



CAMPOS BORQUEZ

“Through PMA’s global connections, we increased revenues 10 times. Now, we expect 25% year-over-year growth.”

– *Pablo Borquez, President, Campos Borquez*

ABOUT CAMPOS BORQUEZ

Located in Caborca, Sonora, Mexico in the Yaqui Valley, Campos Borquez is a family-owned grower/shipper. Founded in 1986, the company plants and harvests asparagus and red seedless table grapes 10 months of the year.

Owner and President, Pablo Borquez, learned farming from his father. He has worked hard to build a successful business his children can inherit and grow. Like many produce growers around the world, the success of Campos Borquez is the result of hard work, a tenacious determination to overcome obstacles and a commitment to upholding the highest quality and safety standards.

After joining the Produce Marketing Association (PMA) in 2005, Pablo became a member of the PMA International Council in 2006 and eventually joined the PMA Board of Directors.

THE CHALLENGE

Recognizing that increased global demand for his products could profoundly impact the future of his company, Pablo began looking for strategic partners with the resources to help expand his export business. He required a partner that offered the local market insights needed to evolve his operations in Mexico and information on global food safety standards.



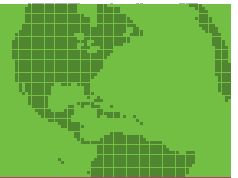
“PMA provides insights that can improve how we operate our businesses in Mexico and manage food safety. They not only opened my business to new markets, they opened my mind to new possibilities.”

VALUE PROPOSITION

Shortly after joining PMA, Pablo was introduced to contacts in both the United States and Latin America. He began leveraging his new connections to expand his business. In 2009 – thanks to a relationship facilitated through PMA – Pablo and his team inked a joint venture partnership with The Giumarra Companies to form Giumarra

Borquez, LLC. Their success in exporting asparagus to the U.S. is what Pablo defines as the “turning point” for his business.

“Our relationships with companies like Giumarra, Loblaw and Seald Sweet International have come directly through PMA and have completely turned our company around.”



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Campos Borquez now sells directly to major retailers like Whole Foods, Loblaw (the largest food retailer in Canada), Costco Wholesale, Save Mart Supermarkets, Kroger and Safeway.

RESULTS

Today, Campos Borquez is one of the fastest growing producers in Mexico. Revenue from the export channels made possible through PMA represent the principal drivers of that growth.

- **Through PMA, Pablo established a partnership with Loblaw. He markets approximately 130,000 cases of grapes and more than 150,000 cases of asparagus via the partnership.**
- **Introductions made by PMA to Seald Sweet International, have resulted in \$1 million in sales from this partnership alone.**

THE FUTURE

Currently, the U.S. remains Campos Borquez's primary export market. However, Pablo sees no limit to his global growth opportunities. With PMA's assistance, he is working to build a base of contacts in China, Brazil and South Africa. And, with the pace of technology and trade increasing, Pablo will use PMA to stay on the forefront of food safety and marketing best practices.

Through the PMA Foundation for Industry Talent, Pablo will continue to provide his management team, which includes his children, with the skills training necessary to accelerate the growth of Campos Borquez. As he looks to the day when his children take over the business, he sees the company's continued partnership with PMA as a competitive advantage they will inherit.



"Thanks in large part to PMA, I have more global customers and direct access to high-end retailers."

- **Before joining PMA, Pablo Borquez had 30 acres of asparagus farmland. Now, he farms 3,000 acres of asparagus and plans for continued expansion.**
- **Prior to PMA, Pablo was doing much of the work on the farm. He now has a staff of more than 2,600 workers.**
- **Since becoming a PMA member, Pablo estimates that revenues have increased 10 times.**
- **Following an introduction to The Giumarra Companies by PMA, Pablo formed Giumarra Borquez, LLC which today markets over 1 million cases of asparagus.**
- **Projecting 25% year-over-year growth due to his partnership with Giumarra, 2014 will represent another year of increased sales.**

"I tell my friends, change is happening every day. The best thing we can do, as growers, is to jump on the PMA train and be part of the change!"