

## SUMMARY

### **FACTORS OF COMPETITIVENESS FOR SUSTAINABLE USE OF WILD GRAPE FOR WINE PRODUCTION AT NAOLINCO, VERACRUZ.**

The use of wild grape (*Vitis* spp) in wine elaboration comes from our ancestors; nowadays, its use has not been valorated extensively, for this reason it is important to generate research that allow revaloration of this resource. The objective of this work was to evaluate the sociocultural environment of artisanal wines producers, production system, constraints during processing, physicochemical properties and finally agricultural characteristics of soils and their aptitude to produce wild grapes for wine elaboration. This work was carried out in the municipality of Naolinco, Veracruz, using a qualitative methodology with semi-structured surveys and interviews with 25 wine producers that use wild grapes. Soil samples where wild grapes grow were also analyzed. The results showed the importance of the place where the wild grape was obtained and proceed, the use of the waste from the artisanal wine process, the number of years and liters of wine produced, and the level of school education of the producer. The physical-chemical analysis of the artisanal wines evaluated showed a similar sugar content to commercial wines evaluated. For vine-producing soils, electrical conductivity, texture, density, phosphorus, potassium and organic matter content indicated suitable values to carry out sustainable and competitive production of grapes.

Key words: Wild grape, limitant factors, wine, *Vitis* spp.