SUMMARY

Morphological analysis and sensorial study in two varieties of alcatraz (*Zantedeschia aethiopica* (L.) K. Spreng.) for its commercial use

In Mexico, the calla (*Zantedeschia aethiopica* (L.) K. Spreng**.**) is an ornamental plant popularly used as a cut flower, well adapted in several regions of this country. Because of this, it has great potential to increase its production. However, the experience with genetic improvement for this genus has been limited. Actually, in Mexico two cultivars have been developed: 'Deja Vu' and 'Utopia'. Only 'Deja Vu', has been registered at SNICS; however, there have not been done studies to measure the commercial acceptance for both cultivars. Therefore, the general objective of this research was to morphologically characterize the calla 'Utopia' to contribute to the registration of this new cultivar, and to evaluate the sensorial acceptance of both cultivars. The morphological characterization was conducted according to the UPOV guidelines, and for the sensorial analysis, a consumer orientation test was used comparing this new cultivars with the commercial ones "White" and "Green Goddess". The data was processed with an analysis of principal components and ANOVA. Morphological characteristics of the "Utopia" cultivar were similar to the "White" calla, especially in their spathes; however, "Utopia" has a slight purple tonality in the basal part in the underside of the spathe. In addition, these two cultivars registered better sensorial acceptance when compared with "Deja Vu" and "Green Goddess". On the other hand, the cultivar "Deja Vu" obtained a good acceptance of panelists who, according to the sociodemographic data consulted, are framed within the economically active population. This represents an opportunity for both cultivars to be introduced into the commercial market successfully.

Key words: calla, characterization, new cultivar, sensorial analysis