



# MORELOS

LA TIERRA QUE NOS UNE

GOBIERNO DEL ESTADO  
2024 - 2030



## AGRICULTURE

Secretary of Agricultural  
Development

*Exportable Supply of  
Key Agri-food Products*



**01.- Morelos**

**02.- Governor**

**03.- Geographic Location**

**04.- Hydrography**

**05.- Connectivity and  
International Logistics**

*06.- Exportable Supply of Key  
Agri-Food Products*

**07.- Council of Agroexporters  
and Agroindustrials of Morelos**





Located in the heart of Mexico, the state of Morelos is a paradise that blends history, nature, and culture. Known for its mild, sunny climate year-round, it invites exploration of unique landscapes, charming cities, and an unmatched cultural richness.

Morelos is a state with great potential for investment and the development of agroindustry. Its geographic location, climate, and fertile soils make it the ideal place for the production of a wide variety of agri-food products.

The state has a wide range of agricultural crops, such as avocado, prickly pear, vegetables, and flowers, which are recognized nationally and internationally for their high quality.

The state is an important hub for agri-food production, with a growing processing and export industry. It has the necessary infrastructure for agroindustry development, including research centers, an agro-industrial park, and an efficient transportation network.





# Margarita González Saravia

Her social commitment began at the age of 15, working in the Peñón de los Baños neighborhood, where she witnessed the poverty and violence that affected young people her age.

After high school, she decided to live and work directly with the people in Colima, Hidalgo, Mexico City and Morelos, supporting rural struggles for the land rights and participating in leftist movements such as the PRD, Morena and non-governmental organizations.

On the business side, she stood out in the tourism industry, founding the Tourism Business Council and national associations within the sector. In addition, she served in various public positions such as Undersecretary of Tourism, Secretary of Economic Development and Culture in Morelos, as well as National Lottery Director.

Last October 1st, Margarita González Saravia made history by becoming the first woman governor of Morelos in 155 years, teaming up with Dr. Claudia Sheinbaum, President of Mexico.



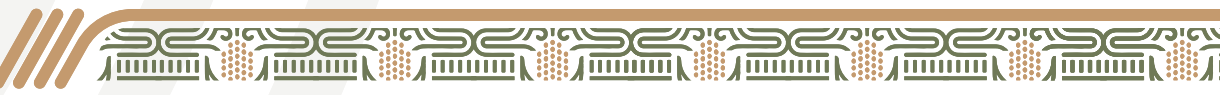


# Geographical Location

Morelos currently is home to 2,030,857 inhabitants and has a land area of 4,950 km<sup>2</sup>.

It is located in the south-central region of the country, limited to the north by Mexico City, Puebla to the east, Guerrero to the south and the State of Mexico to the west.

It is divided into 36 municipalities and its capital is the city of Cuernavaca.





## Connectivity and International Logistics

The location of Morelos in central Mexico, along with its extensive road network, allows agri-food products originating in the state to reach any destination efficiently, whether by land, air, or sea.



- CUSTOMS MEXICO NORTH BORDER
- CUSTOMS MEXICO SOUTH BORDER
- CUSTOMS MEXICO SEAPORTS
- CUSTOMS MEXICO AIRPORTS





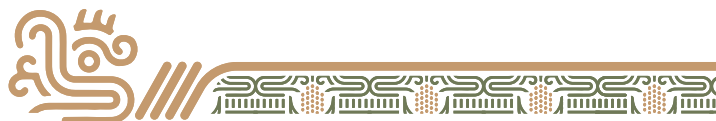
**MORELOS**

— LA TIERRA QUE NOS UNE —

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2024 - 2030

EXPORTABLE  
SUPPLY OF KEY  
AGRI-FOOD PRODUCTS



# Hass Avocado



In Morelos there are more than 4,000 hectares planted with Hass avocado, which exports around 3,000 tons per year.

Scientific name: *Persea americana* Mill. The fruit is a one-seeded berry, oval, with a smooth or rough surface, with a wide weight range (between 120 and 500 g).

It has a greenish color and thin or thick skin; when fully ripe, the pulp has a consistency resembling hard butter and its flavor is slightly walnut-like. It is very rich in protein and fat with an oil content of 10 to 20 percent.

*Presented: Fresh and Processed*

Export destinations



CANADÁ



EMIRATOS ÁRABES UNIDOS  
(Dubai)



PAÍSES BAJOS



FRANCIA



ESPAÑA



REINO UNIDO



MALASIA



ARABIA SAUDITA



SINGAPORE



KUWAIT



HONG KONG



# Fig



This is a soft, sweet-tasting fruit, with a reddish-white interior, where the seeds are lodged. It appears externally covered by a greenish, black or purple skin, according to the different varieties.

Hot and sunny weather colors the figs; the morning dew cracks and opens them, giving them the typical and attractive appearance of ripe fruit. Rains usually spoil many fruits when they are produced during the harvesting season.

They must be harvested at the right time and it is therefore convenient to stagger the harvest, so that every 2 or 3 days a cut is made. This operation is normally carried out in the morning, once the dew has disappeared, so that they can be packed immediately and taken to the market. For local consumption, it is very appropriate to collect them in the afternoon.

***Presented: Fresh and Processed***

Export destinations



CANADÁ



ESTADOS UNIDOS



KUWAIT



# Starfruit



Export destinations



ESTADOS UNIDOS

Star fruit is the edible fruit of a tropical tree belonging to the Oxalidaceae family. Its shape is ovoid or ellipsoid, with a thin, rough green skin that turns yellow or orange as it becomes ripe.

When sliced, the fruit is characterized by five prominent ribs that give it the characteristic shape of a star.

Its flavor is a mixture of sweet and sour, with a refreshing touch, making it attractive both for direct consumption and for use in juices, salads, jams, sauces and processed products.

*Presented: Fresh*



# Dragon Fruit



Pitahaya, commonly known as "dragon fruit," is a fruit native to Central America and comes in various colors such as yellow, purple, red, and white.

This fruit has high nutritional value, particularly its content of ascorbic acid, which ranges from 4-25 mg/100g depending on the species, with the red species having the highest value. Pitahaya is a fruit with a high antioxidant capacity, even surpassing other cacti like prickly pear. It contains bioactive compounds such as betalains, which help with stress-related disorders and have anti-inflammatory effects. Additionally, it contains betanins and betacyanins, which are natural coloring agents.

Export destinations



ESTADOS UNIDOS

*Presented: Fresh*





Export destinations



# Aromatics Herbs

Fine herbs are a group of aromatic plants used mainly in cooking to provide a variety of dishes with flavor, fragrance and color.

These herbs are characterized by a delicate and fresh flavor, and are highly appreciated in gastronomy for their organoleptic properties that enhance the flavor of food without the need to add salt or artificial seasoning.

*Presented: Fresh and Processed*





# Cactus Leaves *(Nopal)*

Green, fleshy stalks, formed by a series of oval blades, bristling with thorns that represent the leaves. There are flowers at the edge of the stems, with many reddish petals.

Its nutrient content depends on the variety and how the plant is handled during cultivation or postharvest conditions. It has been found that the one-month-old stalk is richer in vitamin C, carbohydrates and proteins, while the one-year-old stalk has higher contents of calcium, sodium, potassium and iron, as well as fiber. Its structure can contain from 70 to 93% water.

*Presented: Fresh and Processed*

Export destinations



ESTADOS UNIDOS



PANAMÁ



JAPÓN





# Dry Chilli

Generic term used for a large number of peppers that are left to ripen and dry or dehydrate. Once dried they are widely used in Mexican cuisine, among them are the ancho, mulato, guajillo chili, etc., some of them are smoked as well as dried, such as chipotle and morita. All these and others, belong to the great family of Mexican dried chili peppers.

*Presented: Processed (Dehydrated)*

Export destinations



EMIRATOS ÁRABES UNIDOS  
(DUBAI)





# Cut Flowers and Cuttings

The cut flower is a flower that is grown specifically to be cut from the plant and used in decoration, floral arrangements, or as a commercial product. Once the plant has reached its optimum flowering point, it is cut and removed from its stem to be sold and distributed in local or international markets.

Export destinations



ESTADOS UNIDOS

*Presented: Fresh*





# Dehydrated Fruit

An innovative fruit food produced by an advanced dehydration process, which eliminates almost all the water from the fresh fruit. This method guarantees prolonged shelf life without the need for refrigeration.

Dehydration is an improved traditional method that preserves most of the nutrients, flavor and properties of the original fruit, while significantly reducing its weight and volume. This makes it a practical and efficient solution for storage and transportation.

*Processed (Dehydrated)*

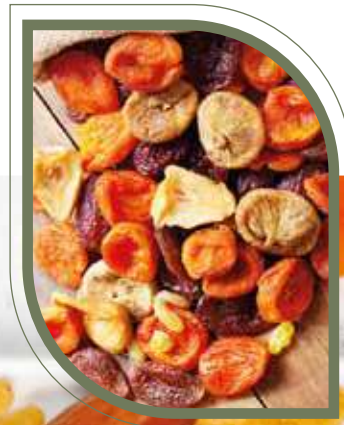
Export destinations



ESTADOS UNIDOS



EMIRATOS ÁRABES UNIDOS  
(DUBAI)





# Agave Distillate

It is an alcoholic beverage obtained through the fermentation and subsequent distillation of the juice or must of various species of agave, a plant native to Mexico. Although its distillation process is similar to that of other alcoholic beverages such as tequila or mezcal, agave distillate is not subject to appellations of origin or the specific regulations that govern these more recognized products.

The term "agave distillate" refers to any alcoholic beverage obtained from the distillation of agave, but which does not meet the regulatory requirements to be classified as tequila or mezcal. This allows greater flexibility in the selection of agave species, production methods and potential markets.

*Presented: Processed*

Export destinations



ESTADOS UNIDOS





# Frozen Guacamole

Frozen guacamole is a variant of traditional guacamole that undergoes a freezing process engineered to extend its shelf life.

Freezing preserves the flavor, texture and nutritional properties of guacamole for a longer period of time, making it an ideal product for distribution and marketing in large volumes.

It is usually made from frozen avocado pulp and other fresh ingredients. This product is intended both for direct consumption and for use in pre-prepared foods.

***Presented: Processed***

Export destinations





# Processed Fruits

These are fruits processed through industrial or traditional methods that alter their structure, flavor, texture or shelf life, making them more practical to store, transport and consume.

These processing methods include preservation techniques such as canning, freezing, pasteurization or dehydration, as well as sweetening, juicing and packaging in various forms, such as preserves, sauces, jams or juices.

*Presented: Processed*

Export destinations





# Specialty Tomato

Specialty tomatoes refer to tomato varieties that are grown and marketed for their exceptional characteristics in terms of flavor, texture, color, shape, and other unique qualities.

Unlike common or commercial tomatoes, which are usually more standardized and suitable for mass consumption and industrial processing, specialty tomatoes tend to be smaller, more flavorful, and often have a more attractive or unusual visual appearance.

These tomatoes are preferred in gourmet markets, high-end restaurants, and by consumers looking for fresh, superior quality produce and characteristics.

*Presented: Fresh*

Export destinations



ESTADOS UNIDOS



CANADÁ



# Green Bean



It is a vegetable belonging to the legume family, and its root system consists of the main root; the secondary roots fix nitrogen in the soil, and the stem is herbaceous and thin, with its size depending on the variety. It is classified based on its growth habit. The leaves are compound, trifoliolate, and have small stipules at the base of the petiole.

*Presented: Fresh*

Export destinations



ESTADOS UNIDOS



CANADÁ





# Essential Oils

Essential oils are aromatic, volatile, organic substances obtained from flowers, plants and other products of vegetable origin, most of which are flammable.

Essential oils are the basis of pharmaceuticals, cosmetics, aromatherapy, perfumes and some are even used in the food industry.

*Presented: Processed*

Export destinations



# Persian Cucumber



It is a berry fruit from a herbaceous plant that bears the same name.

Its main stem is angular and spiny, with a creeping and climbing growth habit, featuring dark green leaves covered with fine hair. Its flowers have yellow petals.

It belongs to the cucurbitaceae family.

*Presented: Fresh*

Export destinations



ESTADOS UNIDOS



CANADÁ





Export destinations



ESTADOS UNIDOS



CANADÁ

# Bell Pepper

It is a fresh bell pepper almost always dark green or red, although it is also found in yellow and orange, it is large, shiny, fleshy. They are commonly called peppers or bell peppers.

*Presented: Fresh*





# Onion

Bulb, which is the edible part, is formed by numerous thick and fleshy layers on the inside covered with dry, thin and transparent membranes, which are the base of the leaves. If the soil is light, it is pulled by hand; on more compact soils, a harvester or hoe is used.

*Presented: Fresh*

Export destinations



ESTADOS UNIDOS



CANADÁ





# Honey

Honey is primarily composed of sugar, as well as a mixture of amino acids, vitamins, minerals, iron, zinc, and antioxidants. In addition to being used as a natural sweetener, honey is also used as an anti-inflammatory, antioxidant, and antibiotic agent.

*Presented: Fresh*

Export destinations



ESTADOS UNIDOS



CANADÁ





# Bioinputs

Bioinputs are natural products used in agriculture and food production aimed at replacing or reducing the use of chemical inputs (such as pesticides, fertilizers, and herbicides) to promote more sustainable and environmentally friendly practices. These products are made from organic or biological materials, such as microorganisms (bacteria, fungi, algae), plant extracts, minerals, and other biological components.

*Presented: Processed*

Export destinations



ESTADOS UNIDOS



CANADÁ





# Epazote

Export destinations



ESTADOS UNIDOS



CANADÁ

Epazote is one of the most valued indigenous plants of Mexico, both for its flavor and its medicinal properties. In Aztec culture, it was widely used as a seasoning, and today its cultivation has spread to many Latin American countries, leaving behind an unparalleled flavor.

*Presented: Fresh*





# Cilantro

Cilantro is used in most Mexican dishes, with both the leaves and stems being edible. It is an excellent seasoning for any type of meat, as it adds an extra touch of flavor, aroma, and freshness. Cilantro is an aromatic herb with a long history.

*Presented: Fresh*

Export destinations



ESTADOS UNIDOS



CANADÁ



## Council of Agroexporters and Agroindustrialists of Morelos



**CEAYAM**  
CONSEJO ESTATAL DE AGROEXPORTADORES  
Y AGROINDUSTRIALES DE MORELOS

Representation and dialogue between the different levels of government, institutions, national and international organizations, suppliers of inputs and services, sources of financing, universities, with the ultimate goal of promoting and enhancing the potential of Morelos' agricultural products in the international market.

The agro-food industry of Morelos offers top-quality products and is recognized for implementing modern and sustainable agricultural practices that ensure safety and excellence, meeting the demands of the export value chain.

In addition, with a commitment to environmental care, sustainable packaging is used, designed to preserve the freshness of the products and thus respond to global market trends with an offering that combines tradition, innovation, and environmental responsibility.



For more information about organic products  
please contact with the Secretary of Agricultural Development  
at the phonenumber: +52 7773144186

[morelos.gob.mx](http://morelos.gob.mx)





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