Ramirez Syngenta
Ing. Ildefonso Torres Egresados UNAM
Dr. Bram Goaverts CIMMYT

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 through 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 asked for certification of people in a special program.
- Some companies put the certification as a requirement.
- Linked with Headquarters in USA and Canada.
Everybody needs to add their sand grain