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

Andrea Curumilla – Manager  Cooperativa Punta Chilen
Socios Cooperativa Campesina
Punta Chilen
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.
INCREASE IN PRODUCTIVE CAPACITY IN 42 TIMES
FIRST GARLIC PASTE PRODUCT IMPROVED CURRENT PRODUCTS

BENCHMARKING IN NY AND TORONTO, PROCHILE SUPPORT
BUSINESS MODEL

1. Orientation to the customer
2. Necessary resources
3. Key partners
4. Key activities
5. Structure of costs and income
6. Distribution channels
7. Relationship with customers
8. Value proposal

CHILOE GOURMET BUSINESS MODEL

VALUE PROPOSAL
NECESSARY RESOURCES
KEY PARTNERS
KEY ACTIVITIES
STRUCTURE OF COSTS AND INCOME
DISTRIBUTION CHANNELS
RELATIONSHIP WITH CUSTOMERS
ORIENTATION TO THE CUSTOMER
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»
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

GIRAS TÉCNICAS
PRODUCT CERTIFICATIONS
SUPPORTS - NETWORKS

CAMPOCOOP CHILE

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
ISLA DE CHILOE
CELULAR +569 5001 3040  -  +569 4919 8390
E-MAIL: ventas@chiloegourmet.cl

CHILOE GOURMET

@CHILOEGOURMET