

In nearly every case, the family diet depends heavily on home produced food. The poorest families eat practically nothing besides maize and beans with small quantities of chiles, onions, and tomatoes for seasoning. Those with more resources occasionally consume wheat bread, eggs, and meat, and their children drink milk.

The average total family income, estimated from the information provided by the 251 farmers in the 1967 survey, was \$666.80. As is shown below, the income came from four main sources:

Sources of Family Income	Percent
Net income from crops	30.4
Net income from animals	28.4
Off-farm wage income	23.7
Other non-farm income	17.0

Although most of the family income was derived from farming activities, there was some non-farm income, mainly from domestic, commercial, and industrial employment in nearby cities.

Contact with Ideas from Outside the Community

There exists an excellent opportunity for contact with the large urban society outside the villages. Local roads are rough and eroded, but in most cases they are passable during the entire year. The local buses are battered with years of wear, but provide a regular and inexpensive means of transportation for both people and produce. Traveling outside the village, however, is not undertaken casually. According to the 1967 survey, only 24 percent of the farmers leave the village at least once a week. Another 14 percent leave every 2 weeks or every month, 43 percent rarely leave the village, and the remaining 19 percent reported that they never leave the village.

In spite of limited physical mobility, there is contact with ideas from outside the villages, principally through radio, as suggested by the following data from the 1967 survey.

	Percent of farmers
Have a radio	59.8
Listen to it daily	50.2
Listen to a farm program	21.9
Have a television set	7.9
See TV at home or elsewhere at least once per week	12.4
Read farm magazines regularly	1.6
Read newspapers regularly	7.9

LOCAL PRODUCTION TECHNOLOGY

The percentages of the cultivated land used for different crops were estimated from survey data for 1967 and 1970:

Crop	Percent of Cultivated Area
Maize	69.4
Beans	15.9
Alfalfa	5.3
Vegetable crops	3.0
Fruit trees	0.9
Others	5.5

Most of the maize, beans, and fruit trees are produced under rainfed conditions. Alfalfa and vegetable crops usually receive supplementary irrigation.

The important cropping systems under rainfed conditions in the Puebla area are: (a) maize alone, (b) the maize-pole bean (*Phaseolus vulgaris*) association, (c) bush beans (*Phaseolus vulgaris*) alone, (d) maize interplanted in orchards, and (e) scarlet runner beans (*Phaseolus coccineus*), known locally as *ayocote*. Pumpkin (*Cucurbita* spp.) is interplanted in many of the maize fields with a population density of 300-1,000 plants/ha.

Maize planted alone is the most important crop in the Project area. The maize-bean association is the second most important cropping system in Zones I, II, and IV (see Fig. 1.2). Bush beans is the second most important crop in Zone III. Bush beans and *ayocote* follow maize in importance in Zone V, yet occupy a small fraction of the total area. Bush beans is the third most important crop in Zones I, II, and IV. Maize interplanted in orchards is most common in Zone II.



The staple food of the rural families in the Puebla area, as in the rest of Mexico, is maize. It is eaten mainly in the form of a thin bread or *tortilla*. The average annual consumption of maize per person in the Puebla area is about 250 kilos.