

Patricia Cuevas

Socomal



“ I saw an opportunity to export a popular snack food, while growing the fortunes of local farmers. ”

COUNTRY	Chile
INDUSTRY	Industrials
EMPLOYEES	40 direct, 1500 indirect
YEAR SELECTED	2010
WEBSITE	www.socomal.cl

COMPANY SNAPSHOT

In Patagonia's remote district of Araucanía, Patricia is growing the fortunes of 1,500 local farmers. Her company, Socomal, has made lupin — a rotation crop historically grown for little or no profit — into a lucrative and dependable source of revenue. Patricia has led Socomal to become the world's leading exporter of bitter lupin, a niche product popular as snack food in the Middle East and Mediterranean regions. By implementing a vertically integrated model whereby Socomal buys from local farmers and sells directly to clients, Patricia has set up commercial chains that could serve as a platform for product diversification. With impressive growth, Socomal and Patricia are having a profound impact on the agricultural landscape, one of Chile's most important sectors.