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[Designation of origin and innovation in Mexican agrifood systems.]

[In localized agri-food systems (SIAL), there are institutional instruments for the valorization of origin-linked qualities, one of the most important of which is the designation of origin (DO), which become an instrument of institutional protection against the increase in biopiracy or misappropriation of agri-food goods of differentiated quality. For this, it is necessary to boost the system's capacity for innovation, in an idea of coping with technical, institutional, environmental, socioeconomic and market transformations, both in local and global spaces (Fournier, et al., 2021). This innovation in SIALs depends on multiple factors, which can be analyzed from a series of influencing factors (input such as: business sophistication, market sophistication, infrastructure, human capital and institutional environment). In this sense, this research analyzes how these factors drive or constrain innovation in DO systems, being of particular interest those DOs that are deeply rooted in the Mexican agri-food culture - such as the case of the Yahualica Chile DO in the state of Jalisco, Mexico.

This research makes use of mixed methodologies, such as the case study, which allows the identification of a specific phenomenon by linking it to its context and was constructed from the technique of 'documentary analysis' (Bowen 2009), as well as quantitative techniques, such as the application of a survey to 19 chile producers in the region protected under the DO in the state of Jalisco Mexico, during the last quarter of 2021. With the quantitative data from the survey, it was possible to use descriptive and inferential statistical tools to identify the relationship of variables, especially from a multiple linear regression model. It is concluded that there is a positive and direct relationship between the factors (business sophistication, market sophistication, infrastructure, human capital and institutional environment) and innovation in the SIAL with DO Yahualica. This can be seen especially when contrasting the fact that the producers that show the best overall performance in the factors (input) of affectation are also, in most cases, the ones that have the best innovative performance; nevertheless, innovation still remains a budding activity, and disjointed from the SIAL as a whole.

Key words: appellation of origin, innovation, agri-food systems.]

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