Abstract
A key concept in the construction of the paradigm of global value chains is governance, for its constitution the variables of power, leadership and control are essential. The research focuses on Sinaloa vegetable distributors in the U.S.A. market, which reveals the interaction between regions of different countries for the formation of a horticultural value chain. The result is an index that defines which of the actors, involved in the fresh produce trade, practices more governance.

Keywords
Governance, fresh produce trade, distribution, supermarket chains, horticultural value chains, Sinaloa.