



goldcup

**WE ARE A FRUIT CENTERED  
AND COMMUNITY DRIVEN  
COMPANY**

LA CALERA AGRICULTURAL

**THIS MEANS THAT  
WE ARE PASSIONATE  
ABOUT CARING FOR  
THE PERFECT FRUIT!**

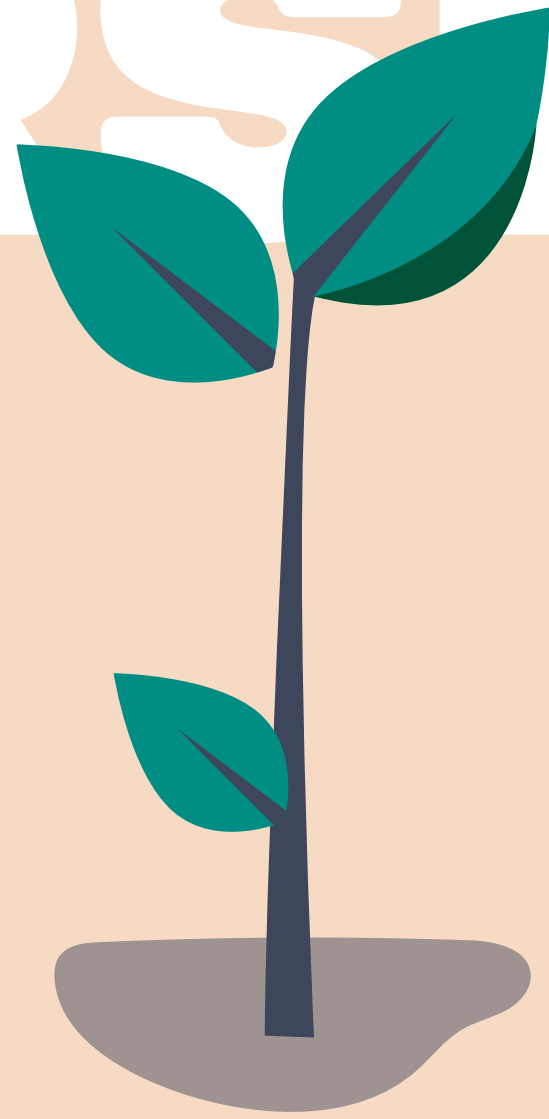


GOING FROM

NURSERY

TO

SHELF



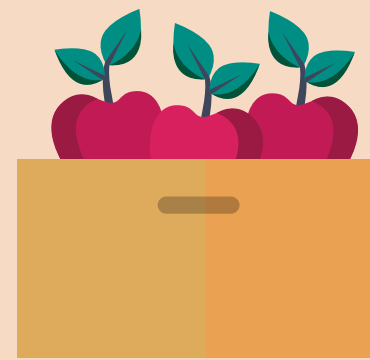
# TAKING CARE OF THE WHOLE PROCESS...



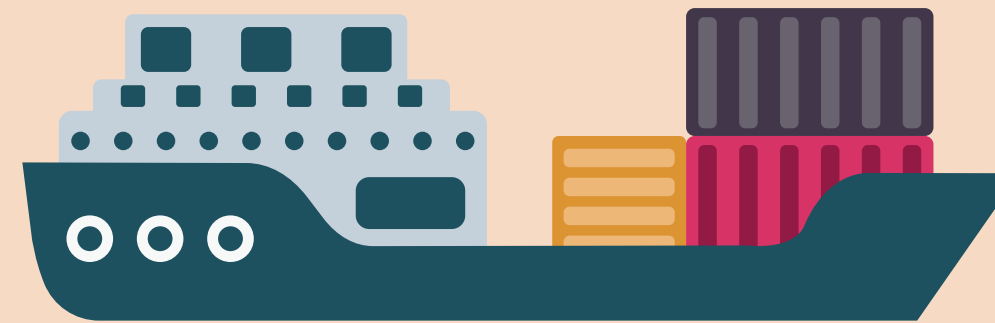
Nursery



Field



Packaging



Logistics



Commercial



Shelf

**IT ALL STARTS WITH THE NURSERY**  
**WE GRAFT THE PERFECT VARIETIES**  
**IN THE RIGHT ROOTSTOCKS FOR OUR**  
**DIFFERENT SOILS AND CLIMATES.**

Variety

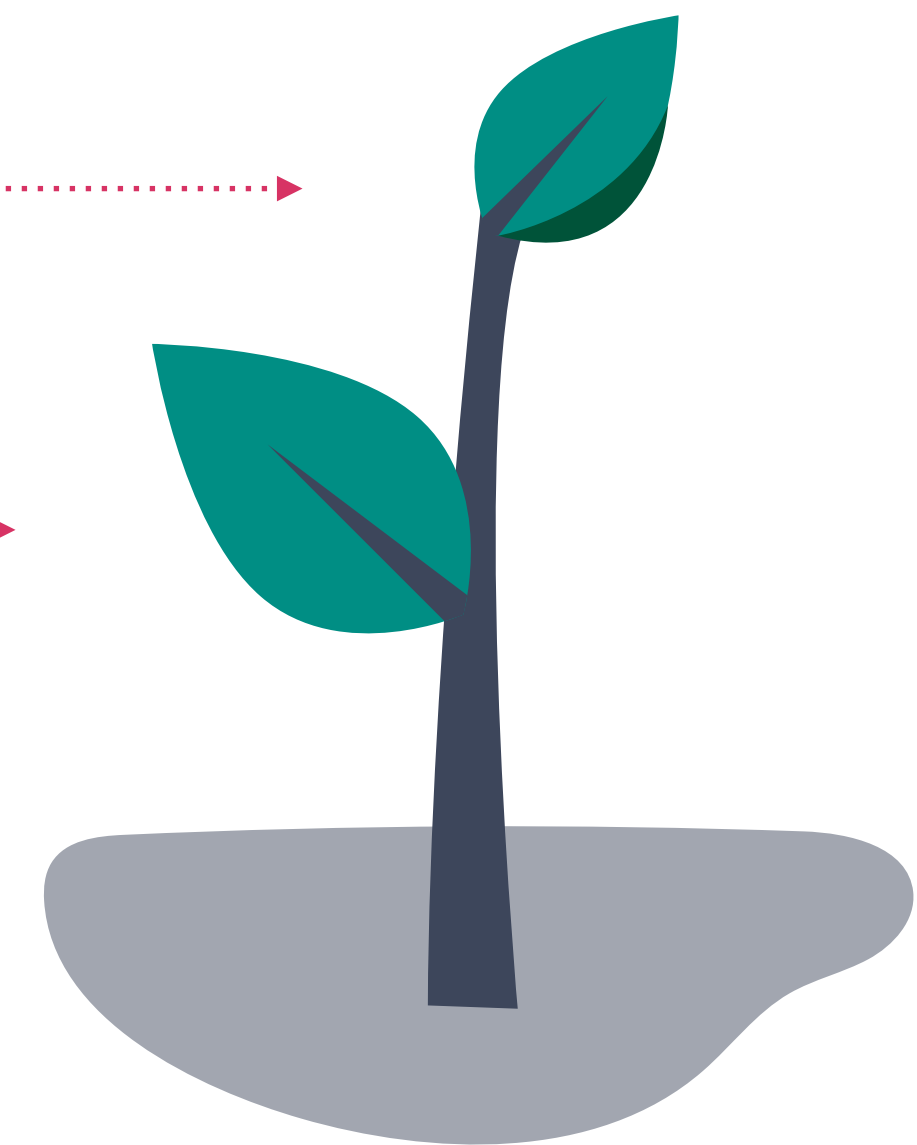


Rootstock



With much love and care, baby plants are grown for a year in our nursery.

**120,000+ PLANTS GRAFTED ANNUALLY**



**VARIETIES**  
**WORKING WITH BEST**  
**BREEDERS IN THE WORLD**



Zakai Agricultural  
Know How and Inputs



Citrus Genesis



Protected Vegetal  
Variety Company



Morocco, Nadorcott



Citricom, Managing  
Nature's Perfection



IFG



Volcani Agricultural Research  
Organization of Israel



Tango Fruit



Eurosemillas



Maluma Avocado

LA CALERA AGRICULTURAL

---

goldcup

Our nursery. Chincha, Perú.



# HARVESTING THE FIELDS

+4,500 HECTARE OF 30+ VARIETIES





LA CALERA AGRICULTURAL

---

goldcup

Fields in Ica Valley, Perú.



LA CALERA AGRICULTURAL

---

goldcup

Fields in Chincha Valley, Perú.



# OUR OWN PACKING STATIONS +1500 CONGLOMERATE OF EXPERIENCED WORKERS

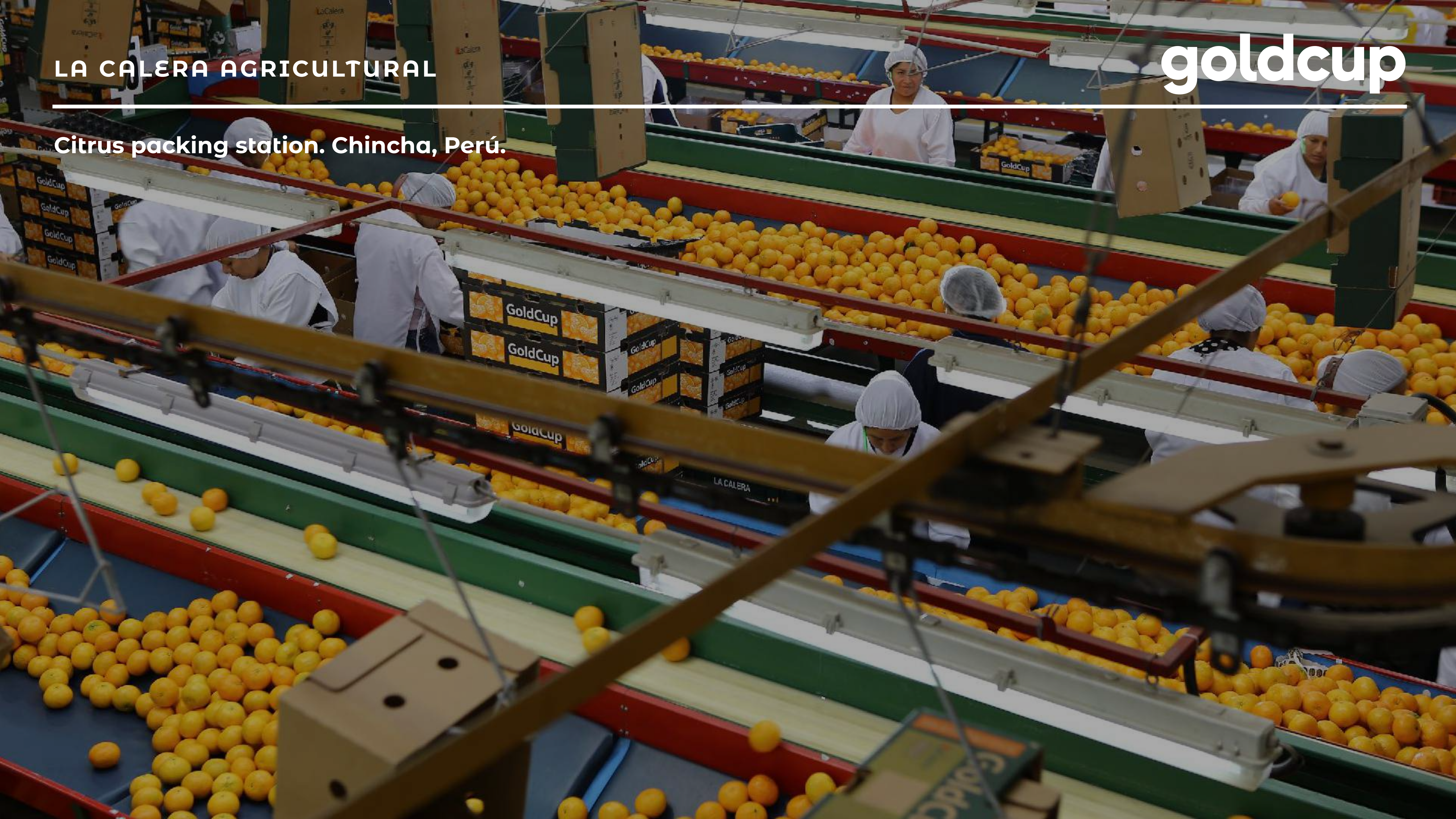
Citrus Packing	Chincha, Perú	Grape and Mango Packing	Piura, Perú
Avocado Packing	Chincha, Perú	Organic Banana Packing	Piura, Perú
Grape Packing	Ica, Perú		



LA CALERA AGRICULTURAL

goldcup

Citrus packing station. Chincha, Perú.



LA CALERA AGRICULTURAL

goldcup

Grape packing station. Ica, Perú.



LA CALERA AGRICULTURAL

goldcup

Avocado packing station. Ica, Perú.



# FRESH PRODUCE. CHINCHA, PERÚ.



Citrus



Avocado



Pomegranate

## CERTIFICATIONS



# FRESH PRODUCE. ICA, PERÚ.



Table Grapes

## CERTIFICATIONS



operador  
económico  
autorizado





# FRESH PRODUCE. PIURA, PERU



Table Grapes

## CERTIFICATIONS



operador  
económico  
autorizado



**MANGOES**



Mangoes

**CERTIFICATIONS**



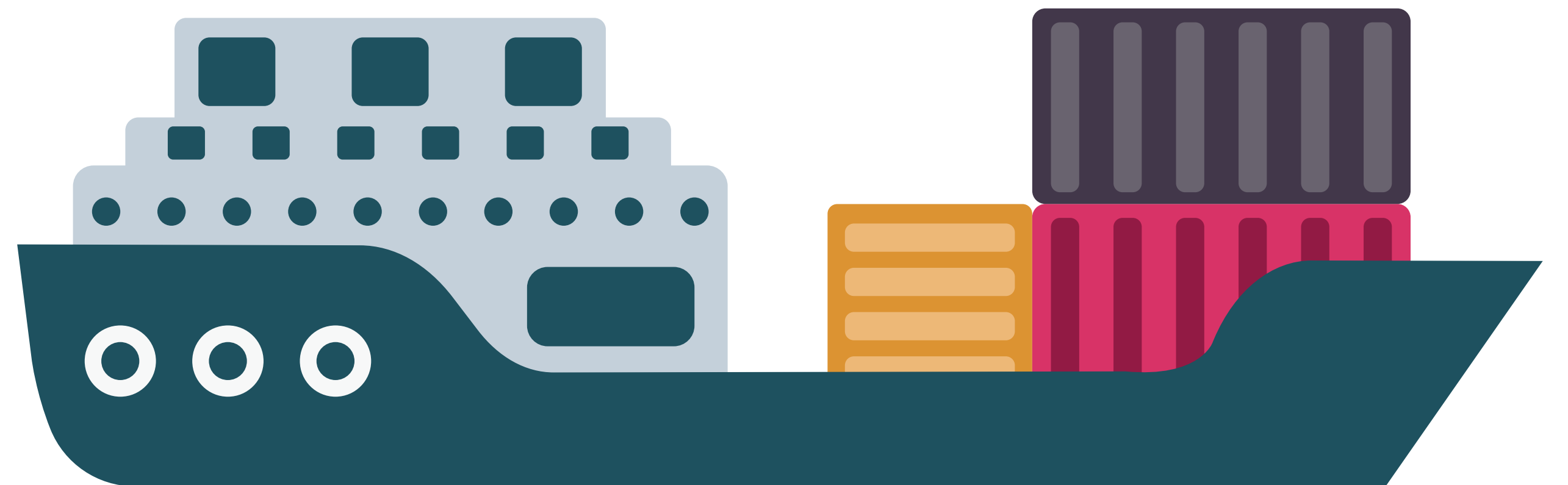
# PACKED PRODUCTS. CHINCHA, PERÚ



## CERTIFICATIONS



**CLOSE TO HOME AND THEN OFF TO YOU**  
**PLEX: SECURING SLOTS AND**  
**THE BEST FREIGHTS**



**WITH HELP OF OUR COMMERCIAL TEAM**  
**OFFICES IN USA, UK, COLOMBIA AND PERU**



PACIFIC PRODUCE

UK



AndeanSunProduce Inc.

USA



Colombia



prolan

Perú



**GLOBAL REACH**  
**AND WITH YOUR HELP,**  
**TO THE SHELF!**

**+130**  
**clients**

**+30**  
**countries**



LA CALERA

VERTICAL INTEGRATION

2018:

+US\$250M

+4,500 HECTARES

+5,200 COLLABORATORS



AGRICULTURAL

TUNGUSUCA

AG. PROLAN

LA PORTADA

DON AGOSTINO

POZO ALTO

CASABLANCA

CITRUSCO



INDUSTRIAL

PROLAN EXPORTS

PACKAGE PRODUCE



COMERCIAL

ANDEAN SUN  
PRODUCE - USA

LC COLOMBIA

PACIFIC  
PRODUCE - UK

REST OF THE WORLD

LA CALERA AGRICULTURAL

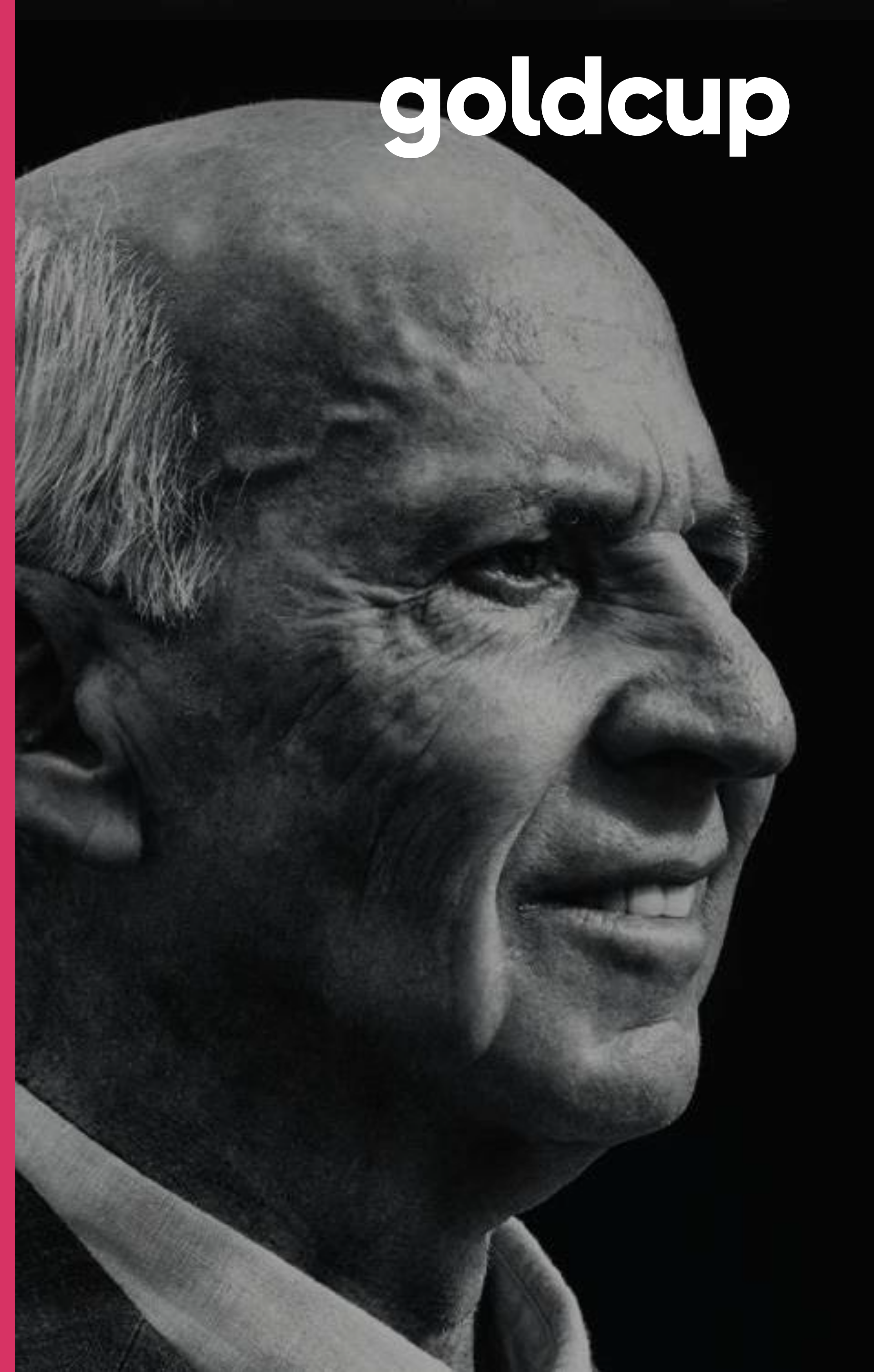
---

# 3 GENS TAKING CARE OF BUSINESS

**Playing next:**

Family Business / Fundación La Calera / Social Resp. / Ambiental Resp.

goldcup



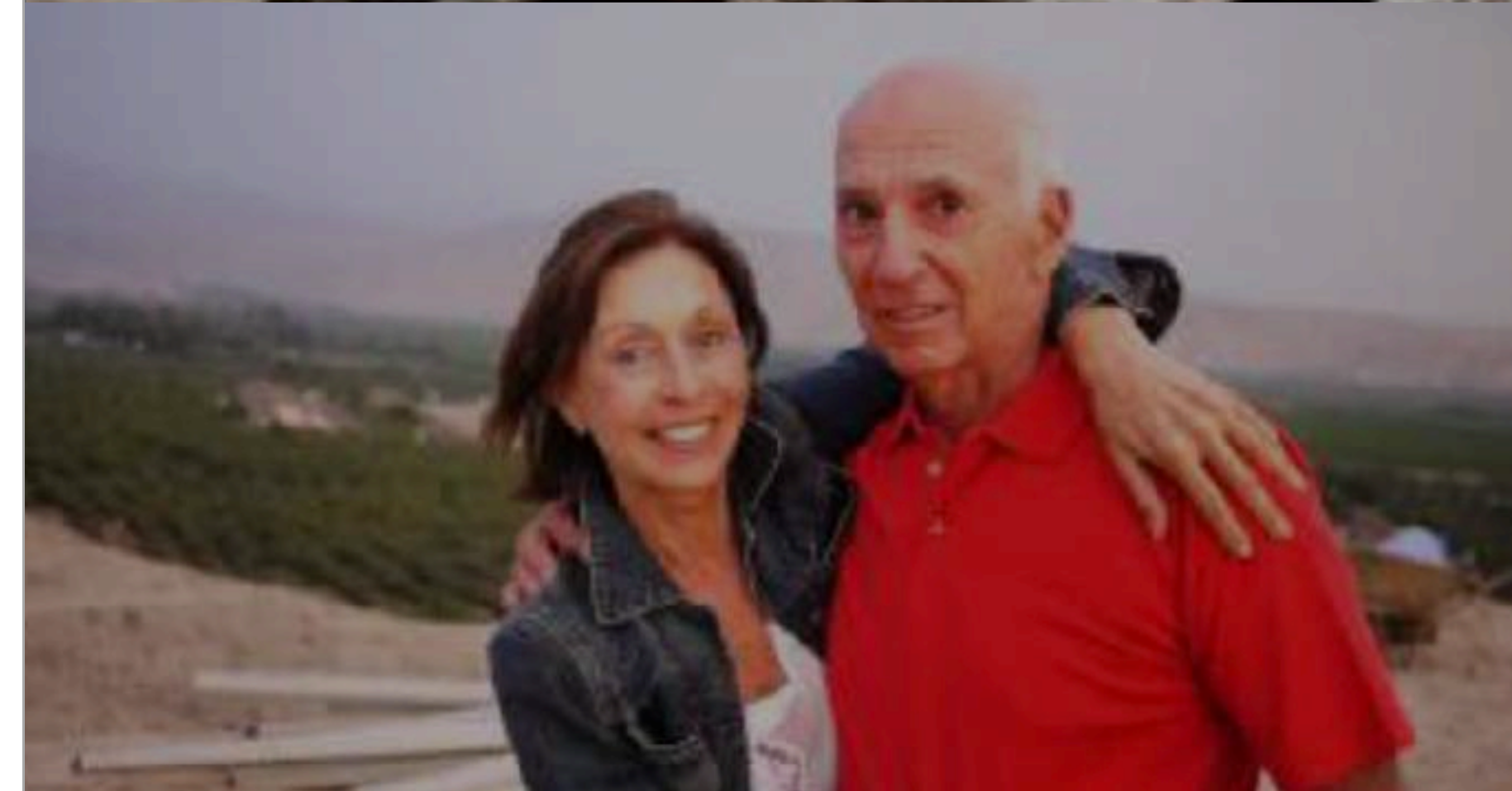


LA CALERA AGRICULTURAL

---

**WE'RE A FAMILY BUSINESS**  
**THE MASIAS FAMILY HAS BEEN INVOLVED IN AGRICULTURE FOR THREE GENERATIONS**

The main focus has always been the sustained development of the stakeholders and a positive impact on the community of the ever increasing area of influence (Alto Laran, Chincha, Ica).



LA CALERA AGRICULTURAL

---

# FRUIT-CENTERED AND COMMUNITY DRIVEN

Playing next:

Social Resp. / Ambiental Resp.

goldcup



LA CALERA AGRICULTURAL

goldcup

# FRUIT-CENTERED AND COMMUNITY DRIVEN



LA CALERA AGRICULTURAL

---

# **SOCIAL RESPONSIBILITY**

# **THE BEGINNINGS**

**SINCE 1973. LEAD BY BEATRIZ MALAGA DE MASIAS, SOCIAL WORK WAS DONE TO IMPROVE THE COMMUNITIES WELL-BEING, TARGETED MAINLY AT HOUSING, CHILD AND YOUTH DEVELOPMENT, DISABLED AND ELDERLY SUPPORT.**



## SOCIAL RESP. AND SINCE 2017: LA CALERA FOUNDATION



Focus on education.  
Participatory  
methodology  
that integrates efforts  
with the community  
and its authorities.

Agreement with UGEL  
Chincha, according RD.  
n°004653



Agreement with Alto Larán  
Municipality, according  
OM. n°016-2016-MDAL



DIRECTLY INVOLVED ACTORS



STRATEGIC ALLIES



### GUARDERIA LA PAZ

Ensure integral development for 100 children of Larán, during early childhood (0 to 3 years).

### CHILDREN'S FIELD

Strengthen the desire to grow and learn of 1,500 children from 3 to 13 years old, studying in Laran public schools

### INTEGRAL TRAINING PROGRAM

Strengthen and connect the spirit and entrepreneurial skills of 200 young people from 14 to 29 years old, living on the district of Alto Larán, with opportunities of sustainable development.

### EDUCATIONAL QUALITY

Strengthen 114 teachers performance in learning achievements of their students in all 28 schools in the district.

### INTER-COMPANY AGREEMENTS

Integrate, feed, strengthen and recognize 130 senior adults educational district support.



**SOCIAL RESP.**  
**AND SINCE 2017:**  
**LA CALERA FOUNDATION**



**MORE THAN US\$400,000 INVESTED ANNUALLY  
FOCUSED ON EDUCATION THAT INTEGRATES  
COMMUNITY AND ITS AUTHORITIES WITH OVER  
10,000 DIRECT BENEFICIARIES.**

Agreement with UGEL  
Chincha, according RD.  
N°004653

Agreement with Alto Larán  
Municipality, according  
OM. N°016-2016-MDAL

**DIRECTLY INVOLVED  
ACTORS**

**STRATEGIC ALLIES**



# BENEFICIARIES

## INDIRECT

## DIRECT

350  
SCHOOLS

6 000  
PEOPLE

200  
YOUNG STUDENTS

03 DISTRICTS

27  
SCHOOLS

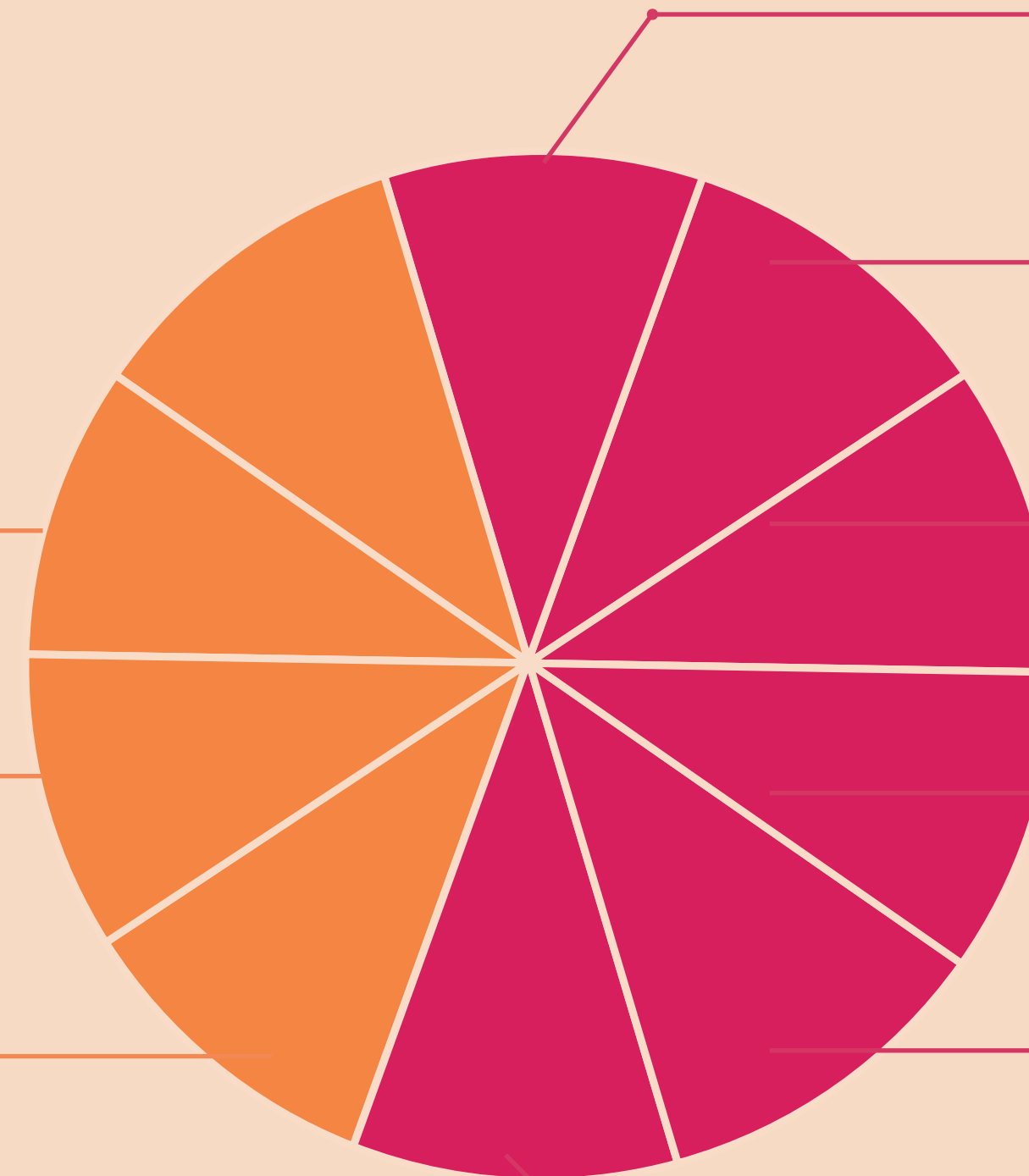
1 570  
STUDENTS

114  
TEACHERS

1 487  
PARENTS

130  
OLDER ADULTS

5 290  
COLLABORATORS



## **SOCIAL RESPONSIBILITY**

# **CASA GRANDE**



---

### **PROJECT**

- Housing for collaborators affected by 2007 earthquake.
- 1,000 houses built.
- Cost: US\$10,000/house.
- La Calera ensured construction with anti-seismic materials.

---

### **COST STRUCTURE**

- La Calera donated the plot where the project was built and subsidized US\$2,000 for construction.
- Government bonus: US\$6,000.
- Beneficiaries had to pay only US\$2,000.

---

### **DESIGN**

- 73 m2 built on 100m2 ground 3 bedrooms, 2 bathrooms, dining / living-room, backyard.
- Water and sewage, electricity, security.
- Elementary school inside the complex.

---

### **TODAY**

- Property value: US\$30,000 (ROI = 1400%)
- Most of beneficiaries are still living in CASAGRANDE.





LA CALERA AGRICULTURAL

---

# **SOCIAL RESPONSIBILITY**

# **CASA GRANDE**



- ✓ Housing for collaborators affected by 2007 earthquake.
- ✓ 1,000 houses built.
- ✓ Cost: US\$10,000/house.
- ✓ La Calera ensured construction with anti-seismic materials.



# SOCIAL RESPONSIBILITY INNOVA SCHOOL



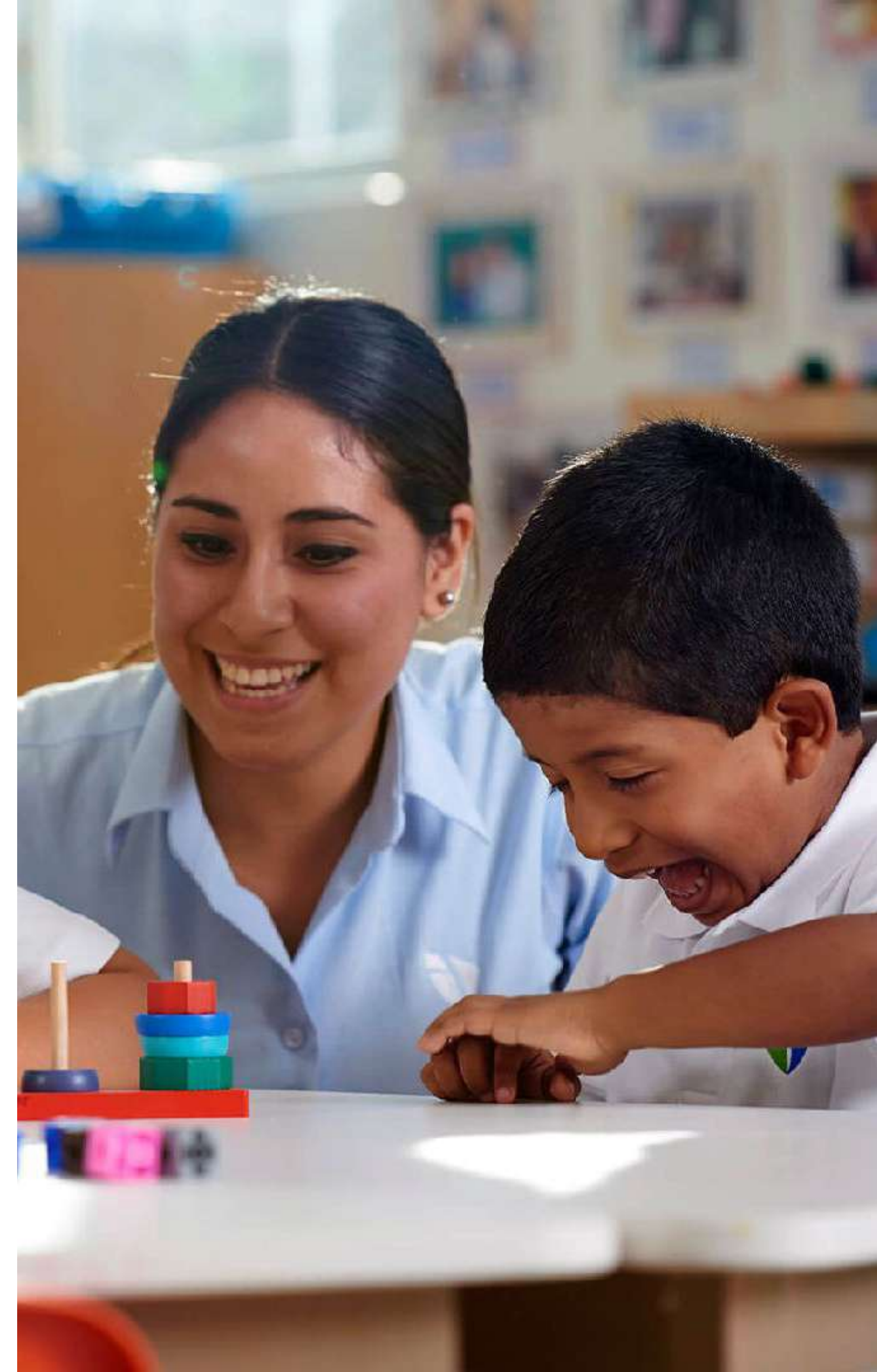
- ✓ Peruvian owned Grupo Interbank (GI) runs a chain of high quality schools in Peru called Innova Schools. La Calera (LC) reached out to them to build a school in Chincha.
- ✓ LC destined 1 hectare for the school site and rented it to Innova Schools and donated US\$700,000 for construction.
- ✓ School started classes in 2012 with 148 students, reaching 438 in 2017.
- ✓ GI pays the rent through scholarships to LC for collaborators children and outstanding students of public schools in Alto Laran.
- ✓ In addition, LC facilitates transportation to and from the school.



# **SOCIAL RESPONSIBILITY** **INNOVA SCHOOL**



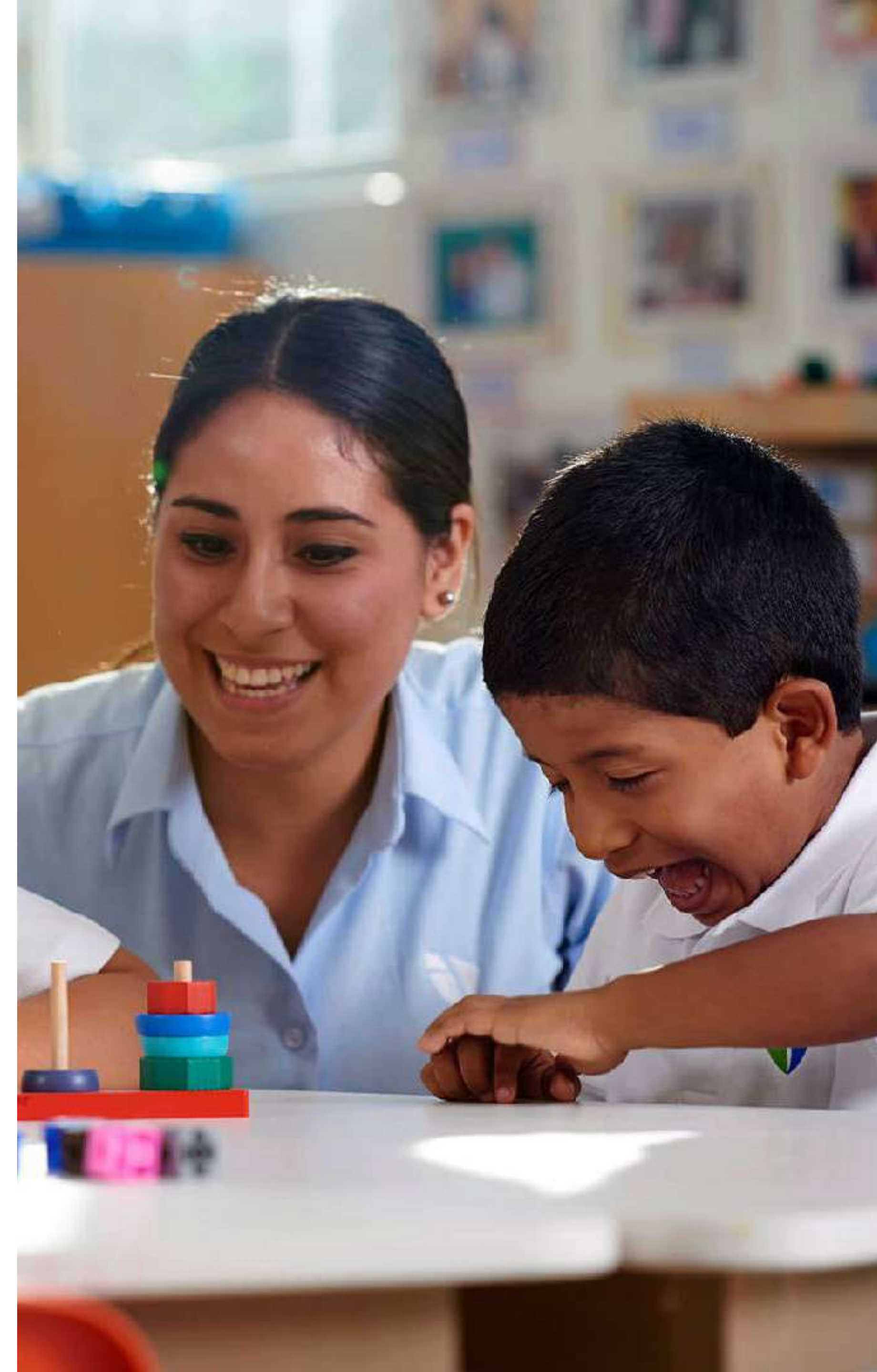
- ✓ La Calera destined 1 hectare for the school site and rented it to Innova Schools and donated US\$700,000 for construction. GI pays the rent through scholarships to LC for collaborators children and outstanding students of public schools in Alto Laran.



# **SOCIAL RESPONSIBILITY** **INNOVA SCHOOL**



- ✓ La Calera destined 1 hectare for the school site and rented it to Innova Schools and donated US\$700,000 for construction. GI pays the rent through scholarships to LC for collaborators children and outstanding students of public schools in Alto Laran.



# LA CALERA AGRICULTURAL

## FUNDACIÓN LA CALERA'S ACHIEVEMENTS

### Learning evaluation

1700 student evaluations

13% increase in performance 2016 - 2018

### Complementing nutrition

10 500 complete menus

1598 Egg packages

29,860 fruit cups

5000 kgs of fruit

5118 Chicken meals

### Teacher's continuous training

121 teachers in continual education

5000 hours of trainin

### Participative community

190 volunteers

12,700mts planted

3000 volunteer hours

Construyendo  
la  
★ mejor ★  
EDUCACIÓN  
DEL  
MUNDO



**Guardería La Paz**  
8 schools / 100 beneficiarties



**Campos de los Niños**  
18 schools / 100 beneficiarties



**Programa de Formación Integral**  
1 school / 300 beneficiarties



**Centro del Adulto Mayor**  
200 beneficiarties

LA CALERA AGRICULTURAL

---

## ENVIRONMENTAL RESPONSIBILITY

# URBAN WASTE MGMT

- ✓ +3,000 kgs of waste recycled annually in Alto Laran Chincha .
- ✓ +700 families involved and benefited.



# ENVIRONMENTAL RESPONSIBILITY RENEWABLE ENERGY

Biodigestor project \$2 Million investment to build four biodigestors:

- ✓ Improvement on the management of the increasing quantity of organic matter.
- ✓ Attend the increasing energy demands of the farm.
- ✓ Substitute other energy sources more expensive and more contaminant (LPG y Coal). Use of a renewable fuel.
- ✓ Methane emissions to atmosphere reduction.
- ✓ Provided good and better fertilizer to the agricultural farm.
- ✓ Other benefits: decomposed organic matter treated and used as fertilizer in our own orchards.



**SOCIAL  
RESPONSIBILITY  
WATER MANAGEMENT**

Water management reduces irrigation to 1/5th of traditional irrigation or even less.  
All orchards have flowmeters to regulate and control use of water.  
Constant analysis on irrigation and evotranspiration to reduce water waste.





LA CALERA AGRICULTURAL

---

# **SOCIAL RESPONSIBILITY REDUCTION OF CHEMICALS**

Beneficiary insect lab produces “good” insects to fight pests in order to lower the pesticide usage.

We produce 100% of our beneficiary insects.



LA CALERA AGRICULTURAL

---

# SOME STATS

**Playing next:**

[Main clients](#) / [Statistics](#) / [Further Reading](#)

goldcup



**1 BILLION FRUITS SERVED** per year

**+130**  
clients

**+30**  
countries

**+4,500**  
Ha

**+3,250**  
containers

**5**  
packing  
stations

**+5,200**  
workers

**THANK YOU!**

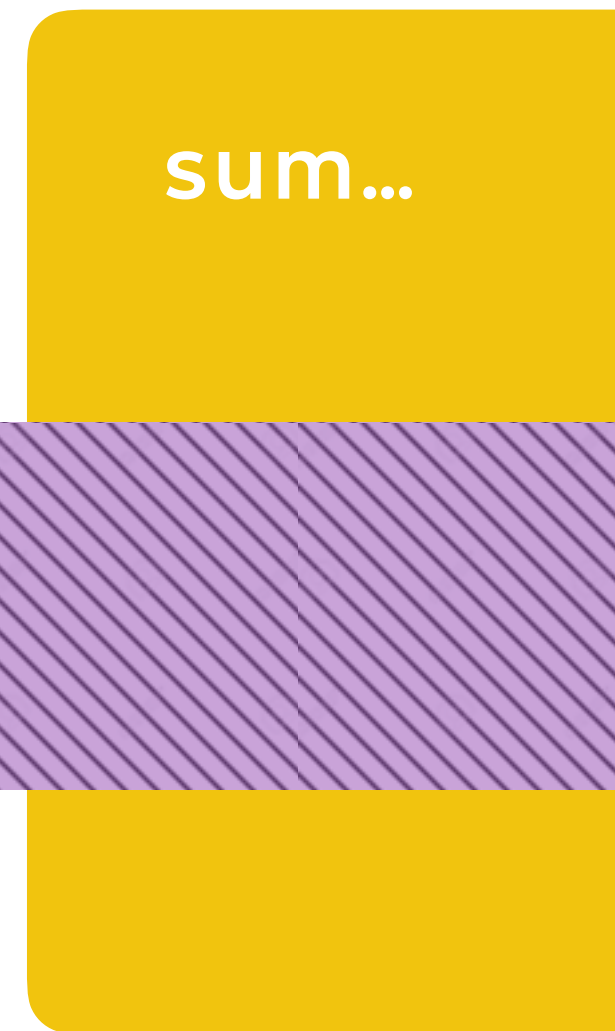
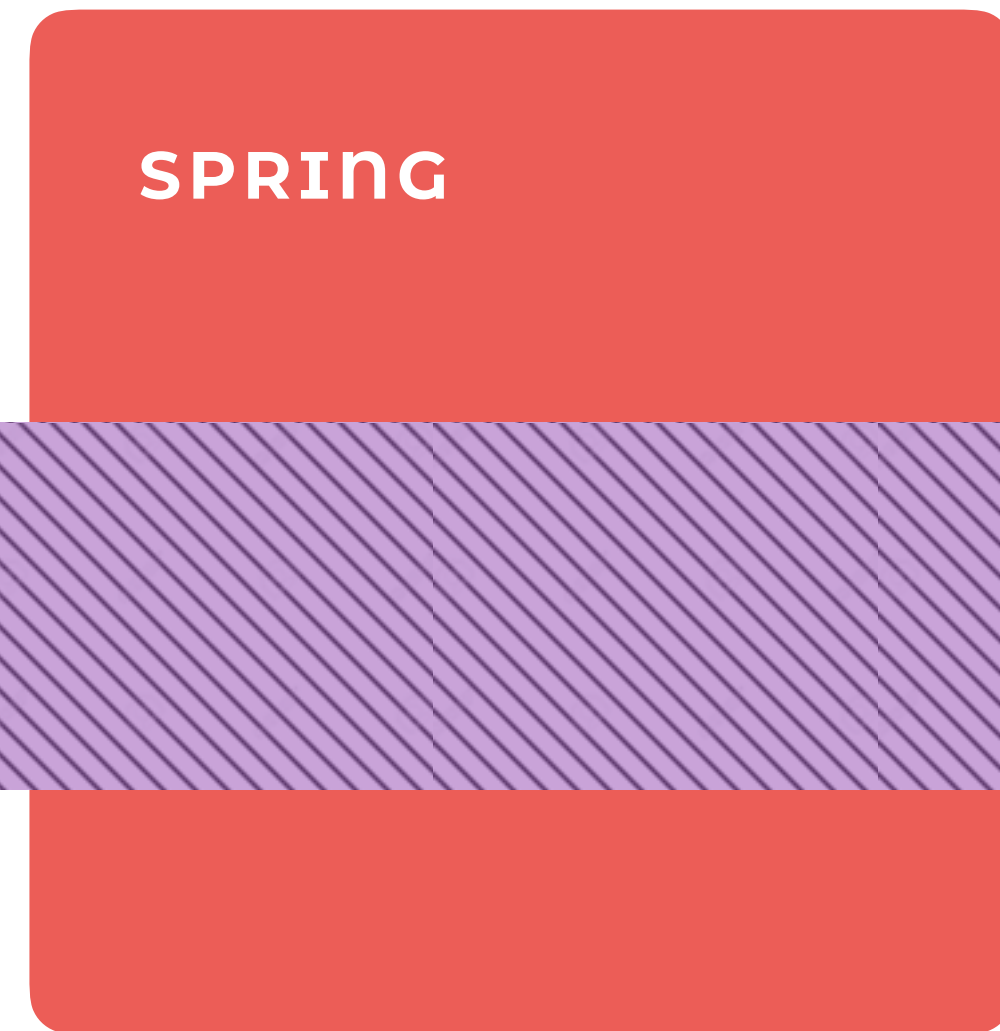
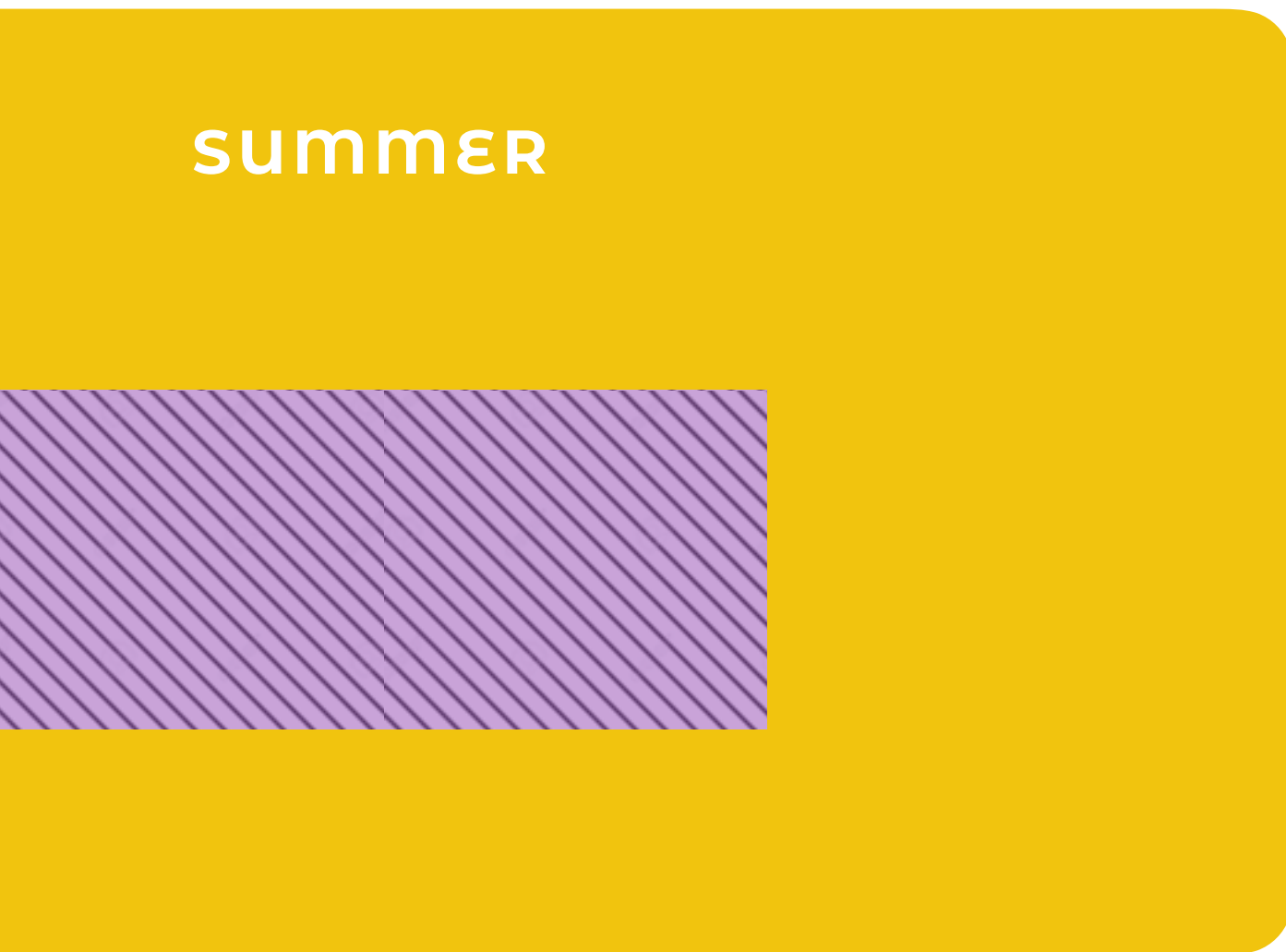
**WE ARE A FRUIT  
CENTERED AND  
COMMUNITY DRIVEN  
COMPANY**

GRAPES SEASONAL WINDOW



OCT.-FEB.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



AVOCADO SEASONAL WINDOW

 MARCH-AUGUST

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

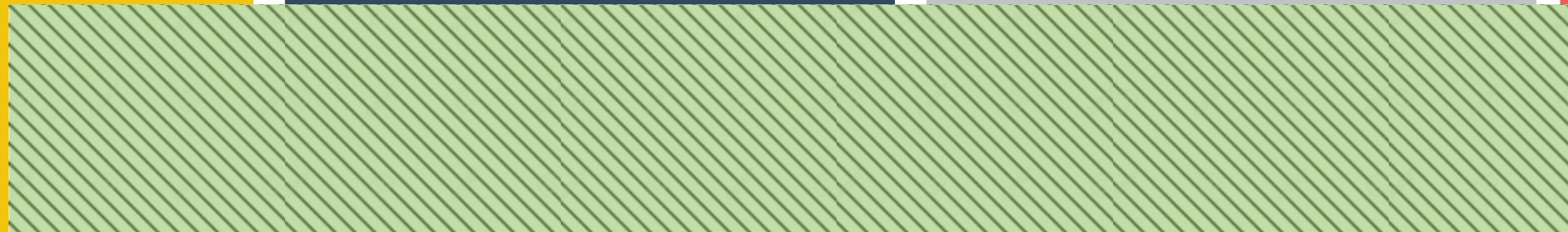
SUMMER

FALL

WINTER

SPRING

sum...



MANGOES SEASONAL WINDOW

 NOV.-MARCH

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

SUMMER


FALL

WINTER

SPRING

sum...

CITRUS SEASONAL WINDOW

 FEB.-SEPT.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

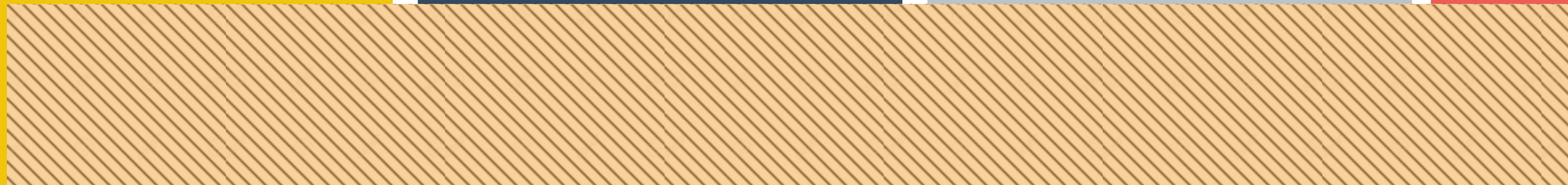
SUMMER

FALL

WINTER

SPRING

sum...





POMEGRANATES SEASONAL WINDOW

FEB.-SEP

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

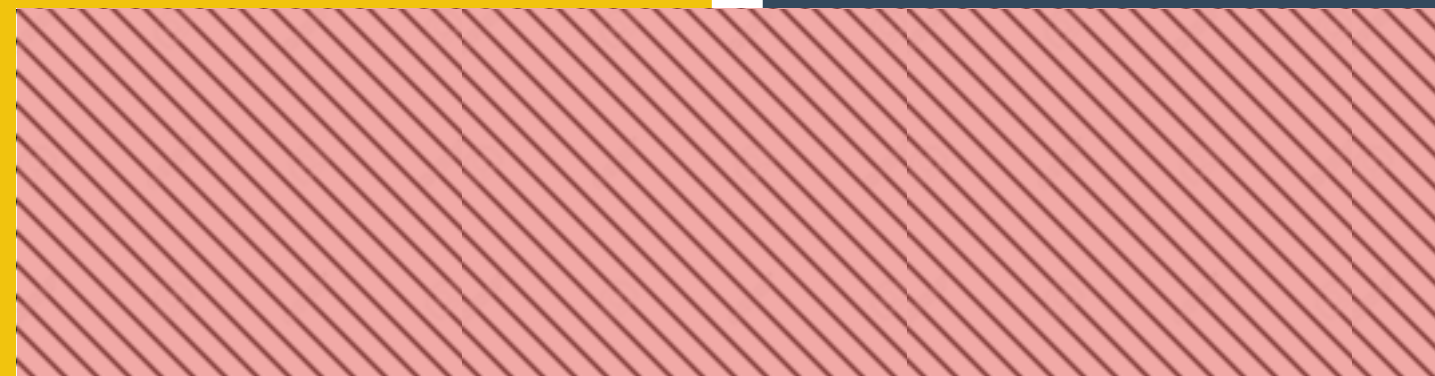
SUMMER

FALL

WINTER

SPRING

sum...



ORGANIC BANANA SEASONAL WINDOW



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

SUMMER

FALL

WINTER

SPRING

sum...