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Introduction:

Agribusiness can be understood as the production and distribution operations for agricultural supplies, operations, storage, processing, and distribution of cultivated products and their derived items. This industry is of great importance for Brazilian socio-economic development since it is one of the pillars of Gross Domestic Product (GDP), representing about 25% of GDP and 50% of exports. According to the United Nations, the world population remains in the process of growth, just as it occurs in Brazil. The increase in the world population directly reflects food consumption and the search for a better quality of life.

Research Question & Aim:

The research question is: How can sustainable entrepreneurship in the local agrarian environment contribute to fostering sustainable practices? It is fair to state that sustainable entrepreneurship can transform the lives of families and the production landscape in which they operate. In this context, the study aims to identify and analyze sustainable practices in an agribusiness cooperative, correlating them to sustainable development goals (SDG) in the 2030 Agenda. In addition to this introduction, the article is structured in the following sections: i) theoretical framework, covering: agribusiness in Brazil, sustainable development and sustainable entrepreneurship; ii) methodological procedures; iii) results and discussions; and, iv) conclusions.

Theoretical Framework:

Agribusiness in Brazil

- In the last 40 years, Brazilian agricultural production has developed so that Brazil will be the great food supplier of the future.
- This transforming effect of the agricultural revolution is undoubtedly the most crucial fact in Brazil's recent economic history and continues to open perspectives for the development future of the country.

Sustainable Development

- The sustainability issue in this century assumes a central role in the reflection on the dimensions of development and the alternatives presented. The use of environmental practices by organizations is a global trend, as they increasingly realize the strategic importance of the theme (Veiga, 2010).
- Currently, the Sustainable Development Goals or SDG, contained in the UN 2030 Agenda, to which 193 member countries are signatories, are a global call to action to end poverty, protect the environment and the climate, and ensure that people, in all places, may enjoy peace and prosperity.
- These are the goals to which the United Nations contributes to achieving the 2030 Agenda in Brazil (ONU, 2015).

Sustainable Entrepreneurship

- Sustainable entrepreneurship for Hockerts & Wustenhagen (2010) is attracting the attention of governments, entrepreneurs and researchers, considering the discovery, development, and exploitation of opportunities linked to social and environmental niches that generate economic gain and social or environmental improvement (Shepherd & Patzelt, 2011).

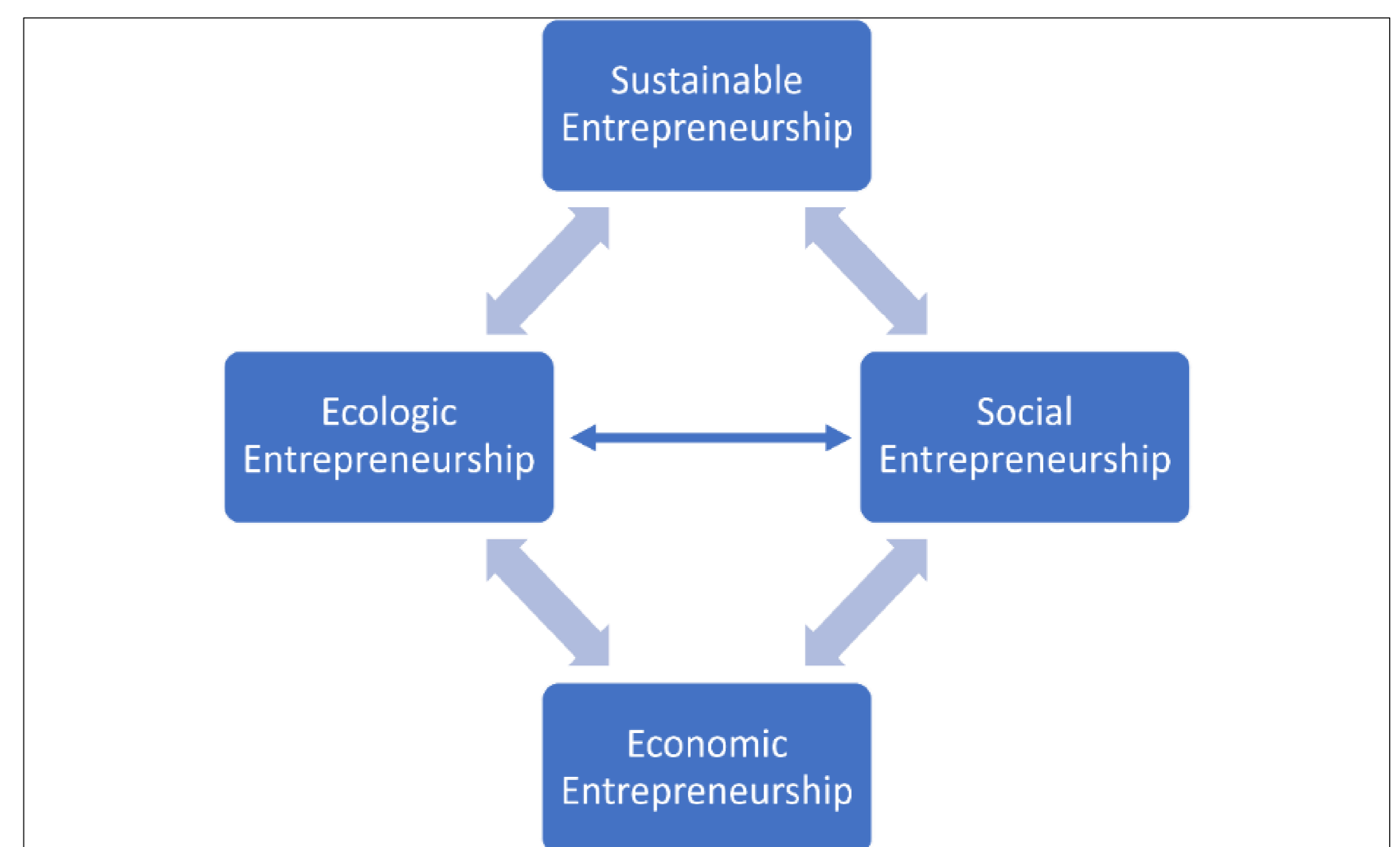


Figure 1: Sustainable entrepreneurship based on the integrated model.

Source: Adapted from Young and Tilley (2006).

Method:

- This study was carried out in an agro-industrial cooperative in the north of Rio Grande do Sul – RS (a state in the south of Brazil that is very well known for its significant participation in the national agribusiness production).
- Primary data collection was carried out through semi-structured interviews in July of 2020 with the Environmental Coordinator of the Cooperative. The interview is one of the main methods of preliminary information. It is a technique that reflects the conscious and unconscious of the respondent (Malhotra, 2012). Secondary data with observation, analysis of documents by consulting the cooperative's website, documents, and internal controls.
- For data analysis, the concepts of Bardin (2009) were used, using content analysis, which has as its primary function to unveil critical, allowing a better understanding of events.

Results & Discussion:

- From the content analysis of the interviews and articulation with documents and observations collected in the field, it was possible to identify a series of good environmental practices of Cooperative X. Two main groups, for the purposes of analysis, were identified: Educational Practices and Environmental Practices.
- The findings demonstrate the surrounding community benefits from sustainable practices carried out by Cooperative "X", so it is fair to say that acting locally is crucial to transforming people's lives and promoting more humane and sustainable communities.
- As an example of environmental practices, the cooperative has the Pesticide Empty Packaging Receipt Program, that Cooperative guarantees the correct disposal of pesticide packs and recycling of containers. Also, as environmental practices they have selective garbage collection, committed to the the Brazilian National Solid Waste Policy.
- The findings demonstrate that the surrounding community benefits from sustainable practices carried out by Cooperative "X", so it is fair to say that acting locally is crucial to transforming people's lives and promoting more humane and sustainable communities. Due compliance with environmental legislation by the Cooperative X also produces opportunities, from valuing the company identified with the protection of the environment, to raising funds that finance maintenance projects and adequate exploration of the environment.

Conclusions:

- This study clarifies the constant pursuit of Cooperative X for sustainable development and practices related to SDGs. In addition to generating sustainable value to the cooperative, the cooperative has ongoing actions of development of the communities where it operates, with practical action on environmental education and in the search for eco-efficiency in the field.
- There are several particularities in the sustainable entrepreneurship process for future research that need to be explored in further studies. They need to go beyond financial concerns, as there is little research on sustainable entrepreneurship that investigates and explores social and environmental businesses in an integrated way. Future research can also investigate the context of other cooperatives for future comparisons. Relevant questions such as these can only be answered with varied interdisciplinary and theoretical lenses. We also recommend deepening how rural cooperatives can contribute to sustainable development and their relationship with achieving the SDGs.