AN INNOVATIVE APPROACH TO THE ASSOCIATIVITY FOR BUSINESS DEVELOPMENT FROM THE WILLCHE COSMOVISION

COSMOVISION AND TERRITORY

ANCESTRAL SEEDS

QUALITY OF LIFE AND PERMANENCE IN THE TERRITORY

VALUE ADD

VIRTUOUS AND RESPECTFUL MODEL WITH THE TERRITORY AND ITS PEOPLE

INCOME AND FAIR PRICE

Andrea Curumilla – Manager Cooperativa Punta Chilen
PUNTA CHILEN COOPERATIVE PARTNERS

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 TECHNOLOGICAL CAPTURE AND CONTINUOUS TRAINING, AND DEVELOPING AN IMAGE OF EXCELLENCE OF THE PRODUCT.

How we have developed the business from the territory
THE BUSINESS IDEA AT THE BEGINNING WAS ONLY SELLING RAW MATERIALS

VALUE ADDING, HACCP, EXPORT, GLOBAL MARKETS

CURRENT PROCESS FACTORY

INITIAL PROCESS EQUIPMENT

INCREASE IN PRODUCTIVE CAPACITY IN 42 TIMES

CURRENT PROCESS EQUIPMENT
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»
UNITED STATES MARKET

PRESENTS AT THE EXPO MILAN WORLD FOOD FAIR
Development of New Products, ALWAYS INNOVATING

CHILOT NATIVE POTATO SNACK
BUSINESS UNIT TECHNICAL TOURS, TO SHARE OUR KNOW-HOW

PRODUCT CERTIFICATIONS
THANK YOU

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