

ORGANIC MARKET OF TLAJOMULCO

JOSÉ G. VARGAS-HERNÁNDEZ, M.B.A.; PHD.

University Center for Economic and Managerial Sciences
University of Guadalajara, Mexico

ABSTRACT

The Organic Market of Tlajomulco de Zúñiga was born as a commercial space where a community development system is promoted based on the positive interaction between neighbors and the environment within a framework of sustainability. In the market, local and artisanal products are commercialized, fostering a culture of care for the environment, healthy eating and responsible consumption of natural resources. It sells local and artisanal products where a culture of caring for the environment, a healthy diet and responsible consumption are fostered.

KEYWORDS

Organic Market, Tlajomulco

CLASSIFICATION OF THE PROJECT AREA & REFERENCE CHAPTER GOOD-PRACTICES

LOCATION / SIZE:

(geographical, topographical, urban and spatial location, residents & urban integration, basic data, planning status & zoning)

Tlajomulco de Zúñiga is one of the 12 municipalities that are part of the Metropolitan Area of Guadalajara. The municipality of Tlajomulco de Zúñiga has an area of 682Km². By its surface is located in position 42 in relation to the rest of the municipalities of the state.

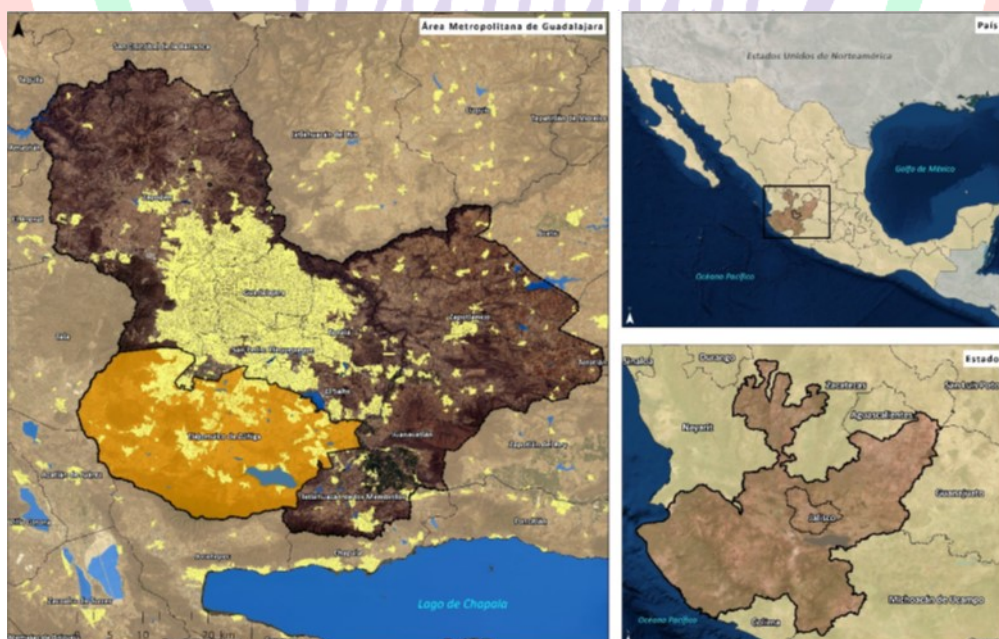


Figure 1: Geographical localization of Tlajomulco de Zúñiga, Jalisco, one of the municipalities of the Metropolitan Area of Guadalajara

Source: Elaborated by Centro Eure S.C., Based on INEGI 2017. Marco Geoestadístico Nacional.

The predominant soil is vertisol (34.3%), they have a massive structure and high clay content. Its color is black, dark gray or reddish brown. its Agricultural use is very extensive, varied and productive. They are very fertile but its hardness makes farming difficult. They have susceptibility to erosion and high risk of salinization. Agriculture (49.4%) is the dominant land use in the municipality.



Figure 2: Municipal delimitation of Tlajomulco de Zúñiga

Source: Elaborated by Centro Eure S.C., based on IITEJ, 2012. Mapa general del Estado de Jalisco e imagen Landsat 8 OLI 15 m/ pixel, 2015.

The municipality of Tlajomulco de Zúñiga belongs to the Central Region, its population in 2015 according to the Intercensal Survey it is of 549 thousand 442 people; 49.1 percent men and 50.9 percent hundred women, the inhabitants of the municipality represented 11.2 percent of the regional total. Comparing this population amount with that of the year 2010, it is obtained that the Municipal population increased by 31.9 percent in five years. It is estimated that by 2020 this population will increase to 601,122 inhabitants, where 296 thousand 312 are men and 304 thousand 810 women, representing 7.19 percent of the total population of the state.

In Tlajomulco de Zúñiga, 32.0 percent of the population is in situation of poverty, that is, 193 thousand 421 people share this situation in the municipality, Likewise, 25.5 percent (153,646 people) of the population is vulnerable due to deficiencies social; 11.5 percent is vulnerable by income and 31.0 percent is not poor and does not vulnerable. It is important to add that in 2010 the 5.7 percent

of Tlajomulco de Zúñiga presented poverty extreme for 2015 decreased to 2.1 percent, that is 12 thousand 488 people (2015). In 2010, 33.6 percent of the population was in moderate poverty (134,547 people) and for 2015 it decreased its percentage to 30.0 percent, however in absolute increases to 180,934 inhabitants.

The municipal development index combines a series of economic, institutional, social and environmental issues, to provide an indicator to identify the position occupied by the municipality at the state level, that is, to compare the situation of the municipality with relation to the other municipalities of the same region and with the municipalities of the rest of the state. Tlajomulco de Zúñiga is ranked number 5 in the municipal development index (IDM) of the total of the 125 municipalities of the state.

Productively, in 2009, Tlajomulco de Zúñiga specialized in the transport, mail and storage sector, however, by 2014, the municipality's specialization was in retail trade. However, as is well known, the Metropolitan Area of Guadalajara has been a privileged location for the location of companies since the 1980s, with the information technology sector standing out in recent years. In this regard, the growth of this sector has been extended to the municipalities of El Salto and Tlajomulco de Zúñiga, where the promotion of human capital formation with orientation to the technologies of Information has been one of the key factors for the growth of the sector in Tlajomulco, which is the headquarters of important technological universities that offer educational plans linked to the productive sector. By 2012, Tlajomulco de Zúñiga is one of the municipalities with the highest level of education (9.1) in Jalisco, after Zapopan (10.4), Guadalajara (10), Zapotlán el Grande (9.4) and Puerto Vallarta (9.4). (SEPAF, 2013).

Due to the installation of large transnational companies, Tlajomulco de Zúñiga has positioned itself, in accordance with the State Development Plan 2013-2033, in the fourth municipality with the most exports after Zapopan, El Salto and Guadalajara. While at national level it occupies position 13, of the two municipalities that have the largest manufacturing of computer equipment, communication, electronic components and accessories. It should be mentioned that the main activity of electronic industry in the municipality is related to the manufacture and assembly of equipment and radio, television and communications equipment.

Lomas del Sur is an emergent community located in the Municipality of Tlajomulco de Zúñiga, one of the 7 municipalities that form the Metropolitan Area of Guadalajara (MAG) in the State of Jalisco. There are 19413 inhabitants. Lomas del Sur is 1620 meters above sea level.



Figure 3. Geographical localization of the community Lomas del Sur in Tlajomulco de Zúñiga.
Source: Esri

Population changes in Lomas del Sur since 2005. In the town there are 9540 men and 9873 women. The ratio women per men is 1.035, and the fecundity rate is 2.04 children per woman. In 2005, in Lomas del Sur there were 1595 inhabitants. That is to say, now there are 17818 more people (a variation of 1117.12%). Of which there are 8759 more men (a variation of 1121.51%), and 9059 more women (a variation of 1112.90%). People from outside the State of Jalisco account for 15.13% of the total population. 0.71% of the inhabitants are illiterate (0.61% of men and 0.81% of women). The average school enrollment ratio is 8.87 (9.01 within the men and 8.74 within the women).

37.81% of the inhabitants (more than 12 years) are economically active (49.66% of the men, and 26.35% of the women). 2.18% of the population is indigenous, and 0.91% of the inhabitants speak one of the indigenous languages. 0.01% of the population speaks one of the indigenous languages, but not Spanish.

In Lomas del Sur there are 9756 dwellings. 99.68% of the dwellings have electricity, 99.06% have piped water, 99.60% have toilet or restroom, 86.96% have a radio receiver, 98.62% a television, 93.70% a fridge, 76.46% a washing-machine, 39.81% a car or a van, 19.30% a personal computer, 24.26% a landline telephone, 91.37% mobile phone, and 7.95% Internet access.

CONNECTION:

(local and national connection of roads, ports, railways and walking accessibility, "accessibility of markets & customers")

Infrastructure: Main roads 194.1 kms., Roads 225.7 kms., the municipality is in second place in the region center, registering a very high degree of connectivity in roads and highways. It has a length of 38km from end to end and is traveled in an average of 35 to 40 minutes at a speed of 65 km / h with a road of four lanes. One of the junctions to access the Libramiento Macro is located in Carretera

Chapala and Santa Rosa where the road leads to Av. Vallarta and connects Zapotlanejo, main access road to the Pacific port "Manzanillo". The second junction is located between Avenida López Mateos and Buenavista.

Communicated by important access roads, Tlajomulco has logistics corridors that facilitate connectivity and mobility of industries and commerce. The main corridors are:

Lopez Mateos Corridor

Tlajomulco Corridor – Manzanillo

Highway Corridor to Chapala

South Metropolitan Circuit Corridor

Adolfo Horn Corridor

The South Metropolitan Circuit is a modern four-lane road that crosses Tlajomulco and is its main logistics corridor. This circuit is the link between the industrial and commercial areas of the municipality and the roads that connect North, West and Center of the country. The Macro Libramiento. It is the most important private work in the country, as well as a project launched to improve mobility within the Metropolitan Area. It consists of a highway drawn south of the urban sprawl, which joins the federal and state roads Guadalajara-Tepic, Guadalajara-Colima, Guadalajara-Zapotlanejo and Guadalajara-Chápala.

Maritime Transportation. Three hours from Tlajomulco by land, Manzanillo is located, the main cargo port in the Mexican Pacific, which has a modern port infrastructure for the handling and administration of the cargo coming from the Asia-Pacific area. It should be noted that in the Port of Manzanillo, in the year 2017, 11,998,105 imports and 4,589,734 exports were made (not including oil products); as well as 16,910,330 imports and 4,589,734 exports (including oil products).

Railway Transportation. The railroad system of Mexico, through the Guadalajara-Manzanillo line, which connects with different stations, allows a strategic transportation of goods to those companies that have import and export activities. It is also worth mentioning that at the border crossing they are stations in Mexicali, Nogales, Cd. Juarez, and Piedras Negras. In Tlajomulco, a railway line goes from Guadalajara to Manzanillo. Its function is exclusively cargo (railway line managed by Ferromex). This existing and operating line passes through various locations such as Santa Cruz de las Flores, Tlajomulco cabecera, Lomas del Sur, Hacienda Santa Fe, Villas de la Hacienda and Real del Valle, just to mention the most important. Its trajectory tends to cause disorder in the current urban structure, which results in irregular designs for the roads of current and future developments.

The main sectors benefited with the rail transport system are:

- Industrial
- Agricultural
- Mineral
- Petroleum
- Inorganic
- Forest
- Animal

Air transportation. The Miguel Hidalgo International Airport considered one of the most important airports in Mexico, is also located in Tlajomulco. In it operate airlines with international recognition in passenger and cargo transport, with direct flights from North America, Central and South America and connection to Europe and Asia.

**AREA/ENVIRONMENT:
(restrictions of the area, urban settlement, emissions)**

Considering the environment index, which considers aspects such as generation of solid waste, deforestation, exploitation of aquifers, forest cover, natural areas protected, among others, Tlajomulco de Zúñiga is located at the 92nd place at the state level, which indicates a low development of the environment compared to the rest of the municipalities of the entity, and the eighth position in the Center region.

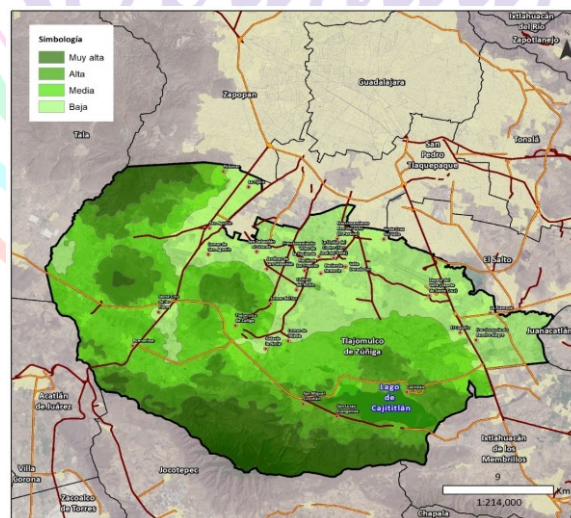


Figure 4: Biodiversity composed index

Source: Elaborated by Centro Eure S.C., based on POET, 2010. Digitalized image of the Local Ecological Ordinance Program.

In the Municipal Environmental Index, 2013, highlights that Tlajomulco de Zúñiga is located in an aquifer not overfished, on which a total of 105,815 homes are registered inhabited individuals, of which 92.81% have water availability inside the house or the land and 95.02% have drainage connected to the public network, septic tank or others.

The Municipality has a coverage of 14.5% of forests, 16.0% of forests and 60.5% destined to the farming. In the last 25 years the municipality has recovered 6.18 km² of surface with natural vegetation and presents 12.67% of the surface with risk of erosion. At territorial ecological order, 22.44% of its territory is under environmental policies of conservation.

In terms of urban solid waste, the municipality participates with 5.35% of the state total, equivalent to 402,044 tons generated per day.

EXISTING BUILDINGS:

(stock, use / conversion or demolition, informal housing)

The municipality counts as hits:

13 Government Palace buildings

149 civic plaza

52 temples

Even though Tlajomulco de Zúñiga has been one of the municipalities with the highest population growth as a result of the extensive peri-urban habitation sites, its population density remains low. While the average density of the municipality of Guadalajara was 107 inhabitants / ha in 2015, in Tlajomulco de Zúñiga it was recorded as 49.5 inhabitants / ha, well below the average density of the AMG, which is 70 inhabitants / ha.

Inside the urban land, housing use predominates, which occupies just over 75% of the total, followed by industrial use (8.11%) and urban equipment (7.26%). The presence of 339.62 ha of urban gaps stands out, which are endowed with public services and have high potential for urban densification.

The existence of urban gaps, with underutilized infrastructure, sometimes waiting to obtain greater profits through real estate speculation, has driven the expansive urban growth towards the periphery or on ejidal land with the consequent public cost of providing it with basic infrastructure, central areas with services are left in disuse. According to Sedesol (2010), there are various instruments that promote the redensification of the inner city, which applies to the areas that manage urban development in each of the municipalities.

The municipality concentrates 35% of the housing offer of the Metropolitan Area of Guadalajara. By 2015, the Tlajomulco de Zúñiga housing park was made up of 145 thousand 157 private inhabited homes, representing 7.05% of the state housing stock and 11.55% of the AMG.

The municipality shows different types of housing, with the following predominating: Traditional housing It is characterized by having an average constructed area of 65 m². The building materials are block, has finishes and design, garden to the front, on average have bathroom, kitchen, living room, 2 to 3 bedrooms, basic services and 1 to 2 levels. Popular self-construction single-family dwelling. This type of housing is built with own resources progressively. Its main characteristics are the use of block in walls; concrete slab on ceilings and concrete in floors. Generally, they do not have finishes, and they are built on small-sized properties. This type of housing corresponds to the sector of the population that obtains from 2 to 3 minimum wages.



Figure 5: Traditional housing in the municipality of Tlajomulco de Zúñiga, Jalisco.
Source: Elaborated by Centro Eure S.C., based on field work carried out.

Single-family housing of average self-construction. Some buildings of this type of housing, present architectural design. In general, they present good quality of materials and finishes. In most of the houses, there are green or landscaped areas and there are no significant land use mixtures; In addition, most of the public services are available. The lots are on average 120 m². The building materials that predominate are: the partition and block in walls; Concrete slab on ceilings and concrete, tile or floor tiles.

Precarious housing. The houses are self-constructed regularly with waste and second-hand materials, manufactured by the residents themselves or purchased from industrial manufacturing. The house is built progressively, starting with stacked bricks and waste sheets; the family lives in it during the construction process.

Single-family housing of social interest. This type of housing is built by private developers. It presents a prototype and architectural design, which generally share the side walls and have landscaped areas in front. In these subdivisions, urbanization is prior to buildings. In its construction, brick and block predominate in walls, and concrete in ceilings and floors. It is obtained through institutional programs and bank financing. The size of the lot oscillates between 60 and 120 m², in some cases they present mixtures of land use. It usually has all the services, although sometimes not continuously



Figure 6: Social interest housing in Lomas del Sur, Tlajomulco

Source: Prepared by Centro Eure S.C., based on field work carried out

CONTAMINATION:

(soil and water contamination, restrictions for further use, cost calculation for possible clean up / disposal, property prices & land values in comparison to the national average)

The impacts of pollution can be grouped as follows:

Soils: Pollution due to inadequate disposal of solid waste and compaction.

Air: Emissions of gases, noise and dust by motorized vehicles.

Water: Contamination of river beds due to residues of domestic origin.

Landscape: Loss of habitat and aesthetic values.

Biological resources: Loss of forest cover, forest fires, wildlife poaching and disturbance of wildlife.

The high levels of pollution in the municipality of Tlajomulco de Zúñiga is normal, since it is located in a basin surrounded by hills, which cause contaminated winds in the Metropolitan Zone of Guadalajara (ZMG) to stagnate there. 96 percent of the polluting particles come from the use of motor vehicles, so you have to look for strategies to discourage their use. Tlajomulco is the municipality that mainly suffers the consequences of air pollution in the AMG. The inhabitants of Tlajomulco have suffered frequent episodes of poor air quality, which has caused the continual activation of pre-contingency protocols or, where appropriate, atmospheric contingency. (SIMAJ, 2015b). Automobiles are the main source of emission of pollutants in the AMG with 96% of the total emissions. (SIMAJ, 2015a, 2015b).

Within the problems at the level of the hydrological region occurs mainly by anthropogenic processes such as the change of land use modifying the natural environment, the lower basins are greatly altered by agricultural practices and human settlements, the middle and upper part present diverse degrees of conservation, being these majors as they move away from the urban and

agricultural centers. The lakes, in addition to the desiccation by extraction, are highly degraded by pollution, the misuse of water and over exploitation of aquifers. Contamination of domestic, agricultural and industrial origin and by human settlements. The water from the Lerma River is of variable volume and of poor quality; the Douro River loses quality when passing through the Ciénega. Desiccation, soil loss and urban growth in the periphery. Deforestation, construction of dams and irrigation channels. Proliferation of aquatic weeds. Pollution by garbage, pollutants coming from the Bajío area, the Ciénega de Chapala and the industrial zone of Toluca and Querétaro. Strong impact from agrochemicals, wastewater and industrial pollutants. Absence of fishing ordinance (Jalisco Medio Ambiente (2019)).

The pressure that exists related to the generation of solid urban waste, such as public services of cleaning, collection, transfer, transportation, transfer, treatment and final disposal, are insufficient and inefficient, which consequently results in dumping of waste in inappropriate places and the environmental pollution that derives from it (SEMADET, 2017).

Another type of pollution is that which originates due to wastewater discharges. In the municipality, 109 wastewater discharge points have been identified, totaling 49,426,083.78m³ / sec (Table 16). Urban public use downloads approximately 31,864,801.00 m³ / sec, followed by services with 8,267,279.25 m³ / sec. The discharge of urban wastewater comes from homes, public buildings and urban runoff that is collected in the drainage. Its main pollutants are nitrogen and phosphorus, organic compounds, fecal coliform bacteria, organic matter, among many others (Jiménez, et al., 2010; SIGA & REPGA, 2015).

According to (INEGI, 2015b), 30% of the volume of wastewater is treated. Likewise, there are no water discharge sites without treatment. (INEGI, 2015a). However, according to the government of Jalisco (Prensa, 2014), "they show that the water in the lagoon is contaminated, the identified cause of contamination is the excess of organic matter in the waters of the Laguna de Cajititlán,

The Department of Ecology works for the sustainability of the municipality, based on the Green Agenda and the programs developed within it: Cultivate your space, Reverdece Tlajomulco, Atmospheric Contingency Program, Program for fire prevention and combat, Program for the care of flora, fauna and soil, Environmental Education Program, among others. In the same way, within the area, the Municipality works on surveillance for the protection of the environment, carrying out inspections of industries, establishments, material banks, warehouses, subdivisions that regulate compliance with current environmental regulations.

The Green Agenda is the compass that marks the path towards the sustainability of the municipality. It must cross territorial limits to scale to the metropolitan

area. It is composed of the following thematic axes: Water, air, land, and fire. These elements must be in balance to reach sustainability

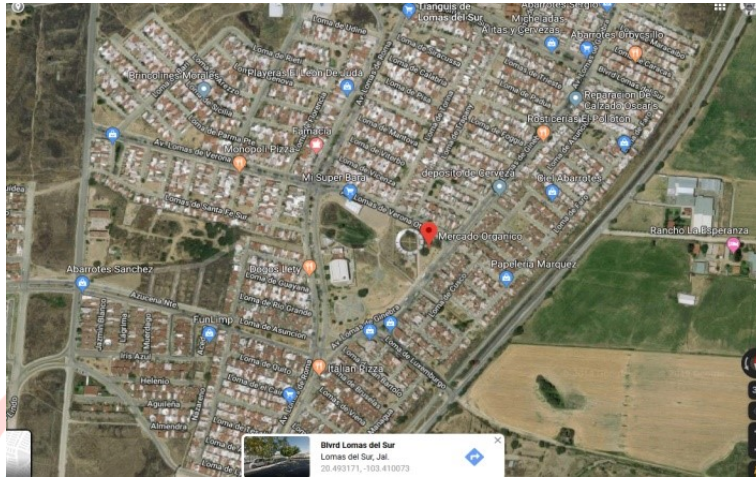


Figure 7: Localization of the Organic Market, Lomas del Sur, Tlajomulco.

Source: Google maps.

CLASSIFICATION OF THE PROJECT 10 CRITERIA AND ASSESSMENT MEXICAN CASE-STUDIES

SECTOR

(What project? What economic sector? Bioeconomic field: food, energy or social?)

In an area of 7,600 square meters was inaugurated in Tlajomulco, an organic market with which seeks to promote a community development system based on positive interaction between neighbors within a framework of sustainability, it is marketed local products and where a culture of caring for the environment, a healthy diet and responsible consumption are fostered.

The Municipal Organic Market is multipurpose, since in addition to the commercialization of products, it serves as a school and vegetable garden. It offers medicinal plants, vegetables, pulses, fruits, organic eggs, cereals and seeds sown by families from Lomas del Sur, Tlajomulco.

The Municipal Organic Market is multipurpose, since in addition to the commercialization of products, it will serve as a school and vegetable garden:

Purposes:

STORE: It consists of 20 positions, 2 for craftsmen, which are mobile so that they can be located in different scenarios where organic producers from the region can also participate.

SCHOOL: Families will receive specialized training in agro ecology and environmental education.

GARDEN: users will produce the necessary inputs: compost, topsoil, organic seeds, all of the above to use their knowledge in their homes and the community.



Figure 8. Organic market, Lomas del Sur, Tlajomulco de Zúñiga

Source: Own elaboration.

It should be noted that the products produced and marketed there do not use agro-toxins, a characteristic that, in addition to making them healthy, does not degrade soils or pollute the air. Organic agriculture enriches soils by retaining nutrients and rotating crops, which generates a positive impact on the environment. In addition to offering organic edible and medicinal products to the population, workshops and courses are given to the general population on organic crops, medicinal plants, food production at home, nutrition, family workshops, as well as egg production. farms in their own homes.



Figure 9. Organic market. Lomas del Sur, Tlajomulco.

Source: Own elaboration

GOAL / VISION / IDEA (HOW CAN THE GOAL BE ACHIEVED?)

In recent years the effects of conventional agricultural production based on the abuse of chemicals, agrottoxins and genetically modified organisms have become more acute in society and in the environment, causing degradation, in many cases irreversible, of the environmental resources and services that they possess.

Organic agriculture seeks to redirect current production models to incorporate ecological principles that contribute to the full and sustainable development of the planet, so that its momentum between farmers and consumers it's of vital importance.

Since there is currently no adequate space for its distribution and promotion, this Administration will be responsible for construction of an organic market in Lomas del Sur.

Convert a vacant lot into a space for planting organic crops. Consolidate environmental protection projects, ecological balance, for the benefit of families and their economy.

As in the prehispanic era, native plants of Mexico sown in beds of culture, used for medicine; legumes, vegetables, fruits, seeds and even organic eggs, to create natural food, without conservatives, or chemicals, planted by the residents themselves for self-consumption and sale to the same community, was opened the first Municipal Organic Market in Tlajomulco de Zúñiga, located in Lomas del Sur, a fractionation with high population density.



Figure 10. Organic market. Lomas del Sur, Tlajomulco

Source: Own elaboration

TIME

(When? construction phase, how long is the production phase?)

SCOPE OF THE PROJECT: The project has an area of 7,600 m². In the first stage, it was equipped with an exhibition metal structure, a multipurpose room, a didactic room, a community bar, a wine cellar, bathroom modules and a perimeter wall. In the second stage, a multipurpose room of 100 m² was installed, bathroom module, office, geodesic dome and pigs for culture beds 892.88 ml. The market also has a tool store, composting room and garden areas where food such as lettuce, cauliflower, etc. are grown. in addition to medicinal plants.

Stages: The first stage of this construction was completed at the end of March 2018, to be fully operational in the second half of this year, initially with 30 merchants and producers of 100% organic products. So far, the project has been carried out in two stages, with a third proposed for next year. The first stage was carried out as part of the project portfolio of the Participatory Budget 2016 proposed by the Coordination of Citizen Participation and Community Construction, the second was executed by the General Directorate of Public Works, actions to which is added the participation of the General Directorate of Environmental Management, Climate Change and Sustainability.



Figure 11. Organic market, Lomas del Sur, Tlajomulco.

Source: Own elaboration.

ACTORS

(Who? What competences are required?)

The initiative of the Organic Market was the result of the effort and enthusiasm of 30 families that participate in the Organic Market of Tlajomulco de Zúñiga.

GOVERNANCE

(development, monitoring & controlling, corruption)

The Municipal Government of Tlajomulco is in charge of the administration of the Organic Market and has carried out important actions aimed at the improvement and conservation of the environment, as well as contributing, as much as possible, with the global environment, with the creation of the organic market, among other actions.

Community of Lomas del Sur, Tlajomulco

Also participating is the KIERI scout group, which is made up of adolescents from the Lomas del Sur Fraccionamiento, which belongs to the ANSI (National Association of Independent Scouts).



Figure 12: Organic market, Lomas del Sur, Tlajomulco

Source: Own elaboration.

PERSONNEL

(required personnel/staff for implementation)

To implement this project, the municipal government of Tlajomulco has contracted 8 workers, between farmers, administrative staff and security guards.

FINANCING

(subsidies, equity, yield, loans)

Investment: The investment so far corresponds to 4.2 million pesos. 1.99 of the first stage and 2.21 of the second. \$ 4.2 million pesos, was the amount of municipal investment for the construction of this market.

Budget: The Head of Sustainable Production and Responsible Consumption has allocated a budget for the year 2018 of 2,000,000 for the Organic Market.

A work that represents an investment to date of 4.2 million pesos. With an investment of two million pesos, the Government of Tlajomulco built this project, located on a surface that was previously a rubbish dump, garbage and waste, now it is a place where nutritious and medicinal crops are sown, by the hands of the inhabitants themselves, for their consumption, whose seeds are offered by the Directorate of Environmental Management, Climate Change and Sustainability of the Municipality.

AREA

(Where is the location? What requirements on area? Market proximity? Infrastructure?)

Mercado Orgánico is located in the Lomas del Sur subdivision with address on Lomas de Ginebra corner, corner of Lomas de Verona Ave. (next to the Temple), there is the Community Garden of Lomas del Sur. Every Wednesday the neighbors meet. from the community at 5:00 p.m.

In the first stage, it was equipped with metal exhibition structure, multipurpose room, didactic room, community bar, wine cellar, bathroom modules and perimeter fence. In the second stage, a multipurpose room, bathroom module, office, geodesic dome and beds of culture beds were equipped. The market also has a tool store, composting room and garden areas where food such as lettuce, cauliflower and others are grown, as well as medicinal plants.

The next stage of that space will be to provide each of the families that make up the organic crops with spaces for the sale of their products, organize them into a cooperative so that they will be self-sufficient in administrative and economic matters, from that place.

STATUS/ RESULT (product, output)

The Organic Market was born as a commercial space where a community development system is promoted based on the positive interaction between neighbors and the environment within a framework of sustainability. It sells local and artisanal products where a culture of caring for the environment, a healthy diet and responsible consumption are fostered.



Figure 13. Organic market, Lomas del Sur, Tlajomulco.

Source: Own elaboration

PUBLIC PERCEPTION (external effect, effects)

This municipal project emphasizes the organic character of the products produced and commercialized there, they do not use agrotoxins, a characteristic that, in addition to making them healthy, does not degrade the soil or pollute the air, on the contrary, organic agriculture enriches the soil by retaining the nutrients and rotate the crops which generates a positive impact on the environment by promoting local consumption.

For his part, the Director of Environmental Management, Climate Change and Sustainability, Miguel Ángel León Corrales, in his speech argues that "Here come

whole families, men, women children and learn the art of agroecology, learn practices to produce food, in a sustainable way, without using chemical fertilizers; a return to that ancestral past, in which it was produced without the need to use chemicals "



Figure 14: Products from Organic market, Lomas del Sur, Tlajomulco

Source: Own elaboration.

EVALUATION

(rating, success control, SWOT)

The Organic Market of Tlajomulco de Zúñiga was born as a commercial space where a community development system is promoted based on the positive interaction between neighbors and the environment within a framework of sustainability. In the market, local and artisanal products are commercialized, fostering a culture of care for the environment, healthy eating and responsible consumption of natural resources.

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