

**OLIVE FARMING VALUE CHAIN IN SOUTHERN BRAZIL: PAST CHALLENGES AND
FUTURE PROMISES**

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Introdução

Systemic approaches in agribusiness have shown an evolution in the market pattern, moving from an individual perspective to a perspective in chains, networks, and organized systems that generate unique solutions for different partners. Countries with higher development in agribusiness chains differ from those still developing. In the Brazilian context, commodities still drive agribusiness, but the emergence of premium products is perceived. Among different cultivations, olive farming has presented itself as a growing movement of rural entrepreneurs interested in expanding production.

Problema de Pesquisa e Objetivo

Although extra virgin olive oil is a high-value-added product, Brazilian producers have as a main challenge its commercialization, so they must establish strategies to create value for the increasingly demanding consumers. In this sense, this paper aims to analyze the dynamics of the olive farming value chain in Rio Grande do Sul, Brazil. The analysis will be conducted in a case study from the characterization of the different links in the chain - production, industrialization, and commercialization — and the identification of strategies to overcome existing barriers.

Fundamentação Teórica

The theoretical foundation is based on the notion of the Agribusiness Value Chain. The concept of agribusiness is traditionally associated with the “value chain”, considering the interconnection of divergent aspects that interact to promote transactions and innovations. The different and limited knowledge, capacities, and resources of rural enterprises converge in a complementary way, shaping the agribusiness value chain and its main links: i) inputs and cultivation (production), ii) industrialization, and iii) commercialization.

Metodologia

The application of a qualitative survey with transparency and replicability criteria led to a detailed case study of olive farming in Rio Grande do Sul, Brazil. The research planning was established from primary data (semi-structured interviews) and secondary data (documentary research and direct observation). The data analysis was performed from the procedures of content analysis delimited. To assist in the codification, the data obtained in the interviews were transformed into a Textual Corpus for Lexicographic Analysis in IRAMUTEQ software.

Análise dos Resultados

Through the case study carried out, it was possible to characterize the different links of the chain - production, industrialization, and commercialization - and explore the integration of the different actors to overcome the existing challenges and identify strategies to boost the development of the emerging value chain. The dynamics of the value chain show a set of activities that enable rural producers to develop their value proposition, traveling through the different links of the chain and being influenced by the formal and informal institutions of the sector.

Conclusão

The results highlight a significant growth in olive oil production in the region, driven by the expansion of cultivation and the increase in the number of olive oil industries and brands. The challenges are related to the lack of technical knowledge, the absence of suppliers of agricultural inputs, machinery, and technologies specific to the sector, and price competition concerning

imported ones. On the other hand, the prospects for olive farming in Rio Grande do Sul are focused on boosting productivity and strategic collaborations with different production chains and economic segments.

Referências Bibliográficas

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