



## Análisis de la rentabilidad de la producción de Flor de Jamaica (Hibiscus Sabdariffa)

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Analítica

Roselle (Hibiscus Sabdariffa) is a crop, from Tropical Africa, that has therapeutic, medicinal and nutritional properties. The main production of Roselle in Mexico takes place in the states of Guerrero and Oaxaca. This document analyses the production costs, income and profitability indicators of Roselle cultivation in the municipality of Santo Domingo de Morelos in the state of Oaxaca (Mexico). A methodology based on cost-benefit analysis and profitability was used during the research process. The evidence found as a result of the financial indicators analyzed shows that the value of the benefit-cost ratio is greater than one, with a profit greater than zero and the value obtained for the break-even point was less than the production obtained. The research findings allow to conclude that the cultivation of Roselle is profitable given its production characteristics in the area

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