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## Introduction.

The orange coffee rust caused, from 2012, strong economic and social damage with losses for the sector as production fell in the 2015/2016 cycle by more than 50 percent. This disaster was due, among other factors, to low investment in assets for productivity, little innovation and technology transfer to the small producer and the low genetic diversity in coffee plantations because approximately 90% of the area was still cultivated with varieties susceptible to rust (Zamarripa,2018).

## Materials/Methods

The public policy of coffee in Mexico (PIAC - PpB), was based on productivity, resilience and adoption of high-tech (Arguello,2018). For the first time in Mexican coffee growing, the use of certified seed(SNICS-SADER) of improved varieties(INIFAP-PROMECAFE) was adopted by farmers. Also, technicians and nursery manager were trained in the production and verification of plant with high genetic, physiological and phytosanitary quality according to the Production Guide prepared with international criteria. The transfer and innovation were carried out with the support of more than 400 extension agents in a public private coordination.

## Conclusion/Perspectives

The design of public policy promoted investment in long-term assets and encouraged the adoption of technology such as the planting of resistant varieties and the higher density of plants per hectare, thus achieving greater sustainable productive and high quality of coffee offer from Mexico. If this productive approach continues mainly with resilient varieties and hybrids, it is estimated to increase production in up to 6 million bags by 2024, when the current administration will conclude.

## References:

Arguello Campos, Santiago José. 2018. 121 periodo de sesiones. Consejo Internacional del Café. Organización Internacional del Café. México.  
 Zamarripa Colmenero, Alfredo. 2018. III Cumbre de la Ruya. PROMECAFE - IICA - SAGARPA. Ciudad de México. México.

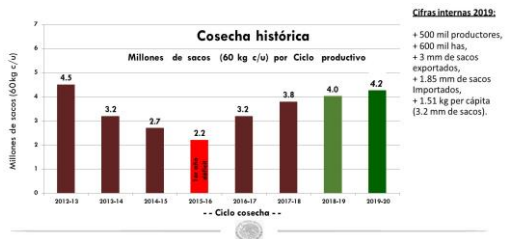


Figure 1: Coffee production in Mexico



Figure 2: Guide to the production of high quality coffee plants.

## Results/Discussion

Around 150 thousand hectares were renovated with 550 million plants of a “soup” of varieties resistant to rust and high organoleptic quality for 3 years (2016 - 2018). With the intelligent renovation of coffee plantations under shade, and the application of best agricultural practices, the recovery of production was achieved, going from 2.2 to 4.2 million bags of 60 kg each produced in the 2015/2016 and 2019/2020 cycles, respectively, while producers decreased their production cost and improved the consistency of their quality. Whit COSA support focus on to build smart programs oriented in efficiency and concrete results, it was measured ROI based on the concepts subsidized: certified nurseries, resilient plants, agrotechnology packages, tech assistance and how those investments impact at the incomes, resilience and employees. The conclusion at 4<sup>th</sup> year of impact was the ROI is at least 500 % with the adoption of high and resilient tech while the well being of producer’s families and employees are incremented substantially.