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On Fresh Flower Exports

by Steven Ranieri

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On May 22, Luis Enrique Ruiz, general director of the state of Mexico's Agriculture and Livestock Development Commission, said an increase in cultivated area for fresh flower production could lead to export revenues of \$200 million per year. Ruiz said Mexico is the world's eighth largest fresh flower producer, and exports alone account for 1% of GDP. Exports bring in \$30 million annually and generate direct and indirect employment for 300,000 persons, he said. (Source: Notimex, 05/22/91)

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