

## **The Secretariat of Agriculture plans a sustainable strategy to boost Mexican horticulture**

The Secretariat works in the productive system to develop varieties that are better adapted to climate change and encourages producers to open new export markets.

The Secretariat of Agriculture and Rural Development (Sader) works on a strategy to enhance Mexican ornamental horticulture, through sustainable management of natural resources and development of varieties that allow producers to be in better conditions when dabbling in domestic and international markets.

Undersecretary of Agriculture, Miguel García Winder, highlighted that the Mexican Government is committed to bring domestic ornaments under the global spotlight. He added that “We want Mexico to appear in export statistics and that values generated along the chain go to producers, mainly for small producers.”

He informed that Sader works hand in hand with the production sector, by providing technical assistance to promote the efficient use of water and soil, and to provide comprehensive protection to pollinators.

In regard to actions planned to address the effects of climate change in the rural sector, he said that work is being done on developing products that are better adapted to new conditions.

Regarding competitiveness, he said that support is provided for producers to better organize themselves and have greater negotiating capacity with foreign market representatives.

The federal official inaugurated the 2019 exhibition México Ornamental Plants and Flowers (OPF), organized by the Mexican industry in collaboration with the German company IPM Essen. There, he stressed that flowers are rooted in Mexican traditions, so their cultivation is a central part of the country's agriculture.

He said that Mexico has about 10 percent of the world's flora, with more than 4,000 species, 24 of them being native. He also indicated that Mexico is the third country in planting surface of ornamental plants and flowers, with around 28,000 hectares.

He noted that more than 250,000 producers work in the Mexican horticulture industry, 65% of which are women, and about one million people depend on that value chain.

The president of 2019 OPF Mexico, Enrique Arias, said that it is the first time that a Latin American country to become the venue to organize this exhibition, considered to be largest worldwide international fair of plants and flowers.

He explained that the event represents a business platform for the production sector, with a view to international markets, mainly due to the relationship

established with two exporting powers of ornamental plants and flowers: Germany and Netherlands.

He said that in Mexico the internal consumption of plants and flowers is equivalent to 10,720 million pesos and to the United States amounts to 77 million dollars.

The German ambassador to Mexico, Peter Tempel, said that Mexico has a high level of professionalism in the cultivation of ornamental plants and flowers; this is why Germany is interested in promoting the commercial exchange of horticultural products between the two nations.

The exhibition displays 7,500 varieties of ornamental plants and flowers, divided into four exhibition areas: Plants and flowers, Innovation and technology, Floral design and Landscaping and gardening.

Head director of the National Service for Agro-Alimentary Public Health, Safety and Quality (Senasica), Francisco Javier Trujillo Arriaga, also participated in the inauguration, as well as governor of Morelos, Cuauhtémoc Blanco Bravo; Dutch ambassador to Mexico, Margriet Leemhuis; and representative of Flower Product System, Mariano Oropeza.