

Diagnosis, Development, and Adoption of Technology Packages for Innovation in Precision Agriculture in the Wine Sector in Mexico

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Abstract : Technological innovation is fundamental to reach and maintain the levels of competitiveness of agricultural producers, the detection of actors, their activities, resources and capacities of an innovation system is needed for the development of technological packages that adapt to each type of crops, local circumstances and characteristics of the producer. The growing development of the viticulture and wine sector in Mexico prospects an increase in its national market participation for 2020, this is the reason to consider it a fertile field for the technological packages adoption that promote Precision Agriculture (PA) in a harmonic and sustainable development. A viability inspection of technological packages adoption by viticulture and wine sector is made following the methodology proposed by SAGARPA in 2015 and the World Bank in 2008: the history, actors, strengths and opportunities are analyzed in this particular agroindustrial sector, also its technological innovation system is inspected in order to improve technological capacities and innovation networks taking into account local and regional resources. PA and technological packages adoption can help improving the conditions and quality of the grape for winemaking: increasing the wine's storage potential and its nutraceutical nature. The assertive diagnosis in vineyard opportunity areas will help the management of the crop by applying natural treatments at the right time in the right place.

Keywords : technological packages, precision farming, sustainable development, innovation

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