

The logo for Adas, featuring the word "Adas" in a large, white, sans-serif font. The letter "A" has a red swoosh graphic extending from its top left towards its middle.A photograph of five female farm workers in an orange grove. They are walking on a dirt path between rows of orange trees. Each worker is wearing a light-colored long-sleeved shirt, blue jeans, and a wide-brimmed tan hat. They are also wearing large, yellow and green fabric bags suspended from straps across their chests. They are all smiling and looking towards the camera. The background is filled with lush green trees bearing many ripe oranges.

Annual  
Report

A green, rounded rectangular box containing the year "2024" in a large, white, sans-serif font.

2024



La Libertad,  
December 31, 2024

Please address questions and comments to  
[informes@adas.org.pe](mailto:informes@adas.org.pe)

Association for Sustainable Agricultural  
Development

Carretera Panamericana Norte Km 520.8  
Sector Santa María – Virú  
La Libertad, Peru



2024

# Flourishing Together

As a seed needs water and light to grow, our association has flourished thanks to everyone's support and commitment. In these pages, you will find the story of a year of hard work, challenges overcome, and significant achievements on our path to a more prosperous and sustainable future for the La Libertad region and Peru.

Our initial vision, the ideas and actions that gave rise to ADAS, was the sprout we carefully sowed. The first projects and partnerships emerged, demonstrating the growth potential. Thanks to dedication and commitment, we have strengthened our capabilities, expanded our reach, and consolidated our impact in the community. This year's results are the fruit we have harvested: more resilient communities, families with better opportunities, and a healthier environment.

Just as a field needs multiple hands to flourish, we have worked as a team at ADAS, joining efforts and talent to achieve our goals. Each of you has been a vital element in this process of growth and development.

We invite you to explore this management report, learn about our achievements in detail, and renew our commitment to the sustainable development of our areas of influence.

Together we can cultivate the seeds of a better future!

**With gratitude and optimism,**

**ADAS**

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#### We are all ADAS

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## 04.



01.

Letter from  
our president



## Dear Friends

Since man ceased to be nomadic, agriculture has been more than a way of eating: it has been a pact with the future. Every seed planted, every field tilled, is an act of faith in what is to come. **Nothing represents this pact better than agribusiness in the Peruvian desert.** What we see flourishing here today is not only the result of investment and technology, but of something more profound: an irreducible will to transform, challenge limits, and open a path where there was none before.

ADAS was born out of that same determination. **We are not spectators of our history; we are its protagonists.** We have not expected circumstances to favor us; We have built them with effort, organization, and the firm conviction that the future is not to be expected but forged with work and vision. ADAS isn't just the past: **ADAS is what we do today, this month, and next year. It is what each of us decides to build.**

Since ancient times, man has worked the earth to transform it into life. And this is not a foreign story to our soil: long before agribusiness settled in the Peruvian desert, admirable civilizations such as the Moche and the Chimú dominated these same lands, building canals, temples, and cities that still amaze us today. **Every generation has a call. This is our call. This is our moment.** The question that each of us has answered is straightforward: We have accepted that call, living up to our responsibility as individuals, citizens, and entrepreneurs.

ADAS has never been an initiative of observers, but of actors. The permanent renewal of ADAS is irrefutable proof that our common traits are courage and character, and they are the imprint of making decisions that transcend the immediate and strengthen our common purpose.

**For this reason, we must pause today.** Over the past year and this year, we have dedicated countless hours to our businesses and Guild responsibilities. But this report is not just a report: it is an invitation to recognize ourselves and celebrate those who, with their daily effort, have made ADAS what it is. **Today, let us set aside a moment to thank you and recognize that what we have built is not minor.**

And if there have been mistakes along the way, let us not punish ourselves too much; let us also be merciful to ourselves. **Only the ones that never do anything are not wrong.** In a world where uncertainty is the norm, the most evident certainty is that a strong network of trust and allies is the best foundation for building the future.

Because what we have built here is not only infrastructure, markets, or production. We have built history. **We have built a community.** And even more importantly, **we have built a shared purpose.** That is our most incredible legacy.

Tomorrow we will continue to face new challenges with the same determination we showed here. Because what we do transcends time, it transcends each one of us. **Because ADAS is us, and ADAS is the future we decided to sow.**

**Let's move on.**

With gratitude, commitment, and determination, an affectionate embrace.



Juan Rodolfo Wiesner Rico  
**ADAS President**

# Our Partners



We work for the **prosperity**  
of our **communities!**



02.

We are  
all ADAS



# ADAS in numbers

The economic activity of ADAS companies has contributed to more than **90 thousand** direct formal jobs.

## Our partner companies

are Peru's leading producers of blueberries, Hass avocados, and sugarcane.



**5 million**  
soles were invested in social projects articulated between the population, authorities, and business.



We represent **85% of the agribusiness** of La Libertad.



We produce the **3 main foods** of the 5 that make up the country's agro-export basket.





**32 social projects**  
were executed



**37 places  
were intervened**  
in between hamlets,  
population centers, districts



**29  
associated**  
companies



Our products reach  
**86 countries  
around the world**

We are the main  
generator  
of formal  
employment  
in the country.



# Organizational Structure

The Association for Sustainable Agricultural Development (ADAS), comprised of 29 agro-export companies, focuses its operations on the valleys irrigated by the Chavimochic Special Project and seeks to build a better future for all those involved in agricultural activity in La Libertad.

ADAS carries out with responsibility and passion the function of articulating the State, society, and business to establish a cooperation network where we jointly devise innovative and sustainable social solutions to respond to the needs and demands of our environment and industry.



**02** General Assemblies

**10** in-person Board of Directors sessions



# Board of Directors 2024-2026

In charge of executing the agreements and mandates of the General Assembly of Associates, as well as the management, leadership, and representation of ADAS, following its statute and current policies.

The Board of Directors is responsible for ensuring the smooth running of the association and preserving its reputation. It is composed of the following delegates from the member companies:



Juan Rodolfo Wiesner  
**PRESIDENT**  
**ARATO PERU S.A.**



Álvaro Carrasco  
**VICE PRESIDENT**  
**CAMPOSOL S.A.**



Roger Carruitero  
**SECRETARY**  
**DANPER TRUJILLO S.A.C.**



Rocío Aquíze  
**DIRECTOR**  
**CASA GRANDE S.A.A.**



Christian Daly  
**TREASURER**  
**VIRU S.A.**



Luis Fernando Piza  
**DIRECTOR**  
**AGROINDUSTRIAL LAREDO S.A.A.**

## Board of Directors 2024-2026



Fernando Méndez  
**DIRECTOR**  
**HORTIFRUT PERU S.A.**



Yuri Armas  
**DIRECTOR**  
**ARATO PERU S.A.**



Paola Landeras  
**DIRECTOR**  
**AGROINDUSTRIAL LAREDO S.A.A.**



Enriqueta Armas  
**DIRECTOR**  
**DANPER TRUJILLO S.A.C.**



Yoselyn Malamud  
**DIRECTOR**  
**VIRU S.A.**



Marcos Chiok  
**DIRECTOR**  
**TAL S.A.**



John Carty  
**DIRECTOR**  
**CASAGRANDE S.A.A.**



Javier Silva  
**DIRECTOR**  
**CAMPOSOL S.A.**



Rafael Quevedo  
**DIRECTOR**  
**TAL S.A.**



# Guild Committees

Collaborative working groups, each of them led by our directors, whose purpose is to propose, address, resolve, and carry out the monitoring and collaboration with the effective implementation of the projects undertaken by the association.

**Juan Rodolfo Wiesner**

Security

MISSION PRODUCE

**Fernando Méndez**

Occupational Health and Safety

HORTIFRUT PERU S.A.C

**Yuri Armas**

Inter-institutional Articulation

BEGGIE PERÚ

**Christian Daly**

Strategy and  
International Relations  
VIRU S.A.

**Álvaro Carrasco**

Legal Affairs  
CAMPOSOL S.A.

**Fernando Méndez**

Taxation  
HORTIFRUT PERU S.A.C

**Rocío Aquíze**

Communication for Development  
CASA GRANDE S.A.A

**Felipe Loyaga**

Administration and Finance  
BLUEBERRIES PERU S.A.C

**Roger Carruitero**

Environmental and  
Community Development  
DANPER TRUJILLO S.A.C

**Rafael Quevedo**

Labor Development Management  
TAL S.A.

**Fernando Méndez**

CSR Projects and Investment  
HORTIFRUT PERU S.A.

# Articulation and Sustainability



Ursula Mac Lean Cuadros  
**Adas' General Manager**

“

This 2024 Yearbook is a space in which we share the achievements and challenges we have overcome together, thanks to the commitment of our human team and institutional vision. 2024 has witnessed how, through articulation, we have strengthened the pillars of safety, health, and education, essential elements for the progress of our community.

We have worked tirelessly to promote a safe environment for our employees, their families, and the community in the province of Virú and nearby areas. In addition, in health and education, we have consolidated initiatives that seek to reduce scourges such as anemia or to give a light of hope through inclusive education for employability. I want to emphasize that these advances would not have been possible without the valuable support of the community, authorities, and our partners.

Together, we have shown that collaboration is the way to build a prosperous and sustainable future for the province of Virú.

At ADAS, we reaffirm our commitment to continue working hard in 2025 to consolidate our achievements and expand our impact in the community. We will continue to bet on articulation and respectful and direct dialogue, which will allow us to develop and sustain a guarantee of positive change in the lives of our families.

# Organization Chart





# Our Policies

---

are approved by  
the Board of  
Directors

01



Integrative Action  
for Public Safety

02



Social interventions  
and Corporate  
Responsibility

03



Legal  
Compliance

05



Human and  
Labor Rights

04



Sustainable  
Agriculture and  
Livestock  
Development

06



Environmental  
Policy

These fundamental principles are communicated to all our employees and key stakeholders and serve as the basis for our organizational policies. These guidelines seek to regulate our operations and enhance the positive impact that our sector generates in the social, cultural, and economic spheres. Through strengthening these skills and providing associative management tools within ADAS, we aspire to transcend a merely reactive approach, moving towards a proactive model that promotes collective well-being. Together, we build a genuinely sustainable sector

# Principles and commitments

**01** We work to obtain a triple result, promoting the integral and sustainable progress of the environment where the activities of our associates' entire value chain are developed, to generate a positive impact on social well-being and the preservation of the environment.



Social



Environmental



Economic

**02** We encourage dialogue with our stakeholders within the framework of respect and transparent communication, which allows us to understand their expectations and needs and integrate them into our strategy.

**03** We preserve the environment by effectively managing natural resources in the fight against climate change. We collaborate with the authorities for environmental conservation, innovate to reduce our impacts, and promote the efficient use of resources.

**04** We promote the best practices that allow the human development of our stakeholders, prioritizing the fulfillment of the human rights of our workers and the surrounding communities. We carry out actions to promote their growth with great respect for their cultures and traditions.

**05** We encourage a periodic review of performance and accountability with transparency to our stakeholders.

**06** We promote adherence to the principles that define us among our partners and actively disseminate our commitment to third parties in our supply chains.

"The permanent renewal of ADAS is irrefutable proof that our common trait is courage, character, the imprint of making decisions that transcend the immediate and strengthen our common purpose."

Juan Rodolfo Wiesner  
President of ADAS





# Our Goals

---

To transcend, we are committed to adopting practices that generate social, health, educational, and environmental benefits for all.

ADAS has a clear roadmap in this scenario, with our area of influence as a focus. Our approach incorporates sustainable development that is aligned with our mission and values.

We move from ideas to action, generating social value thanks to our corporate strengths and those of our associates.

By adopting responsible practices, ADAS becomes an engine of local development, creating formal jobs through its associates, boosting the regional economy, and improving the quality of life of its inhabitants.

Implementing social responsibility programs, support for community projects, and environmental protection strengthen the social fabric and build a relationship of trust and collaboration between agribusiness and the community.



# Our Goals

- 01** To continue contributing **to the betterment of citizen security in our province.**
- 02** **Support the development of communities** by working together to reduce existing inequities and social gaps.
- 03** **Promote the region's economic and social development and strengthen the agricultural sector's impact** as an engine of inclusive and responsible development.
- 04** Promote accessibility, **improvement of resolution capacity, and quality of health services** to the population.
- 05** Promote improved **educational quality, increased access to education, literacy, and employability.**
- 06** **Articulate greater cohesion among our partners to achieve** the common objectives of regional agribusiness



## Our vision

Our strategic vision for comprehensive sustainable development guides ADAS's behavior. The strategy and sustainability pillars arise from a thorough analysis of the environment to ensure that our actions have the impact we seek and are transcendent.

# 03.

## Our impact



# Growth and Development

1

## Pillar in the generation of employment

With more than a quarter of a century of experience, the Association for Sustainable Agricultural Development (ADAS), which brings together agro-export companies from La Libertad, has reoriented its priorities since 2021. Now, it focuses mainly on responding to the needs of the community and the environment where it operates.



Agro-exports in La Libertad experienced extraordinary growth, translating into better development opportunities and decent employment for thousands of families.

The agribusiness sector, as a whole, contributes the equivalent of 5% of GDP to the national economy. Our work brings more and better opportunities to small farmers, who today enjoy a solid business fabric open to the world.

ADAS focuses its work on La Libertad through six main lines of action, seeking sustainable development and the well-being of communities. These axes are



Citizen Security



Community Health



Education for All



## 2

### The Chavimochic Factor and Opportunity

The continuation of the Chavimochic irrigation project and the substitution of asparagus and artichokes for avocados and blueberries are the factors that influenced the growth of exports from 2012 onwards.

**It is estimated that, in 2024, more than 57% of La Libertad's agro-industrial exports** corresponded to companies belonging to ADAS, and the impact of Chavimochic has also benefited thousands of small local producers

## 3

### Progress in other sectors and equality

The economic activity of ADAS companies contributes to more than 230 thousand indirect jobs. In other words, ADAS's contribution to employment generation is fundamental since it is linked to other sectors and related services.

An example of this is that for every job generated by the agro-industry, four additional jobs are generated, especially for women

## 4

### La Libertad Flourishes with Fair Work

In 2024, agro-industrial exports from ADAS companies played a crucial role in **La Libertad's economy, accounting for 10% of the regional total and acting as its main growth engine.**

In 2024, Peruvian agribusiness proved to be a leading sector in labor formality, reaching 78%, surpassing that of other economic sectors, including mining.



### Environment



### Infrastructure



### Strategic Alliances



## FIRST AXIS Citizen Security

8 TRABAJO DECENTE  
Y CRECIMIENTO ECONÓMICO

11 CIUDADES Y  
COMUNIDADES SOSTENIBLES

16 PAZ, JUSTICIA  
E INSTITUCIONES SÓLIDAS

17 ALIANZAS PARA  
LOGRAR LOS OBJETIVOS



### A | Citizen security equipped for Virú

In 2024, we donated 10 motorcycles, 10 radios, and complete clothing for 20 watchmen to help reduce the indicators of insecurity in the population centers of Víctor Raúl, El Carmelo, California, Santa Elena, Huanchaquito Alto, Huanchaquito Bajo, and Puente Virú.

 **Investment:**  
**S/ 185,000**

#### Promote:



## B | Serene, more empathetic and at the service of the citizen

Training Citizen Security personnel or "Serenazgo" is a fundamental investment to improve the safety and well-being of the community. A trained staff is more efficient, safe, and professional, capable of providing a quality service to citizens.

Below are the capacity-building issues that ADAS has promoted for the benefit of these public servants

- ✓ First aid retraining.
- ✓ Retraining in the use of defense equipment.
- ✓ Motorized and foot patrol techniques.
- ✓ Drafting and recording of events.
- ✓ Legal framework.
- ✓ Human relations and treatment of the public.



“Our achievements this year reflect our commitment to each of the six pillars of ADAS: we have strengthened farmers' capacity, promoted sustainable practices, created opportunities, fostered environmental awareness, improved access to health, and above all, strategically supported community safety.”

**Luis Fernando Piza**  
DIRECTOR ADAS



## C | Ronderos: Community Allies

Support for the Peasant Patrols of the province of Virú has been strengthened in recent years, recognizing their valuable work in protecting the community and maintaining order.

Various ADAS initiatives have sought to provide them with training and equipment to optimize their performance. Its work is based on collaboration and coordination with the authorities, thus strengthening regional citizen security.



Investment:  
**S/ 10,500**



**Social impact:**

The peasant patrols in La Libertad represent an example of how community organizing can play a crucial role in building a safer and more peaceful society.



Thanks to articulated work with key actors, ADAS supported the peasant patrols of Virú and the district of Chao and social organizations from various population centers in the province of Virú.

## D | Let's talk about safety

In support of the provincial municipality of Virú and the district of Chao, with the participation of the Ombudsman's Office, Ministry of the Interior, Prosecutor's Office, local municipalities, the National Police of Peru, the Peruvian Army, the media, civil society, leaders, population and private companies, the Security Forum: I Roadmap for Security and Development - Virú 2024 was held, which aimed to make visible the high rates of citizen insecurity that put the lives of our Chaozina, Viruñera and Liberteña population at risk, and to create a roadmap with possible solutions.



### Social impact:

The organization of a security forum in an agro-industrial area of La Libertad is a valuable initiative that contributes to guaranteeing the safety of workers and the community, strengthening public-private collaboration, promoting comprehensive security, and generating proposals to improve the security situation in the area



Investment:  
S/ 48,000

220

Participants in the Security Forum promoted by the municipalities of Virú and Chao.



Grupo Rocio



### Promotion:





SECOND AXIS

## Community Health



### A | Thousand Actions and Anemia Cero

In provinces such as Virú, where childhood anemia persists as a public health challenge, implementing a "Zero Anemia" strategy promoted by agribusiness companies is crucial. ADAS pulls joint commitments and leads initiatives that involve the community, the health sector, and other relevant actors



**78%**  
of children recovered



**2252**

children screened to rule out anemia



**1002**

children served



**60**

demonstration nutritional sessions



**20**

points of attention



**8500**

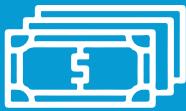
kilos of fortified rice delivered



**15,500**

fortified milk jars delivered

## Second Axis: Community Health



Investment:  
S/ 326,819



Management milestone:

Agreement with  
ONG BUCKNER Peru

Finalists in:

Sustainable Peru  
Recognition



Promote:



“Thanks to the efforts of the ADAS companies, we have achieved outstanding results in our Zero Anemia program, being able to significantly reduce the rates of anemia in our area of influence. We will continue to support achieving our goal of 0 anemia in our communities, and we will continue to incorporate more companies into this great effort.”

**Ursula Mac Lean**  
General Manager ADAS





## B | United against dengue

Dengue is a viral disease transmitted by the Aedes aegypti mosquito, which proliferates in warm and humid areas such as Virú and Chao. Fumigations help reduce the population of adult mosquitoes, cutting the disease's transmission chain and preventing outbreaks and epidemics that can overwhelm health services.

In 2024, ADAS supported with personnel to cover fumigation campaigns in the districts of Virú and Chao

  
Work for  
**15 days**

  
**26 people**  
fumigating per day



Promote:





## THIRD AXIS Education for All



### A | CEBA 2024

The Alternative Basic Education Centers (CEBA) play a fundamental role in the La Libertad region, providing educational opportunities to youth and adults unable to complete their regular basic education. At ADAS, we are committed to educational inclusion, quality of life improvement, illiteracy reduction, and the development of labor skills to benefit the community of the province of Virú and Trujillo.



Investment:  
**S/ 186,561**

A total of



**942**  
enrolled



**177**  
graduates

#### Management milestone:

Agreement with GRELL,  
CEBA Ramiro Ñique,  
CEBA Santa Rosa,  
CEBA Pedro Ureña

#### Promote:



“

The CEBA Business Program represents a valuable second chance for those who did not complete their basic education on time, providing them with the tools and knowledge necessary to perform better in all aspects.

Promote: This important contribution to education by the companies that make up ADAS not only promotes the development of our workers by improving their skills but also strengthens the sector's competitiveness and sustainability.

"Investing in education is investing in a more prosperous future for all."

**Roger Carruitero**  
DIRECTOR ADAS



## B | Teachers' Training

Its intense agro-industrial activity characterizes Virú. Teacher training enables educators to understand this context and adapt their teaching methods to connect learning to the local reality, preparing students for future job opportunities in the sector.

Teacher training can promote integrating knowledge from various areas, such as science, mathematics, technology, and communication, in agribusiness. This allows students to comprehensively understand production processes and their impact on the environment and society

### Management milestone:

Agreement with  
la GRELL y ONG  
Viva Valores

Promote:



**220** teachers trained

**4500** students impacted



**06** sessions

**05** educational institutions

## Third Axis: Education for All

### C | PEL VIRÚ: Looking ahead to 2030

The Virú Local Educational Project (PEL) 2024 -2030 is based on an exhaustive analysis of the local educational reality, identifying the challenges and specific opportunities of Virú. This makes it possible to prioritize the most urgent educational needs and to establish realistic objectives and goals adapted to the local context.

ADAS contributed with the advice of the PEL Virú 2024 -2030 and supported its dissemination. In addition, it hired a consulting service to review the management document and provided the service of partial printing of the same.



#### Educational impact:

The Local Educational Project to 2030 is a fundamental tool to transform education in provinces such as Virú. By being based on a local diagnosis, articulating with national and regional educational policies, promoting participation and concertation, and focusing on improving the quality of education and the comprehensive development of students, the PEL 2030 lays the foundations to build a better future for the educational community of Virú.

#### Promotes:



### D | Promotion of sport, values, and physical activity with equality

In 2024, ADAS donated sports uniforms for the district leagues of Virú, Chao, and Guadalupito during the district, provincial, regional, and national stages of the Peru Cup 2024, for both the men's and women's championships.

The donation of sports uniforms for the district leagues promotes the province's image as a place where sports and physical activity are supported.



#### Promotes:



Thanks to this contribution, ADAS promotes healthy family recreation, strengthens community integration, and boosts the local economy by fostering stadium visits.

"The commitment of agro-industrial companies to sports in Virú is an engine that drives the development of our young people, building a healthy future full of opportunities. Sport promotes values such as teamwork, discipline and respect, as well as contributing to physical and mental health."



**Álvaro Carrasco**  
DIRECTOR ADAS

## E | Donation of implements for the educational canteen

In many schools in Virú, there are school feeding programs that seek to ensure children have access to one nutritious meal daily. The donation of stoves and pots facilitates the implementation of these programs, since it allows schools to have the necessary utensils to adequately prepare the food that children and young schoolchildren will receive.

ADAS, aware of this reality, contributed with the donation of pots, stoves, and implements to equip these service areas that have benefited



## F | Promotion of school sports

ADAS donated sports equipment to the I.E. Carlos Wiesse, in Chao, benefiting students at the primary and secondary level, who will now practice sports in a safer and higher-quality way.



Promotes:





## FOURTH AXIS Environment



### A | To Motocarguera

Motor freighters are smaller and more maneuverable vehicles than traditional garbage trucks. This allows them to reach hard-to-reach areas, such as narrow streets or rural areas, where large trucks can't reach. In addition, its size and agility facilitate garbage collection in densely populated areas, where space is limited.



Investment:

**S/ 32,000**

ADAS donated these vehicles for the Virú and Huacapongo Bridges, to improve the management of solid waste in each population center



Promotes:



### B | "Cineclaje"

Recycling in agricultural communities is of utmost importance because it stimulates collective awareness about environmental care and promotes good practices that impact the environment, the economy, and society in general.



# +50 thousand plastic bottles

were recycled within the framework of the "Cineclaje" program



Children from Chao  
who participated

+ 3500

Promote:



“

"The strategic alliance between the private sector, the authorities, and the population has been fundamental to achieving tangible results in Virú in environmental matters, demonstrating that the sum of efforts is the key to sustainable and lasting development."

**Yuri Armas**  
DIRECTOR ADAS





## FIFTH AXIS Infrastructure



### Signing of the agreement for the expansion of the Nuevo Chao Health Center

In 2024, the contract was signed between the District Municipality of Chao and Hortifrut Peru for the expansion of the Nuevo Chao Health Center, through the Works for Tax (Oxl) mechanism, and which will contribute to improving the quality of care for more than 25,000 people. Thanks to this initiative, specialized offices will be built and a new ambulance will be fully equipped for emergency care. With this work, Hortifrut Peru consolidates itself as the leading agribusiness in developing Oxl projects in the district of Chao.

#### What is OXI?

It is a financial mechanism allowing private companies to finance and execute public investment projects by "directing" their tax payments. It is an efficient way for sectors such as agribusiness in La Libertad to generate benefits for the development and well-being of the community and contribute to closing social gaps in the region.



“The success of ADAS lies in the solid articulation between the business sector, the State and organized civil society, a model of collaboration that allows us to maximize the impact of our actions and contribute to sustainable and equitable development, above all, promoting the closing of social and infrastructure gaps for the development of our sector and the country”

**Fernando Méndez**  
DIRECTOR ADAS



Promote:





## SIXTH AXIS Strategic alliances



### A | Food Security Forum: APEC

A milestone in managing ADAS was organizing the Academic Forum on Food Security. This event brought together academic experts and business leaders to discuss and propose innovative solutions to ensure food security in our region. The initiative culminated in the signing of the Declaration of La Libertad.



Promotes:



Promote:



### Working lunch and cooperation

Together with State executives, businessmen from various parts of the world, and academics, a working lunch and cooperation were offered within the framework of the APEC Forum, which showed the world the development and investment opportunities that Virú and La Libertad have.

## Sixth axis: Strategic alliances

### B | Irrigation Kit Donation

In partnership with the Embassy of Israel, donating an irrigation kit, two laptops, and a multimedia cannon for the Rural Center for Alternating Training—El Carmelo 819246 achieved the sustainable development of 10 monitors and more than 110 students.



#### Impact of ADAS:

An irrigation kit is a set of components and tools designed to efficiently control the water supply to crops. Its importance lies in its ability to allow farmers to optimize water use, improve the productivity of their land, and contribute to the sustainability of agriculture.

### C | OIT: Financial education workshops

The workshop "Financial education and digital wages to improve the well-being of workers and business sustainability in the agro-export chain in La Libertad", organized by the International Labor Organization (ILO), was promoted.



#### Financial literacy:

Financial literacy allows workers to understand basic concepts such as budgeting, saving, investing, credit, and debt. This helps them make informed and responsible financial decisions, avoiding falling into excessive debt or risky investments.

## Sixth axis: Strategic alliances

### D | Chavimochic III

After years of waiting and challenges, the unlocking of Chavimochic represents a crucial milestone for the future of agribusiness and food security in the La Libertad region. This megaproject, which has transformed vast swathes of dryland into fertile fields, is poised to expand its scope and consolidate its positive impact on the economy and quality of life of thousands of families.

**From ADAS, we actively participate in the different phases of unlocking Stage III of the Chavimochic Special Project.**

The Third Stage of Chavimochic promises to inject new vitality into La Libertad's agribusiness. With the incorporation of thousands of additional hectares under irrigation, a significant increase in the production of high-value crops such as asparagus, dragon fruit, blueberries, and avocado is expected, products that have positioned La Libertad as a leading agro-exporter nationally and internationally.

This increase in production will generate higher incomes for farmers and their families and accelerate the generation of additional jobs in the region. At a more practical level, it will boost the local economy and attract national and foreign investment.



"Strategic alliances in the agribusiness sector, aligned with the Sustainable Development Goals (SDGs), represent a fundamental engine to promote sustainability and development hand in hand with communities and the State. These collaborations allow us to combine expertise and resources to implement more efficient and environmentally friendly agricultural practices, for example."

**Christian Daly**  
DIRECTOR ADAS



# Media Impacts

Media presence has become a strategic pillar for ADAS, recognizing the power of traditional and digital media to amplify the impact of our initiatives. In the province of Virú, a key stage of our activity, and with the La Libertad region as a global showcase, ADAS has positioned its message of committed and sustainable agribusiness.

The effective articulation with the media and opinion leaders, thanks to successful public relations actions, has made it possible to disseminate the achievements and commitment of the association in crucial areas such as safety, health, education, and the environment.

ADAS' communication strategy focuses on transparency and generating relevant and quality content. Through press conferences, interviews, opinion articles, and presence on social networks, the association has managed to build a positive and solid narrative on the role of agribusiness in the region's sustainable development.



Interview

Spaces such as **National Geographic**, interested in learning about the boom of the green economy in the country, have seen La Libertad's success story as an opportunity to feed the world.



Print media

Diario Correo highlights the holding of the forum for the Roadmap for Security and Development in Virú.

**LA LIBERTAD**  
**Correo** LA LIBERTAD  
PARA FRENAR OLA DE INSEGURIDAD EN JURISDICCIÓN

## Virú reitera pedido de emergencia

**» Autoridades** de la provincia de Virú, Policía V, Ejército y Poder Judicial participaron de la "Ira. Hoja de ruta para la seguridad y desarrollo Virú 2024", encuentro que estableció un claro camino de lucha contra el crimen organizado y coordinado y unido entre todas las instituciones públicas y privadas.

**WILSON FERNÁNDEZ**

La provincia de Virú es la segunda más golpeada de la región. En el otoño, se suscitan en la región los que va del año. Se han reportado 25 homicidios. Ante ello, los alcaldes de esta jurisdicción participaron de la "Ira. Hoja de ruta para la seguridad y desarrollo Virú 2024", encuentro que estableció un claro camino de lucha contra el crimen organizado y coordinado y unido entre todas las instituciones públicas y privadas.

**EXPUSIÓN.** Esta mañana de trabajo se realizó en el coliseo "El Coliseo" Cados Wissel del distrito de Chao y contó con la participación del general PNP Víctor Recuenco, jefe de la Policía La Libertad, y el coronel PNP Víctor Recuenco, jefe de la Comisaría de la Dirección de Criminaidad Nacional y Extorsión. Los alcaldes de Chao, Juan Carlos Soles de Chao, Javier Mendoza, Hizo, y el jefe de la Policía La Libertad, extorsionadores detonan explosivos en negocios y viviendas.

**» Ataques** El alcalde de Virú, Javier Mendoza, hizo hoy un llamado a los extorsionadores detonan explosivos en negocios y viviendas.

**26** de este mes se espera que el Consejo de Ministros apruebe la emergencia en Virú.

Y de Guadalajara, Ciro Peña. También, representantes del Ministerio Público, Defensoría del Pueblo, y el jefe de la Policía La Libertad, y el coronel PNP Víctor Recuenco, jefe de la Comisaría de la Dirección de Criminaidad Nacional y Extorsión. Los alcaldes de Chao, Juan Carlos Soles de Chao, Javier Mendoza, Hizo, y el jefe de la Policía La Libertad, extorsionadores detonan explosivos en negocios y viviendas.

anunciadas por las autoridades regionales y nacionales se laguna realizadas en los próximos días. "Por lo tanto, no se puede esperar más por esta clá de inseguridad y criminalidad que es una verdadera amenaza a la salud y el bienestar de la población", sostuvo el subdecano de la Facultad de Medicina, Juan Carlos Soles, burgomestre de Chao.



Digital media

Más de 1000 niños participaron en la segunda edición del proyecto "Cineclaje" en el distrito de Chao



Interview



**Interview with Chema Salcedo, on PBO channel, where the general manager of ADAS talks about the opportunities that Peru has through sustainable agribusiness**



Digital media

Fourth edition of "Zero Anemia" will impact a thousand children from 6 months to 5 years of age in the province of Virú



“Based on dialogue and mutual respect, assertive communication strengthens the links between the population and institutions. Through these initiatives, ADAS builds trust and credibility and fosters a strong and transparent relationship with the community. A comprehensive communication strategy consolidates our role as an agent of change and development in the community. ADAS, committed to transparency, invites the population to verify data, consult official sources, and actively participate in constructing a well-informed society.”

**Rocío Aquíze**  
DIRECTOR ADAS





On Nativa TV, we exposed the risks of the country's agribusiness sector and demanded greater articulation and commitment from the State with the business community



**ADAS and Municipality of Virú strengthen citizen security with donation of 10 motorcycles**



Our general manager explains on Radio Nacional the impact of the "Anemia Cero" program in the province of Virú with more than 10 thousand children screened since 2021.



04.

ADAS and the  
community



# Institutional Presence



## 01 UPN - IV INTERNATIONAL SUSTAINABILITY FORUM

Participation of the Sustainability areas of Hortifrut Peru and Grupo Rocio in the IV International Sustainability Forum: Creating the future through education and sustainable entrepreneurship, to exchange knowledge, experiences, and challenges in sustainability management both nationally and internationally.



## 02

### TRANSPORT COMMISSION OF THE CONGRESS OF THE REPUBLIC

Participation in the fifth decentralized extraordinary session and seventh public hearing in Trujillo, convened by the Transport Commission of the Legislature, which collected the voices of various productive sectors of the region.



## 03 CERX - EXPORTER

Members of the Executive Directorate of ADAS participate in and support the fulfillment of the actions programmed by various institutions within the framework of the Annual Operational Plan of the Regional Export Executive Committee (CERX). The commitment to implement the agreements reached at the CERX general assembly is strengthened, as well as to identify and promote proposals for regional development in the field of foreign trade.

# 04

## PRESENTATION: AGRICULTURAL FRONTIER OF LA LIBERTAD AND LAMBAYEQUE

The Regional Port Authority of Lambayeque invited us to participate as speakers in the panel forum called "Economic Perspectives in the Port Development Zone of the Lambayeque Terminal", organized in commemoration of the XXI Anniversary of the Regional Government of Lambayeque. This space served to project the agricultural development of the country's north.



## STUDENT CONGRESS 2024 HUANCAQUITO ALTO

ADAS Participation in the First Student Congress 2024: Uniting Voices, Transforming Futures, organized at I.E. 80095 José Olaya de Huancaquito Alto - Virú, which fostered academic excellence, innovation, and leadership.

# 05

## FOREIGN TRADE AND TOURISM COMMISSION

Participation in the Foreign Trade and Tourism Commission session, promoted by the Congress of the Republic, where issues related to the Port of Chancay and APEC were addressed. An effective articulation that allows the world to show the benefits, quality, and projections of sustainable agribusiness, such as the one promoted by ADAS, is key.



# Institutional Presence



## WIESE FOUNDATION

Meeting with the Wiese Foundation's senior management to share experiences on educational and social responsibility issues.

In the La Libertad region, the Wiese Foundation has a substantial presence, especially in disseminating cultural heritage and social development projects in the communities near the El Brujo Archaeological Complex, seeking to improve the quality of life of its inhabitants.

# 07



# 08

## SWITZERLAND COOPERATION

Development of the "SeCompetitive" Project that seeks to improve the competitiveness of small avocado producers.

The program aims to create a more favorable environment for companies in La Libertad, allowing them to grow and sustainably generate employment.



## CARLOS WIESSE STADIUM

Our manager participated in the ceremony of laying the first stone and inauguration of the work to improve the sports and recreational practice service in I.E. N° 80092 Carlos Wiesse, in the district of Chao, province of Virú. With more than 50 years of service, the I.E. Carlos Wiesse has established itself as an educational benchmark in the province. It is the most prominent academic institution and is constantly committed to quality education in the region.

# 09

# 10

## WORKS FOR TAXES - OXI - LA LIBERTAD REGIONAL GOVERNMENT

The OXIs make it possible to finance and implement infrastructure and public service projects that are priorities for the region, such as roads, schools, hospitals, and drinking water systems.

This contributes to improving the inhabitants' quality of life and reducing inequalities.



### INTERNATIONAL INTERNSHIP

Presentation on the history and development of the organization, as well as the impacts on the Virú and Chao valleys, to the authorities of the Municipality of Camiña, in the Tarapacá region, in Chile.

The objective is to show the world La Libertad as a case of success and opportunity.

The agricultural productive activity in Camiña is characterized by subsistence and small-scale agriculture, adapted to the arid and semi-arid conditions of the highlands.

# 11

## MEETING OF AGRO - INDUSTRIAL GUILDS APAG, CULTIVANDO, AND ADAS

Intending to strengthen the agro-export guild, we participated in the North Macro Region articulation meeting with Cultivando and APAG. The main objective of the associations as mentioned earlier is to promote the development and sustainability of the agricultural sector in Peru.



# Institutional Presence



## MEETING AT THE MINISTRY OF ECONOMY AND FINANCE (MEF)

ADAS executives participated in the Water Resources Subgroup within the framework of the Executive Board of the Ministry of Economy and Finance (MEF) for the Development of the Agro-industrial Export Sector. In this space, lessons learned in regions such as La Libertad, with enormous opportunities thanks to megaprojects such as Chavimochic, were shared.

The MEF participates in the allocation of the budget for projects such as the construction of dams, irrigation systems, and Water Treatment Plants.

# 13



# 14

## PARTICIPATION IN CERX WITH MINCETUR

Visit the Mega Puerto Chancay as members of CERX to learn about the infrastructure and services and the competitive advantages at the port level that promote the diversification of exports from our region.

The CERX (Regional Export Executive Committee) is an initiative of the Ministry of Foreign Trade and Tourism (MINCETUR) in Peru, designed to boost exports at the regional level.



## MEETING WITH THE GORE LL - AVOIDANCE ROUTE

The main objective of this meeting at the Regional Government of La Libertad (GORE LL) was to address the problem related to Road Bypass 4 and request its prompt execution.

Bypass roads are critical to diverting heavy and long-distance traffic from urban areas, reducing congestion, and improving traffic flow.

# 15

# 16

## APPOINTMENT AT THE GORE LL FOR THE SIERRA LIBERTEÑA PROJECT

We participated in the meeting with the regional governor of La Libertad, César Acuña Peralta, on the scope of the Sierra Liberteña Project. This public-private initiative seeks to integrate small and medium-sized regional producers into the agro-export chain.

The Sierra Liberteña Project also encompasses a series of initiatives with common objectives, focused on sustainable development and improving the quality of life in the high Andean areas.



## TOGETHER FOR A STRENGTHENED FOREIGN TRADE

We contribute to the Multisectoral Commission for Foreign Trade Facilitation (Comufal), coordinating actions to promote development and support the implementation of programs that reinforce and strengthen the security of Peru's foreign trade logistics chain.

The Comufal is made up of seven ministries and three other public institutions in the country

# 17

# 18

## PROMPERÚ: SERVICE DESK

We participate in the PROMPERÚ Service Desk, which is crucial in promoting foreign trade and tourism in the country. This initiative acts as a centralized point of contact, where exporters can get guidance on traffic, regulations, market opportunities, and other relevant aspects.



# Thank you for being a witness and protagonist

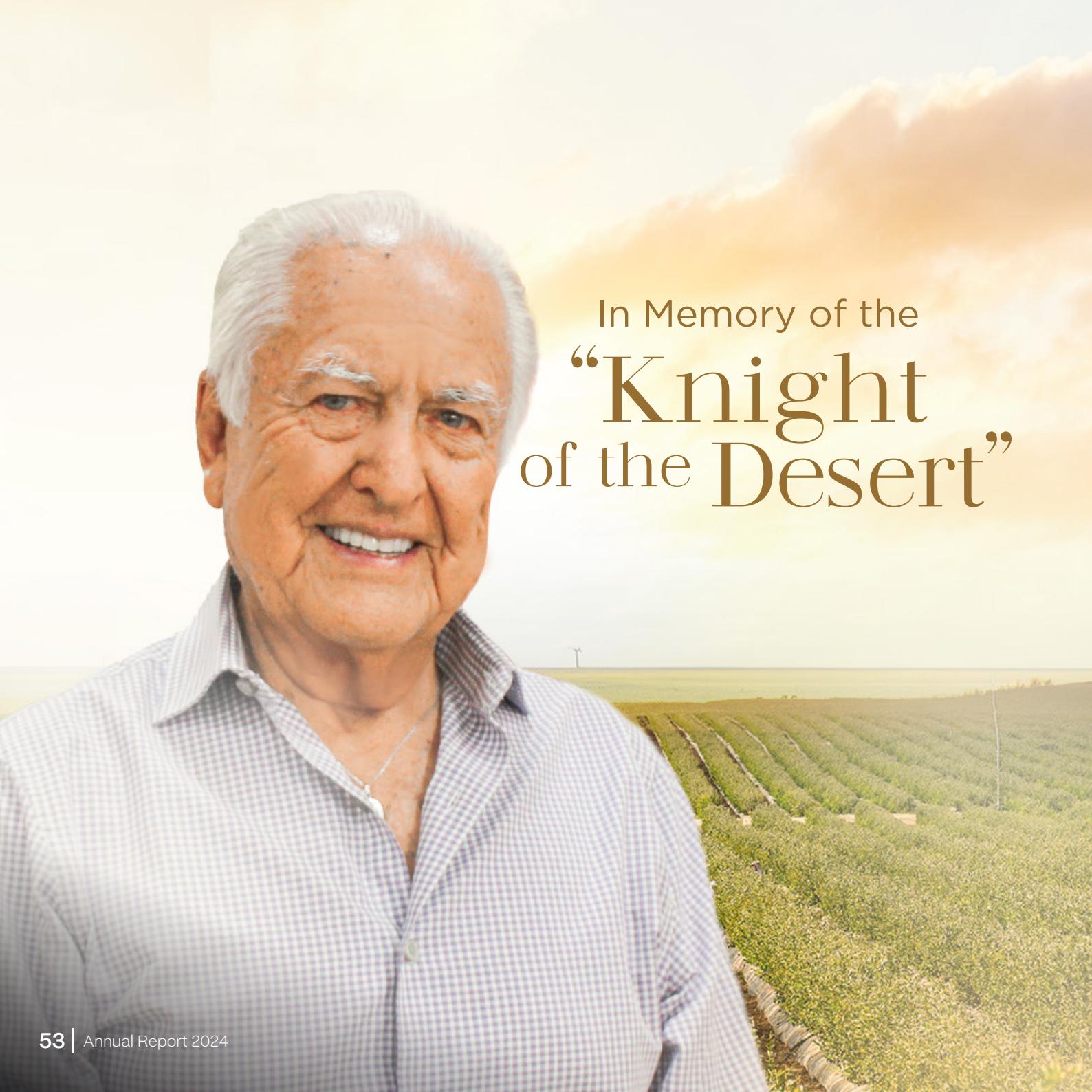
The year 2024 has witnessed the consolidation of ADAS as a fundamental pillar for the sustainable development of agribusiness in the La Libertad region, especially in the thriving province of Virú. The achievements reflected in this Management Report result from the joint effort, the shared vision, and the unwavering commitment of each of our associates. We have transcended productive goals, weaving a network of social, educational, health, and environmental well-being that strengthens the present and builds a promising future for our community.

Every initiative, every program, and every action undertaken by ADAS has been driven by a deep sense of responsibility and a fervent desire to make a positive and lasting impact. On this path of achievements, the contribution and effort of each of our associates, all of them leaders in agribusiness, whose talent, dedication, and passion are the engine that drives our development. Their commitment to excellence and their spirit of collaboration have been fundamental to achieving the proposed goals and overcoming the challenges encountered. We extend our gratitude to our employees and their families, who, with their unconditional support, are the solid foundation on which our success is built.

With an eye on the future, we reaffirm our commitment to continue working with enthusiasm and determination, promoting sustainability and strengthening strategic alliances that allow us to continue building a prosperous and sustainable future for agribusiness and the community of Virú. May this Management Report be a testimony of our legacy and an inspiration for generations to come.







In Memory of the  
“Knight  
of the Desert”

# Rafael Quevedo Flores

(1936 - † 2024)

A visionary businessman from Liberteño who dedicated his life to transforming the arid lands of northern Peru into fertile agricultural fields. His legacy lives on in the La Libertad region, especially the province of Virú, where he led a true green revolution.

Born in Sarín, Huamachuco, Quevedo Flores graduated as an agronomist from the National Agrarian University La Molina. He showed a deep interest in agriculture and rural development from a young age. His vision led him to explore the possibilities of growing in the desert, a challenge many considered impossible.

Rafael Quevedo Flores believed in transforming the desert through the agricultural engine, a dream that today materializes in Chavimochic, promoting the development of La Libertad. His legacy came hand in hand with great lessons, purpose, and social commitment.

The "Knight of the Desert" was concerned not only with agricultural production but, above all, with the well-being of workers and their families. It implemented training programs and improved working conditions, positively impacting the community.

His leadership and vision transcended the borders of Virú. Rafael Quevedo Flores was a tireless promoter of agriculture in northern Peru, promoting irrigation projects and encouraging investment in the sector.

In recognition of his professional capacity and career, he was appointed Minister of Agriculture during the second government of Alan García. From this position, he continued to promote agrarian development and food security in the country.

His memory lives on in the green fields of Virú, a testimony to his desire and dedication. Rafael Quevedo Flores, the "Knight of the Desert", the man who made the land productive and transformed the lives of thousands of Peruvians



We are agribusiness, community,  
and development.

