



## Competitiveness in meso-level of biofortified foods in the south of Brazil [

2022

text (article)

Analítica

The dichotomy of micro and macro competitiveness presents some limitations as a result of the business arrangements experienced in the contemporary period. The systemic competitiveness in meso-level makes it possible to understand the interconnection between actors, involving private companies, nongovernmental entities and public policies for a particular arrangement or sector of the economy. The present study aims to analyze the Value Chain of biofortified foods in Southern Brazil, which enables to look at the link among players, based on the theory of competitiveness in meso-level approach. For that, a qualitative research was developed, with interviews being conducted, seeking to understand the participation of each player in the context of biofortified foods and the interactions and interrelationships to sustain the competitiveness of this segment in the south of Brazil. As a result, it is identified that the evolutionary path of competitiveness in bio-feed foods is found in the so-called origin phase, due to the development of initial rules, defined the meso-level conceptions with the interaction between the different actors, typical of the origin phase, but that needed to be adjusted, remodeling the relations and the insertion of new actors to maximize the competitiveness of the analyzed sector. The results also showed Meso-level activities in technology, training, and education, finance, infrastructure, trading and associations have been contemplated by several of the studied players. There are also associations among the three main studied actors (Fundetec, Biolabore and Fundação Itaipu) for supporting rural producers. In relation to trade, it is carried out with multiple sources, including institutional purchases, as well as sales to industry and the final consumer. Technology is strongly being used in developing genetic material, monitoring systems and production and point of sales monitoring, as well as in the industrialization process. Despite several re

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**Título:** Competitiveness in meso-level of biofortified foods in the south of Brazil electronic resource]

**Editorial:** 2022

**Tipo Audiovisual:** Biofortified foods players in the value chain theory of competitiveness systemic competitiveness mesolevel Parana Brazil alimentos biofortificados actores de la cadena de valor teoría de la competitividad

competitividad sistémica nivel meso Paraná Brasil aliments bio-fortifiés acteurs de la chaîne de valeur théorie de la compétitivité compétitivité systémique niveau méso Paraná Brésil alimentos biofortificados atores na cadeia de valor teoria da competitividade competitividade sistémica mesonível Paraná Brasil

**Documento fuente:** Revista agroalimentaria, ISSN 1316-0354, Vol. 28, Nº. 54 (enero-junio 2022), 2022, pags. 35-47

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**Lengua:** English

**Enlace a fuente de información:** Revista agroalimentaria, ISSN 1316-0354, Vol. 28, Nº. 54 (enero-junio 2022), 2022, pags. 35-47

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