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“Bridging the gap between increasing knowledge and decreasing resources”

## Reasons of Prices for Wild Chili (*Capsicum annum* L. var. *glabriusculum* Heiser & Pickersgill) in North-East Mexico

HORACIO VILLALON-MENDOZA<sup>1</sup>, SANDRA ELIZABETH SOLIS-URBINA<sup>1</sup>, MOISES RAMIREZ-MERÁZ<sup>2</sup>, TEODORO MEDINA-MARTÍNEZ<sup>3</sup>, FORTUNATO GARZA OCAÑAS<sup>4</sup>

<sup>1</sup>Universidad Autónoma de Nuevo León, Dept. of Agroforestry, Mexico

<sup>2</sup>INIFAP, Forest Management, Mexico

<sup>3</sup>University Autonom Tamaulipas, Ecology Institute, Mexico

<sup>4</sup>Universidad Autónoma de Nuevo León, Dept. of Silviculture, Mexico

### Abstract

The “Chile piquin”, a wild chili (*Capsicum annum* L. var. *glabriusculum* Heiser & Pickersgill) represents a natural resource and typical culture of North-East Mexico. This plant species is a component of the piedmont shrubs of this region and is perennial. It grows in the semi-arid and tropical region of Mexico. In order to understand the factors influencing the great demand and also the high cost of piquin pepper in north-eastern Mexico, surveys were undertaken in the study area. This was done to determine the factors that make people to pay a high price for piquin pepper. The present study has been undertaken specifically in the representative municipalities where chile piquin is mainly marketed: in Ciudad Victoria (Tamaulipas state) and Linares and Monterrey (both located in Nuevo Leon). On these markets interviews were held. The results showed with 95% confidence, that its desirable flavor compared to that of other chilis like serrano and jalapeno, was the main reason for the consumer to pay more for the piquin pepper. The consumers offer a higher price for piquin chilli not only because it is considered a product of better taste, but also of better they esteem quality, and the hard work required for its production, besides it is considered a regional resource. Hence piquin pepper is considered a premium product for which people pay on average US\$ 6.25±3.75 per pound.

**Keywords:** Flavor, North-East Mexico, piquin pepper, price factors, quality