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TERRITORIALITY OF AGRIBUSINESS IN THE BRAZILIAN AMAZON: THE NEW FUNCTIONALITY OF SOYBEANS IN THE MUNICIPALITY OF VILHENA / RONDÔNIA

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ABSTRACT:-

This article has as main axis of analysis to understand agribusiness territoriality in the Brazilian Amazon. Due to the new characteristics imposed by the external market, the economic relations of global order are effective with the appropriation of the territory. The results of these



transformations are related to the current process of globalization of the economy, having its implications in the territorial transformations and in the social and economic action of this municipality. The methodology used in this article, part of the understanding and identification of the potential elements that

engender the territorial transformations, understood as guiding axes of the research. For the technical procedures, statistical data were used for later cartographic spatialization using the Philcarto thematic mapping software.

KEYWORDS: Globalization; Territory; Agribusiness; Rondônia.

INTRODUCTION:

The present article was developed from the need to understand the modifications that occur in the geographic space of the municipality of Vilhena. Due to the new characteristics imposed by the external market. In this way, the territory is restructured to supply the demand for economic production, presenting new territorial functionalities.

The results of these transformations are related to the current process of globalization of the economy, having its implications in the territory and the current dynamism visualized in the social and economic performance of this municipality.

The new city and field relations that arise due to the cultivation of grains and mainly the production of soybeans, being commodities requested to supply the demand of the external market, form new territorial arrangements in Vilhena.

These activities require a city's adequacy to structure itself with the appropriate equipment to supply the field. This creates a new dynamism, with the means of production being based on technological innovation, the evolution of science and the spatialization of information.

The state appears in this process with the public policies of economic development, which serve as an incentive for private companies to settle, which ultimately changes the territorial configuration of the municipality.

For a more efficient production a territorial transformation is essential, adapting it to an activity of

greater quality and quantity, enough to meet the external demands.

THE AGRIBUSINESS IN VILHENA AND THE USE OF THE TERRITORY

The production of the territory is established according to the intensity of the investments, those allocated in the place where the trend of development of the economic production is perceived. In the municipality of Vilhena, the companies set up branches to manage the storage and disposal of grain produced, to supply the foreign market.

In this way, it is attributed the fact that companies related to the development of agribusiness, being understood here as the businesses linked to modern farming, to settle in the municipality imposing new fixed forms and also new means of flowing production with the flows.

In this way the cultivation of soybeans brings with it the companies related to the agricultural activities. These trades are specialized in the supply of inputs, fungicides, herbicides, fertilizers, maintenance of agricultural equipment, etc.

Trading companies, such as the Amaggi and Cargill companies, have their activities linked to the storage, transport and marketing of commodities. This constitutes a current dynamism in the territory, characterized by the need for expansion of goods requested for export.

The strategies implemented by the companies and private agents were aimed at ensuring the control and management of soybeans, thereby imposing technical innovations in order to export their production.

The increase in grain production is associated with the revitalization of the Madeira-Amazonas Waterway since 1997, which has been taken over by the Brazil in Action Program (NUNES, 2004).

Fluvial transport is an essential means of displacement, since its lower cost makes the demand for the product increasing for external economic activities.

The functional and structural organization of the fixed in engineering systems would not be possible if there was no technical unicity to the realization of the process of globalization of production or the unification of the consumer market of the international financial system. Then the phenomenon of simultaneity gains new content, for in no other period has every moment understood in every place events that are interdependent, currently included in a single system of relations (BECKER, 1982, 2003, SANTOS, 1996a).

Public policies are carried out to encourage and favor the establishment of groups that will manage and control the local economic modernization. The fundamental application is characterized by fiscal incentives, giving companies autonomy to operate in the territory for a relative period of time without the need to pay taxes to the government.

The intensification of urbanization in several Brazilian municipalities is due directly to the achievement and expansion of agribusiness. One of the characteristics of this economic segment is the integration into the urban economy circuit, developing an extensive range of new relationships, of different types and complexities, between the rationalized agricultural space and the urban space. These activities are linked to the productive demands of services and specialized products of the companies related to agroindustrial complexes (SANTOS, 2004; ELIAS, 2007).

Cities become the focus of capital and essential facilities for the operation and circulation of globalized resources. In this way, such adaptations are imposed by the mode of production, changing the geographic space (ARROYO, 2003; BERNARDES, 2006; ELIAS, 2006).

This dynamics imposes on the state a recent agricultural geography, where spaces are appropriate, forming a socio - spatial factor differentiated by the new production lines and thus its expanded agricultural frontier.

AGRIBUSINESS AND TERRITORIAL CIRCUITS IN VILHENA

The main product responsible for the growth of agribusiness in the country was soybeans, not only for the physical and financial volume involved, but also for the need for a business vision of managing the activity by producers, suppliers of inputs, raw material processors and merchants (GUANZIROLI, 2006).

Brazilian agribusiness was estimated for 2009 at just over R \$ 700 billion, meaning something around

25% of GDP, with great importance in the trade balance, participating with more than 36% of the export agenda (GUANZIROLI, 2006).

Agribusiness is embedded in a complex and diversified economic and social environment. The economic exploitation of rural properties, conceived in the past as an isolated activity, currently has a broad spectrum of productive and technological interrelationships and interrelationships (CALLADO & CALLADO, 2009).

The performance of national agribusiness has contributed decisively to the generation of positive balances of the country's trade balance. Brazilian agricultural and agroindustrialized exports have responded positively to the need to reduce the balance of payments deficit when compared to industrial exports. It is therefore important to assess to what extent national agribusiness, traditionally competitive and surplus in foreign trade, is able to maintain and expand its export effort. (BARROS, 1998, apud TOMICH; MAGALHÃES; SILVEIRA, 2001).

The technological levels reached by Brazilian rural producers in the last 20 years reached significant levels that can be measured by the increase of productivity in the field. Grain production, for example, has doubled to 100 million tonnes from the 50.8 million tonne harvest in the early 1980s, with the same area planted (ARAÚJO, 2010).

Globalization and integration of markets, involved in a system with institutional arrangements geared to economic activities, serve both the domestic market and the international market. The traditional primary sector (characterized mainly by the agricultural-livestock-extractive tripod) has been transformed into agribusiness (diversified-modern-complex) (CALLADO & CALLADO, 2009).

The public policies directed to the agroindustrial sector, and especially to agriculture, after stabilization, remained conditioned by two basic factors - economic opening and fiscal crisis -, placing the need for continuous gains in competitiveness in these activities (Barros, 1998, apud TOMICH).

The "agriculture" of the former, or primary sector, depends on many services, such as machinery and inputs, and in addition to this production, warehouses, various infrastructures (roads, ports and others), agroindustries, wholesale markets and retailers, export. This complex process was analyzed by two authors (John Davis and Ray Goldberg), professors of Harvard University in the United States of America in 1957, was launched the concept to understand this new reality of agriculture, creating the term agribusiness, and defining it as: "(...) The set of all the operations and transactions involved from the production of agricultural inputs, from production operations in agricultural units to the processing and distribution of" in natura "or industrialized agricultural products (RUFINO, 1999, apud, ARAÚJO, 2010).

The understanding of agribusiness is based on the need for a structure based on the so-called "before the gate" or "upstream of agricultural production"; "Within the gate" or "agricultural production" and "after the gateway" or "Downstream of agricultural production", the composition of these steps should be handled together. (ARAÚJO, 2010).

In contemporary economies, the traditional agricultural or livestock product has a number of characteristics, mainly due to advances in technologies such as the localized irrigation process, state-of-the-art pesticides, genetic improvement of seeds, efficient machines, transportation, satellite monitoring, conditioning and refrigeration, the result of private and public investments (RIBEMBOIM, 2009; CARMONA, 2009).

The rules and norms for the entry of these products into the international market, are becoming more sophisticated and demanding. These commodities have their specific characteristics: 1) standardization; 2) must be non-perishable, normally stored or transported for future delivery; 3) wide scale of consumption, large availability of the product for negotiation and transaction; 4) have their flow free and traded at the equilibrium price, ie supply and demand; 5) condition of raw material or semi-elaboration, can not suffer a complex production system, because its availability would be affected in case of failure in the productive chain (NEVES, ZYLBERSZTAJN, 2005a).

The functional and structural organization of the fixed in engineering systems would not be possible if there were no technical unity for the realization of the process of globalization of production or the unification of the consumer market of the international financial system. Then the phenomenon of simultaneity gains new content, for in no other period did each moment comprehend a systematization of places and events that are

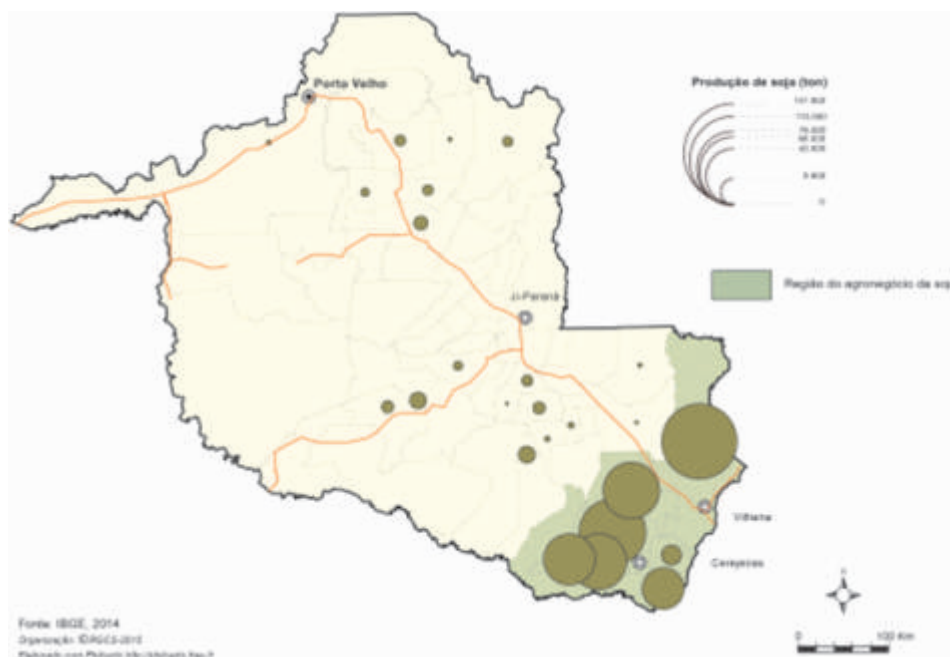
interdependent, currently included in a single system of relations (SANTOS, 1996a).

The intensification of urbanization in several Brazilian municipalities is due directly to the achievement and expansion of agribusiness. One of the characteristics of this economic segment is the integration into the urban economy circuit, developing an extensive range of new relationships, of different types and complexities, between the rationalized agricultural space and the urban space. These activities are linked to the productive demands of services and specialized products of the companies related to agroindustrial complexes (SANTOS, 2004; ELIAS, 2007).

The relation of the increase in soybean production (map 1) is linked, mainly due to the purchase of this commodity valued in international trade.

One of the ways of increasing the production of this commodity is related to a procedure used by the entrepreneurs in the acquisition of the product before the production also called "green soybean" purchase, in this negotiation the producer sells the soybeans according to the quotation of the stock exchange and guarantees an investment to be able to realize his plantation and the buyer manages to profit a lot, since generally when he buys the product the price this in the time of low and when he is going to negotiate stock market prices are on the rise.

The production of grains, mainly the soybean grain destined to the foreign market, are intrinsic characteristics of this municipality.



Cartogram 1 - Regionalization of soybean in Rondônia - 2013 (ton.)

Source: IBGE's Agricultural Census

Made with Philcarto

The municipality of Vilhena has in its structural metamorphoses and in its city-countryside relation, the economic development based on the agribusiness activities.

GLOBALIZATION AND TERRITORIAL MODIFICATIONS

The production of the territory has its establishment in function of the intensity of the investments, those allocated in the place where the tendency of development of the economic production is perceived (HARVEY, 2006).

Thus, the new modalities of appropriation of the territory are imposed with greater force in this

beginning of the 21st century, with a main focus on the process of globalization and the means of production. Thus, product durability, quantity and quality have to be adapted to the standards required to meet the demands of the external market.

The fulfillment of such demands is required by the incorporation of new territories and this is understood as a fundamental dimension of globalization. For, the appropriation of geographical space was effected mainly by the mode of capital expansion, thus incorporating spaces (SENE, 2003).

The enterprises establish their scale of production in the space of strategic form for a greater effectiveness of the territory, seeking greater economic advantages and being allocated in municipalities that offer support for the production and circulation of the goods (SILVA, 2005, 2008, 2015; LUS, 2008).

Within this context, it is understood the incorporation of Rondônia with the advance of the agribusiness, based on the globalized economic development.

Due to this fact the territory has its additions of science and technique, and the geographic space appropriates new characteristics that define its place of production (SANTOS & SILVEIRA, 2005).

The change of the technique of appropriation of the territory brings with it the advancement of the globalization spaces, promoting the territorial transformations by the agents (public and private) the main protagonists in this field of power.

The use of territory implies the interdependence between projects that will include the use of nature by human action, this with the inseparability between materiality, delimited with work and politics (SANTOS & SILVEIRA, 2005).

The configuration of the territory in the present time has its characteristic imposed by the exploitation of the knowledge about a certain place and its expansion and appropriation of its agricultural frontier.

FINAL CONSIDERATIONS

In the current period, the reciprocity of places is established, constituting the territorial dynamics with a mobility exercised to be able to supply the global demands.

The actions of the economic agents are stimulated by the measures adopted by the State, when they provide subsidies for the imposed activities, give a new configuration of the rural productive arrangements and the services and the urban flows, due to the economic activity of the agribusiness.

In this way we have the incorporation of areas, with their base in the expansion of grain cultivation and the formation of development poles, linked to globalized spaces, forming physical structures to accommodate the demands and revitalization of means of transportation to dispose of products (flows).

Thus the organization of the territory, receives new contents and significations, pressed mainly by the activities of global order.

Thus, the geographical space of the municipality of Vilhena has its production space, with the insertion of capital, agricultural machinery, buildings, territorial arrangements, due to the expansion of soybean cultivation, with the formation of globalized space.

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