

## SUMMARY

### **Implementing a management agenda for an administrative technical production system for strawberry (*Fragaria x ananassa* Duchesne) at Balastrella, Municipality of Nogales, Ver.**

The development of this work was due to the strawberry production problems in Cecilio Teran town at Nogales, Veracruz; in order to identify the main problems and possible solutions that could enhance productivity of strawberry crop cultivation, an orchard of 0.1 ha was selected, and based on a similar management for Mexican Lime used by the State Council In Michoacán Mexican Lime (COELIM, 2005) a "Technical administrative agenda for strawberry crop management " was implemented. This agenda was modified and suited for this work, considering three sections: Technical diagnosis, technical advice and administrative technical monitoring. In the first section technical and administrative data were obtained from an orchard handled in a traditional way in the 2011-2012 cycle. In the second section, in order to improve the production system, technical recommendations were made. The third section comprised the technical recommendations application and the registration of the planned activities. The results showed that using the proposed technological management on the 2012-2013 cycle, consisting of growing strawberries with plastic mulch, timed and preventive control of pests, diseases and weeds, resulted in an effective improvement, increasing the yield and benefit cost from 0.93 to 1.25, from the first cycle to the second cycle. In addition under this management, the orchard went from a traditional system to a system of medium technology. Thus, the effectiveness of using the proposed "Technical-administrative agenda for strawberry crop management" was confirmed.

Palabras clave: Agenda de manejo, *Fragaria x ananassa*, diagnóstico técnico, Balastrella