

## SUMMARY

### **DIAGNOSIS OF BLACKBERRY (*Rubus* spp.) PRODUCTION IN THE CENTRAL REGION OF VERACRUZ STATE**

In Mexico, blackberry production has been gaining importance in the last decade. It is because this crop can be adapted to temperate and tropical conditions, which are present in our territory. This condition represents a great competitive advantage for production when in USA there is a shortage in production. This has helped to position Mexico in the top producing countries in the world, exporting 90% of its production in fresh or frozen product. Michoacan state is the leading producer, followed by the states of Jalisco, Sinaloa, Colima, Mexico State and Veracruz. During the period 1997-2006, Veracruz state was among the main producers of blackberry; however, production fell. Thus, the present study was performed in order to know the producing conditions of this crop in the state, as ever imagine within the major producers. Three zones within the region, with three types of production systems: conventional, organic and sustainable were located en the central region of Veracruz state. The latter oriented towards family farming has the largest area of production, and may rebound towards a better stage of economic welfare and work. The organic production system has acquired the best marketing vision. With this perspective, it is expected to integrate the three systems to enhance blackberry production in the central region of Veracruz State.

**Key words:** blackberry, convencional production, organic production, sustainable production