Abstract
Recent economic policy debates have centered on increasing and quantifying the value chain, and the objective of this research is to characterize the value chain of viticulture in Baja California according to organizational subsystems, including management, marketing, quality, productivity and environment. This study presents a comparative analysis between the capabilities of the vitiviniculture industry and sectors within which it participates. The analysis shows that the primary issues are related to sectors that have weak productive infrastructure, marketing problems, product shortages and few local suppliers, and additional problems include insufficient funding, water shortages and high taxes. Moreover, investments in human capital are required to train human resources.

Keywords
Competitiveness, innovation, wine cluster, agro-food industry, horizontal flowchart value chain.