



Lagos de Moreno, Jalisco – April 2025

Agrícola Sun Berries is a company specialized in the production and packaging of high-quality blueberries, with operations in Lagos de Moreno and Cocula, Jalisco. Our commitment to operational excellence, innovation, and sustainable growth has led us to constantly seek new ways to optimize our processes and ensure the highest standards across our value chain and in the customer experience we deliver.

In this context, we highly recommend **London Consulting Group** for the results achieved during the execution of the **EPOR** project, carried out over an eight-month period beginning in August 2024.

Through agile methodologies and a comprehensive approach that integrated digital transformation, data analytics, and a strong focus on **operational excellence**, we strengthened core processes in **Field Operations, Supply Chain, and Growth Management**. Key achievements included the digitalization of operational workflows, the implementation of **Power BI** dashboards for real-time decision-making, and the use of collaborative tools such as **Monday** to plan and track field activities. These solutions were designed with a strong emphasis on **user experience**, facilitating adoption and maximizing impact throughout the operation.

The overall results obtained include:

- A **33% increase in EBITDA**.
- An improvement in organizational maturity from **34% to 71%**, moving from an **Initial** to a **Managed and Predictable** level, characterized by **data-driven management** and the ability to make **predictive adjustments** to enhance results.
- A **Return on Investment (ROI)** of **4.5:1**, with a projected 12-month ROI of **8.6:1**.

Key operational results achieved:

Field Operations:

- A **194% increase in productivity** of cultural field tasks.
- An **11% increase in the average kilos harvested** per worker.

Supply Chain and Packaging:

- A **73% improvement in sale price** of processed fruit.
- A **58% reduction in cost per packed kilogram**.
- A **25% reduction in overweight** per packed unit.
- A **4.3% savings in procurement** through negotiations with the **Top 10 suppliers**.

Growth Management:

- Implementation of the **Agile Leadership and Leadership Accelerators** programs for all team members in supervisory roles
- Development and institutionalization of an **Innovation Hub**, with active projects integrated into daily operations

The professionalism, commitment, and partnership of **London Consulting Group** were key to achieving these results and to consolidating an **operational model focused on excellence** and the ongoing enhancement of **Agrícola Sun Berries' customer experience**. As a result, we have decided to move forward with a second project focused on **benefit consolidation, preparation and execution of the upcoming season, and organizational development through competency-based management**.

Sr. Leonardo Olivares Ahumada
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