

**Abstract**

A country's logistics performance can determine how it participates in international markets, hence high-income countries tend to do better in this area. In these days of pandemic and economic crisis, supporting production and distribution - logistics - is a fundamental task to guarantee the integrity of the economy and the well-being of the population. Regardless of its importance in the production processes of companies, logistics is not an exclusive task of these, but is an aspect that must be attended by all the agents involved in the economic system, including governments.

This article objective is to expose the characteristics of logistics in the pork industry of Sonora and highlight the potential of the implementation of a green logistics strategy in the pork industry of the state of Sonora. First, an analysis of the logistics chain of the Sonoran pig industry is made to highlight the links where more sustainable management could be adapted, as well as highlighting the role of regulations / restrictions and standards involved in the different phases of the chain. The hypothesis that derives from this entire process is that “the demand for meat products at a global level is a window of opportunity for the Sonoran pork industry, however, global markets demand efficient and sustainable processes, processes that are not yet fully covered by some companies in the sector”. In summary, some findings of an exploratory study carried out in some companies of the Sonora pork industry between 2020 and 2021 are outlined.

**Keywords:** *logistics, pork industry, economics.*