

SUMMARY

INTRODUCTION TO THE CULTIVATION OF CALLA LILY (*Zantedeschia aethiopica* (L.) SPRENG.) VAR. 'DEJA VÚ' IN CALCAHUALCO, VERACRUZ

The calla lily (*Zantedeschia aethiopica* (L.) Spreng.) is an ornamental plant native of southern and Eastern Africa, which grows in several regions of Mexico. The main producing states are Baja California Sur and the State of Mexico. In the central zone of the state of Veracruz, flower production is one of the most widespread productive activities in rural areas, and calla lily is considered a minor cut flower crop and a productive alternative. The objective of this project was to develop a cultivation method for the introduction of the calla lily variety 'Deja vu' in the towns of Calcahualco, Excola, Itzapa and Atotonilco in the municipality of Calcahualco, Ver. The plant and rhizomes were obtained from a farm located in Elotepec, Huatusco and were planted on the second week of November 2019. Days to emergence, survival and flowering were evaluated, and to know the benefit-cost ratio and profitability of the crop, a financial run was done. Regarding to days to emergence, the first sprouts were observed in Itzapa at day 15, in the three remaining locations emergence occurred between days 30 to 45; at 45 days with 25%, 85% and 100% in Atotonilco, Excola and Calcahualco, respectively. The highest survival was observed in Calcahualco with 95% and the lowest in Atotonilco with 30% ($p \leq 0.05$). In Calcahualco, flowering started in the first week of April. In the financial study it was observed that the project is profitable, from the first year, with a benefit/cost ratio of 1.25, considering a market value of \$6.00 per flower stalk. Reaching the break-even point with 206 flower stalks. For the fifth year the calculated benefit/cost ratio would be 1.71. Therefore, it is concluded that the cultivation of calla lily variety 'Deja vu'. in the municipality of Calcahualco is profitable and that the town of Calcahualco presents the best conditions for its cultivation. In Excola it is advisable to invest in infrastructure to improve production and in Atotonilco and Itzapa it is not recommended since they presented the lowest survival, in addition to unfavorable climatic conditions for cultivation.

Key words: 'Deja vu', rural production, profitability.