

# Patricia Cuevas

Socomal



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

<b>COUNTRY</b>	Chile
<b>INDUSTRY</b>	Industrials
<b>EMPLOYEES</b>	40 direct, 1500 indirect
<b>YEAR SELECTED</b>	2010
<b>WEBSITE</b>	<a href="http://www.socomal.cl">www.socomal.cl</a>

## 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.