

RABBIT PRODUCERS ORGANIZATION IN THE STATE OF MEXICO

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ABSTRACT

Rabbit producers in Mexico have been characterized by developing their activity in an individual and disintegrated attitude which have maintained them anonymous and marginated from promotion state policies. In spite of this, they have accomplished a great demand for rabbit meat and to make the most of business opportunity it has been necessary to overcome inefficiencies. Thus, it is essential to promote the integration of rabbit producer organizations, in accordance to the law and taking into consideration that a renewed association would be useful for social integration, to motivate new projects adapted to each region's, sector's, organization's and people's reality. This study aimed to motivate rabbit producer organization and integration in the productive chain, to promote inclusive, creative and proactive participation, to contribute in enterprise development for the organized people well being, timely attending demands and expectations of final consumers and to consolidate state rabbit production as a social and economically important activity. An ideal, appropriate or proven method was not selected, we have turned to experience and knowledge of the social, cultural and economical surroundings of Mexico rabbit producer characteristics, demanding a gradual fulfillment of: association, social invention, social learning, social compromise, strategic participation planning and participation research, having as a result regional, state and national work meetings where producers, professionals, students, public staff, goods and services people have met. These meetings have cleared out that rabbit production in the State of Mexico and in the country contributes with its richness to society that demands an everyday employment, food and health as inalienable human rights. Rabbit producers from Toluca Valley volunteered and declared their interest in associating, promoting thirteen local associations and two regional unions. With these two unions, in August 31st, 2007 the Rabbit Producers Federation was legally integrated. The development plan considers: a) promotion of municipal, regional and state organizations with values, mission and vision declaration, b) generation of basic statistics, c) integration of system-rabbit product state committee, d) training and professionalization for human capital development with enterprise point of view and e) the incorporation as official promotion program to invest in infrastructure and social capital development. It is concluded that at the end of the first integration period of rabbit producers more leaders should integrate from other important municipalities of the State of Mexico, so they can build a free, autonomous, inclusive, participant, cooperative and competitive organization to take advantage of the real market opportunities and biggest potential in the country.

Key words: Producer's organization, Rabbit producers' state federation.

INTRODUCTION

Rabbit producers have been characterized for developing individual and disintegrated activity, maintaining them anonymously and emarginated from state promotion policies. In spite of this they have accomplished a great demand for rabbit meat and to make the most of business opportunity it has been necessary to overcome inefficiencies. Thus, it has been necessary to know and value the social and economic importance of rabbit production regarding job employment generation, producers' professionalization, women's participation, production unit size, productive and competitive efficiency and marketing position beginning with organization and integration of rabbit production farmers according to federal and state laws.

A renewed association would be useful for social integration, to motivate new projects adapted to each region's, sector's, organization's and people's reality. In this sense, we should leave behind old beliefs from participation and integration processes. Rabbit production farmer organizations have big business great opportunities, assuming the challenge of redoubling efforts to make the most out of the biggest real and potential market in the country, represented by the State of Mexico and Federal District. To accomplish multiple benefits, it is necessary that the municipal associations integrate in a modern state farmer association that would review, formulate, make agreements, adopt, respect and work ethically for the organization's values, mission, vision and objectives, with healthy links and cooperation in between interest groups, under a democratic, political neutrality and gender equity to build and lead a modern and successful organization.

The objectives are centered in motivating a rabbit production organization and its integration to the productive chain, promoting an inclusive, creative and proactive participation, contributing to enterprise development for organized people well being, timely attending demands and expectations of final consumers and to consolidate state rabbit production as a social and economically important activity.

MATERIALS AND METHODS

The material used for the study included a vehicle, computer and printed material. An ideal, appropriate or proven method was not selected for carrying the study out, we have turned to experience and knowledge of the social, cultural and economical surroundings of the State of Mexico's rabbit producer characteristics, demanding a gradual fulfillment of the following elements: association, social invention, social learning, social compromise, strategic participation planning and participation research.

RESULTS AND DISCUSSION

First regional rabbit producer meeting

It was intended for regional producers, professionals, students, public staff, goods and services people, commerce people and general public interested in developing production and consumption of rabbit meat with the objective of promoting legal rabbit producer organization, its activity and rescuing its economic importance.

In September 2003, rabbit producers from central, northern, western and southern State of Mexico were called up and on December 5, 2003, in the Veterinary Medicine and Zootechnique Faculty UAEM 150 rabbit producers from 25 different municipalities met, with the support of Chapingo's Autonomous University, UNAM Cuautitlan and the Postgraduate College, the National Rabbit Producer Association, A.C. President, good and services enterprises and a State Delegation representative from SAGARPA.

Second state rabbit producer meeting

It was intended for state producers, professionals, students, public staff, goods and services people, commerce people and general public interested in developing production and consumption of rabbit meat with the objective of a continuous promotion of legal rabbit producer organization, to rescue its economic importance.

On December 8, 2004, 200 producers met from 30 different State of Mexico's municipalities, with the support of Chapingo's Autonomous University, UNAM Cuautitlan and the Postgraduate College, the

National Rabbit Producer Association, A.C. President, good and services enterprises and the State Delegation from SAGARPA. 6 formal municipal associations were integrated.

Third national rabbit producer meeting

It was intended for national producers, professionals, students, public staff, goods and services people, commerce people and general public interested in developing production and consumption of rabbit meat. In September 21-23, 2005, 80 producers from 15 Mexican states met, with the support of Chapingo's Autonomous University, UNAM Cuautitlan and the Postgraduate College, the National Rabbit Producer Association, A.C. President, good and services enterprises and the State Delegation from SAGARPA.

First rabbit producer forum

It responded to the assistant dissatisfaction and non assistants interested on the third national rabbit producer meeting. This is why representatives from publishing houses, manufacturing equipment enterprises and rabbit food enterprises as well as farmer leaders and teachers met in the Veterinary Medicine and Zootechnique Faculty UAEM acting as host.

Participants in the conference program

Ing. Carlos Romero Duran, president of the rabbit producer association in Texcoco, Carlos Navarrete, a businessman from Saltillo, Coahuila, Christopher Andraka, Manager of Extrona, Mexico, Antonio Farfán, businessman from "Granja Comunidad", San Juan de las Huertas, Salvador Sandoval Tinoco, businessman from "Granja el Castillo", Raúl Figueroa Franco, businessman from Jilotepec, José Mendoza Beceril, FMVZ UAEM teacher, Juan Carlos Solís, businessman from "Comercializadora Quin Mary", Beatriz Mendoza Álvarez, UA Chapingo teacher, Manuel López González, UA Metropolitana teacher, Paloma Thompson, Marketing Manager from Malta Clayton.

270 people from 13 Mexican states met, making clear that during this century, Mexican rabbit production contributes with its richness to society with job employment, food and health as inalienable human rights.

Third rabbit state meeting

Celebrated on December 7, 2006, intended for producers, professionals, students, public staff, goods and services people, commerce people and general public interested in developing production and consumption of rabbit meat, in the State of Mexico, for continuous promotion of association, cooperation and development of this area. Institutions which participated were Veterinary Medicine and Zootechnique Faculty UAEM, Agricultural Development Secretary, State of Mexico's Government and the State Delegation from SAGARPA. Interesting themes approached were related to the Animal Public Health System and Innocuous Food state program, the Farmer Promotion State program and the importance of the State System-rabbit product Committee.

In this third state rabbit producer meeting, assistants concluded that in the State of Mexico there are conditions that favour rabbit producer organization and promotion of an agricultural program that would include support to meat and other rabbit products.

Producers organization: first stage

To continue with the agreements taken on the third state meeting, some rabbit producers volunteered and expressed their interest in integrating the Toluca Valley Association. The meeting took place on May 9, 2007, using the following methodology for the constitution process:

1. Identification of common necessities
2. Associates profile setting
3. Legal profile figure

4. Statute proposal and request of constitution record
5. Protocolization and register
6. Acquisition of legal figure

Thirteen local associations and two regional unions were integrated. With these regional unions the Rabbit Producers Federation was legally integrated on August 31, 2007. With jurisdictional personality the development plan was integrated:

- a) Motivation of municipal, regional and state producers organization, with renewed mission and vision
- b) Generation of basic statistics
- c) Integration of system-rabbit product state's committee
- d) Training and professionalization for human capital development with enterprise point of view
- e) Incorporation as official promotion program to invest in infrastructure and social capital development.

CONCLUSIONS

The organization and active rabbit producer participation should be useful for finding creative solutions for opportunities and problems in this area. If this does not happen, margination of national, state and local livestock promotion policies governed by old association schemes, with nonsense work meetings will continue, away from realities that the area daily faces up.

At the end of the rabbit producer's integration first stage, we hope to include other leaders from important State of Mexico's municipalities to add efforts and consolidate a free, autonomous, inclusive, participative, cooperative and competitive organization which would satisfy and fill everyone with pride.

This experience is not a new organization model, but it limits the dominant, obsolete and wore out models, and a non-interest in finalist models declaration, but against the current practices and models which would open new potentialities in people believing in this area, under a win to win scheme where everyone can make the most out of the biggest real and potential market integrated by the State of Mexico and Federal District.

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