

The SADER promotes better development conditions in rural communities with agroindustry companies.

In the words of Francisco Javier Trujillo Arriaga, head of SENASICA, the SADER backs successful agro-industries with worldwide presence sustainable and committed to the most vulnerable communities.



The Secretariat of Agriculture and Rural Development (SADER) considers the companies that make up the National Association of Berry Exporters (Aneberries) to be a productive and successful economic model that impacts the social development of producer communities.

During his participation in the 9th Aneberries International Congress, Francisco Javier Trujillo Arriaga, head of the National Service for Agro-Alimentary Public Health, Safety and Quality (SENASICA), stated that the SADER looks to promote successful agro-industries with worldwide presence that are sustainable and committed to the most vulnerable communities.

On behalf of Víctor Manuel Villalobos Arámbula, Secretary of Agriculture and rural Development, he reaffirmed the commitment of working with a spirit of service and quality in the application of the law to defend the national agri-food assets and the international prestige achieved by Mexican products, which is a matter of national interest.

The SADER official emphasized that credibility is necessary to establish a convincing dialogue with the health authorities of other countries; therefore transparency and timely reporting of sanitary treats to trade partners and international organizations is essential.

He recalled that Mexico is committed with producers and their trade partners, therefore, no physical, human or financial resources will be spared to safeguard

the national agri-food assets from quarantine pests and diseases, a task that belongs inherently to the federal government.

On the other hand, Aldo Mares Benavides, Chairman of Aneberries, underlined the competitive level of Mexico in all international markets as the fourth producer and third exporter of berries, which ranks just below beer and avocado production and exports. In 2018, he added, 364,000 tons of berries worth 2.37 billion USD were exported to 35 countries and created 350,000 jobs.

He also announced that the challenge today is reinforcing market diversification and fortifying productive processes safety. To that end, they created the Berries GAP certification that aims to integrate small producers and fortify the concept of social responsibility, in order to have a prosperous, committed and well paid workforce with benefits.

In his turn to speak, Bosco de la Vega, Chairman of the Agricultural and Livestock National Board (CNA) said that this 9th Aneberries International Congress highlights a sustainable and socially responsible industry.

Aneberries, he emphasized, is an organization that promotes growing the purchasing power of communities, which translates in greater wellbeing and more opportunities for the rural youth.

The importance of production resides in its value and what it produces in its surroundings. "This is the added value that our companies must create, hence the importance of strengthening our institutions and foreign trade bodies".

He recalled that during the first quarter of 2019, the country's economy grew by 0.3% while the agricultural and livestock sector grew by 3.6% during the first quarter of 2018. He also underlined that the national agri-food sector generates 15% of formal jobs and 8.4% of the Gross Domestic Product, and yet it has a poverty index of 60% which makes it the ideal sector to invest in order to mitigate that social condition.

He considers that the future of the world's agriculture is promising for countries that produce high added value in an environment of security for individuals and their assets that provide assurances to investment and under the rule of law. Finally, he compromised the collaboration of the CNA to build and fortify the sector. Also in attendance were Jesús Alán Elizondo Flores, General Director of Agricultural Trusts (FIRA); Alberto Esquer, Secretary of Rural Development of Jalisco; Rubén Medina Niño, Secretary of Rural Development and Agri-food of Michoacan, and José Francisco Gutiérrez Michel, Secretary of Agri-food and Rural Development of Guanajuato.