

SUMMARY

Profitability analysis of ornamental Anthurium (*Anthurium andreanum* Lind.) rural business in the central region of the state of Veracruz

In the central part of the state of Veracruz, anthurium (*Anthurium andreanum* L.) is one of the species that shows great commercial potential as an ornamental agribusiness. It has been classified as an exotic plant, which produces very showy flowers, it can be grown as a cut flower or potted plant and leaves are often used as foliage. It makes it an attractive crop for farmers, because it offers a high return and profitability. There is a growing market, which together with the agroecological aptitude for crop growing results in high standards of quality and no large areas needed for cultivation, making it a profitable project. But despite these conditions, some constraints for its development have been detected, and some situations that limit anthurium production have been identified. Because of this, regarding to the profitability of ornamental anthurium production, it was conducted an analysis to identify the perceptions and attitudes of anthurium growers in the central area of the state of Veracruz. This investigation was carried out through a questionnaire and thirty semi-structured face to face interviews in the municipalities of Córdoba, Fortín de las Flores, Yanga, Ixtaczoquitlán, Huatusco and Tepatlaxco. The questionnaire covered four key points: Producer profile (age, education, sex, etc.), production features (area, age of planting, varieties, etc.), producer perception on business rentability and, attitude (which helped to measure the positive grade, neutral and negative of each issue). Among the results we note that the highest percentage of producers were located in the Municipality of Ixtaczoquitlán (43%). Sixty seven percent of respondents were women. The main activity was housewife with 53%. The age of farmers was 70% above 52 years and educational level was elementary school (57%). Most growers work on their own land (63%) and their producer modules are not larger than 650 m² (83%). Seventy percent use semi-rustic greenhouses and 87% produce Dutch anthurium and 81% produce red flowers. The main constraints expressed by producers were marketing, brokering, lack of financial support, low quality, plant health, and agricultural management. The results showed that there is variability between cases and that anthurium production is developed in small areas with a marked difference in income, the greenhouse with the best technology was located in the town of Yanga, Veracruz.

Key words: Anthurium, rural production, competitiveness