

A-90

TECHNOLOGY IN AVOCADO EXPORT COMPANIES FROM THE STATE OF MICHOACAN

M. C. José César Lenin Navarro Chávez

Director del Instituto de Investigaciones Económicas y Empresariales de la Universidad Michoacana de San Nicolás de Hidalgo navarro@zeus.umich.mx

Technology is a variable that influences organizational aspects. Organizations use elementary or sophisticated technology to operate. Technology is considered to be developed by the organizations through accumulated knowledge and to be applied on the work techniques and procedures that lead to the transformation of supplies into products or services.

Technology has substantially influenced avocado production and varieties making them more competitive regarding quality and price. For this reason, avocado growers have been able to increase production while decreasing production costs, therefore increasing their profitability.

For the last ten years, avocado production in Uruapan (Michoacan) has substantially increased becoming one of the largest foreign exchange earnings at the agricultural sector. Nowadays the area is known as the avocado world capital, becoming the economic engine of the region.

This work analyzes models and variables that define the technology used by Michoacan (Mexico) avocado export companies. It is based on a study of organization, objectives, production, and problems of twenty-five export companies. Research was focused on technological development and on the characteristics of avocado worldwide markets. As a result, export technology models and influential factors were identified for avocado export companies located at Uruapan, Michoacan, Mexico.