

# Importance of the production of the marigold flower in Mexico

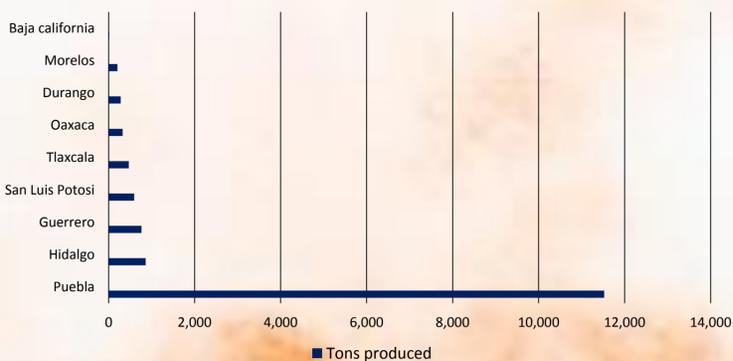
**Introduction:** In Mexico the production of the marigold flower is very important for the Day of the Dead, therefore, in this poster we will show the highest production levels that Mexico has had as well as which flower is sold more and also the loss that it had this year due to the Sanitary contingency, among other factors, and how other countries have surpassed Mexico in production.



<https://cutt.ly/ljITny6>

**Theoretical Framework:** The original name of the cempasúchil flower is *sempówalxóchitl* and comes from the Nahuatl language or also called the flower of 20 petals. It is a flower used mainly in Mexico as an ornament for one of the most important events of the country "The Day of the Dead" and its history tells that by making a path with the petals of the flowers, they attract the deceased with their aroma, guiding them so they can reach their offering. The flower grows in wild places, especially in mountainous areas. The cempasúchil flower is an annual plant native to Mexico, found wild in the Balsas basin and western Mexico, and inhabits various types of ecosystems such as deciduous rainforests, thorn forests, cloud forests and pine-oak forests at altitudes of 800 to 2,300 meters.

Flower production in Mexico in 2015



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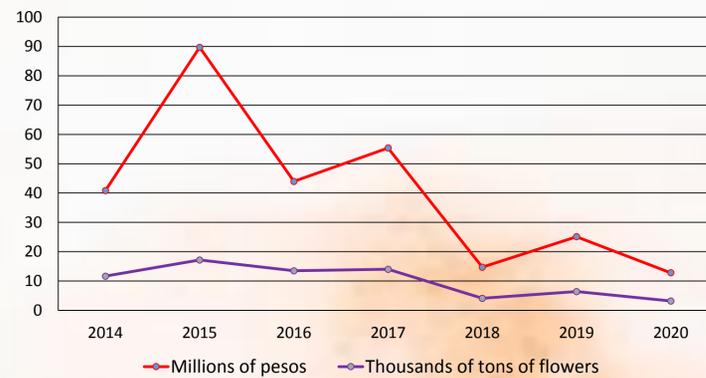
**Objectives:** To raise awareness in Mexico to increase its production in order to obtain more benefits.



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**Statement of the problem:** In Mexico every year on the Day of the Dead thousands of marigold flowers are planted, but this year it was not so, and only 9 million plants were planted, which represents a lower amount than last year, due to the pandemic the production decreased a lot affecting economically to the citizens, but that is not all, during the year 2015 was the highest point of sale compared to this year. And that is why thanks to the production of other countries Mexico has lowered its annual production.

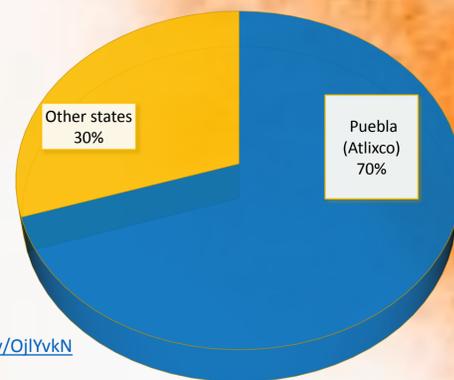
Economic and floral production from 2014 to 2020



<https://cutt.ly/wjIYTJ3> <https://cutt.ly/xjIYCq6>  
<https://cutt.ly/rjIYPCA>

Although the main producer is Puebla in the city of Atlixco, if the other states were to increase their production it would greatly help national production.

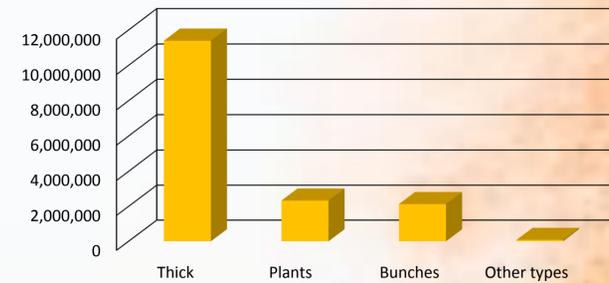
ANNUAL PRODUCTION IN MEXICO



<https://cutt.ly/OjIYvKN>

**Hypothesis:** What is the importance of the marigold flower in the Mexican economy? The marigold flower is the endemic plant of Mexico, then, if in all countries were planted of this type would have very high income of money our country, in addition that we would retake our place as one of the main countries with greater production.

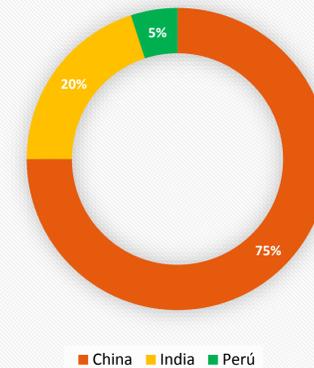
Production of different types of flowers in Mexico



<https://cutt.ly/xjIYCq6>

A study by the Institute of Biology of the UNAM states that in Mexico this flower was used as a colorant in pharmaceuticals and food by a company, which sold it to Indian investors and this caused the production of cempasúchil to move to Asia. The UNAM document explained that Mexican producers lost leadership in production because Asian countries used this plant for other, more commercial purposes.

Flowers exported in 2016



<https://cutt.ly/rjIYPCA>

**Justification:** Having a country with a lot of climatic, cultural, biological diversity among others, we are not taking advantage of it 100%, such as for example the production of this flower and despite having been our country in past years one of the main producers has been affected by other countries. Also due to the sanitary contingency the production at national level dropped 40% and sales fell 90% making a significant decrease in the economic and producing social problems, such as loss of employment; that is why if we plant more flowers during its season it would greatly increase the country's economy and help more citizens to get a job. In 2015 was the year with the highest production being Puebla the largest producer.



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**Development:** For the achievement of this research it was required one week to recruit the most accurate information, in addition we could obtain knowledge of the subject and know how important it can be. The methods used were first to consult internet pages and then to write down all the statistical data on the subject and finally to make the calculation and the elaboration of the graphs.

**Result and data analysis:** With all that we could obtain information we wrote down the data of the year, production, amount of money, percentages and analyzing all this we subsequently made precise calculations to obtain a good result.

**Conclusions:** From the data obtained and analyzed it can be observed that the production in Mexico low a lot from 2017 causing the decrease of production in the following years, but, looking at it from the financial point it can be said for sure that if more flowers were planted throughout the year we would have a greater economic gain, In addition, we have 30 species which gives us a greater advantage, instead of just using it as an ornament for the Day of the Dead, we should produce it to produce medicines, textile dyes, food coloring, biodegradable insecticides, among many other things and export them at a higher cost. We have already seen that large quantities of flowers can be produced, we just need to get to work, this would help millions of Mexicans to get jobs and we would get our jobs back.



<https://cutt.ly/HjITOMS>

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