

## SUMMARY

### **Feasibility study for the production and commercialization of hoja santa (*Piper auritum* Kunth) and by-products in Huatusco, Veracruz**

The hoja santa (*Piper auritum* Kunth), also known as tlanepa or acuyo, is commonly used as a seasoning in different dishes. In traditional medicine practices, its leaves are used as emollient, antirheumatic, diuretic, stimulant and abortifacient. It also has anti-inflammatory, antibacterial, antifungal and antidermatophytic activity. In the region of Apixtla, municipality of Huatusco, Veracruz, the hoja santa is a natural resource. The inhabitants collect leaves for self-consumption and to commercialize in the region. Therefore, the sustainable use of this plant represents a developmental alternative and an entrepreneurship for a productive approach for this community that currently presents serious economic problems. The present investigation had the purpose to develop a factibility study for the production and commercialization of fresh and dehydrated hoja santa, to increase the income for the families of this community. To carry out this objective, the productive and marketing characteristics of the region were identified, an analysis was carried out to identify the problems of the microenterprise sector and an economic analysis was done. This investigation was done through bibliographical research, interviews and surveys. A meeting with members of the Union Civica Huatusqueña A. C. that are interested in the production of hoja santa was also held. The available resources were identified and as a result it was found that this municipality has the agroecological characteristics necessary for the productive cultivation of the hoja santa and to start in the production. However, it is important to consider the social and organizational factors for a company development. The economic study showed that the production of hoja santa as a fresh and dehydrated product is profitable with a cost/benefit of 1.49 and 1.83 respectively. That is why a proposal for the development of a company for production and marketing of fresh and dehydrated hoja santa is presented.

Key words: Tlanepa, seasoning, medicinal plant, marketing