

STRATEGY FOR THE INCLUSION OF SMALL AND MEDIUM-SIZED AVOCADO (*Persea americana* Mill) PRODUCERS IN DYNAMIC MARKETS AS A RESULT OF PHYTOSANITARY LEGAL CONTROLS FOR FRUIT TRANSPORT IN MICHOACAN, MEXICO

R. Medina¹ and M. Aguirre¹

¹Secretaria de Desarrollo Agropecuario del Gobierno del Estado de Michoacán, México
Boulevard Arriaga Rivera, No. 825. Colonia Chapultepec Sur, Morelia, Michoacán México.
CP.58260 E-mail comercializacion@sedagro.michoacan.gob.mx, medinamich@yahoo.com.mx,
aguirremarx@yahoo.com.mx

The avocado (*Persea Americana* Mill) producing region of Mexico has been characterized by notable advances in regional development. Access to local and international markets and the productive specialization of the avocado value network, has allowed the incorporation of small and medium producers in processes of institution building incorporating the vision of social sectors.

The avocado band extends approximately to a surface of 65,607 hectares with 11,400 producers, and has a set of conditions – climate, soil and water favorable for year round production as well as the active participation of diverse chain actors under a vision of sustainability – that allowed the transition of the production chain of the avocado into a cluster.

This work tries to show the existence of agricultural promotion policies which, in combination with participation of producer organizations supported by the Federal Government as part of a strategy of incorporation of the producers to the systems of organization and control. In the case of food safety, the results have been positive in that public and private actors define, apply and provide feedback on the measures from the local context but supported by obligatory legal classifications.

The success of small and medium producers in Mexico in accessing dynamic markets should be highlighted based on the development of key policies focused on phytosanitary controls and fruit transportation, considering a volume of mobilization of more than 1 million metric tons, which have a direct effect on supply and demand regulation in national and international consumer markets.

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