

2019 Keynote Speaker - Luis R. Elizondo

Pro Orgánico, SA de CV, Monterrey, Nuevo León, Mexico



“Mexico’s Organic Future”

Based in Monterrey, Mexico, Pro-Orgánico is a family company that provides high-quality healthful products for city dwellers, while working to promote the development of small organic farms in rural communities of México.

Luis and Dorita Elizondo, founders of Pro-Orgánico, certified by Oregon Tilth Certified Organic, believe that organic production is a viable alternative for small scale growers who are being forced out of the market by large conglomerates. They also believe that producing organic food is ultimately a lifestyle rather than a marketing strategy... “It is very difficult to establish truthful organic production without embracing the principles that gave birth to the organic movement”. “Our ultimate goal is to run a company that creates profits in the most sustainable way possible

and in doing so, bring about prosperity to small Mexican farmers, developing them as suppliers”.

At Pro-Orgánico, “We are dedicated to the well-being of our workers, our growers, our distributors, and the consumer through a careful production process and healthful products that will ultimately serve to improve our extended community and our planet”.

Oregon Tilth Certified Organic named Luis and Dorita Elizondo as grower of the year in 2008 of Oregon Tilth in Salem, Oregon. That same year, Expansion magazine distinguished Mr. Elizondo among the top 10 entrepreneurs in Mexico.

From 2003 to 2013 Pro-Orgánico grew, packed and distributed high quality organic vegetables. The company worked with organic growers in several states. At the same time, they operated two farms: Rancho San Francisco, in the State of Coahuila, is located in an idyllic valley about 6,000 feet above sea level, between two mountain ranges. It was used mainly for summertime produce production. Rancho El Escape, in the state of Nuevo Leon, about 900 feet above sea level, was used primarily for wintertime produce production. The company exported, with its brand, more than 50% of its production to the United States and Canada.

Since 2013, Pro-Orgánico has been manufacturing organic corn tortilla and snacks.

Luis was born in Monterrey and graduated as an Industrial Engineer from ITESM in 1979. He earned a Masters in Business Administration (MBA) from the University of Texas at Austin in 1981 and a Masters in Industrial Engineering from Texas A & M University in 1982. In 1983, he joined the family business, Pinturas Osel, SA de CV, where he served as Director of Sales and Marketing until 2003, when he retired to start Pro Organico.

Mr. Elizondo promotes awareness of organic agriculture and its impact on the development of small Mexican farmers, participating as a lecturer and guest speaker at conferences, forums and universities. Thru SOMEXPRO, he also collaborated with the Mexican authorities in the development of the regulatory framework for trade of organic products in Mexico.