

## SUMMARY

### **TYPOLOGY AND TECHNOLOGICAL PROBLEMS OF ORNAMENTAL PLANTS PRODUCERS AT THE MUNICIPALITY OF FORTÍN, VERACRUZ**

The worldwide production and marketing of ornamental plants has become a major industry and source of foreign currency. In Mexico, the production of ornamental plants has gained strength in the last two decades, being the most important states in productivity: State of Mexico, Puebla, Morelos, Sinaloa and Baja California. Veracruz presents areas producing ornamental plants, mainly at the region of the High Mountains. However, and despite its importance in the production of ornamental plants, a typology of producers has not been carried out and the techno-productive problems faced by each of these in their different typology have not been identified. Knowing this information would allow the design of strategic plans for technology transfer and training in a directed and assertive way. Therefore, the research questions of this study were: What is the profile of ornamental plant producers (typology)? and What is the main techno-productive problem faced by producers according to their respective typology in the region of the High Mountains, Veracruz? The objective of the study was to typify the producers of ornamental plants and identify the techno-productive problems they face in the region of the High Mountains, Veracruz. The research method consisted in the design, application and analysis of a survey using a questionnaire with open and closed questions addressed to a representative sample ( $n = 35$ ) of nursery producers, located in the municipality of Fortín de Las Flores and who were selected with the simple random sampling method. The typology was constructed from an analysis of main components and the associated problems were weighted. Three types of nurserymen were identified. The first group buy plants at the locality, produce plants in bag, produce medicinal species, produce their own substrates and control pests and diseases. The second group buy the plant abroad, they buy substrates mostly coconut fiber, they have a surface of 0.25 ha for greenhouse production. The third group buy their plants in Morelos, State of Mexico or Puebla; mostly ornamental, they buy substrate at the locality, regularly the sale is by intermediaries, they receive some type of financing. It is concluded that two types of producers were found: Group 1, presents basic education and more seniority (more than 10 years) in the nursery activity, Group 2, has a higher degree of education and has a seniority in recent nursery, less than ten years. Both groups share that the female sex is the one that occurs most frequently. Another characteristic that both groups share is that they deliver their products to intermediaries and that when they carry out marketing it is locally.

Key words: Ornamental plants, nurseries, tropical horticulture, typology.