

Received: 11/13/2019

Accepted: 04/01/2020

COMMODITIZATION OF THE RURAL: A METHODOLOGICAL PROPOSITION FROM THE ANALYSIS OF CUT BOVINOCULTURE IN THE REGION OF COREDE MISSÕES OF THE STATE OF RIO GRANDE DO SUL/BRAZIL

COMMODITIZAÇÃO DO RURAL: UMA PROPOSIÇÃO METODOLÓGICA A PARTIR DA ANÁLISE DA BOVINOCULTURA DE CORTE NA REGIÃO DO COREDE MISSÕES DO ESTADO DO RIO GRANDE DO SUL/BRAZIL

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Abstract

This research presents a methodological proposal for the interpretation of the commoditization movement of rural production from the analysis of beef cattle farmers in the region of COREDE Missões of the State of Rio Grande do Sul. The objective is to analyze this commoditization movement, which has the homogenizing bias production and product, with regard to their effects and repercussions on the organization of production, work and social relations of beef cattle farmers. It is proposed to build different degrees of commodification of production, in view of the different interrelations that producers maintain with the market, in the different stages of their production process. The applied methodology considered the perspective of the economic and social formation (F.E.S.) elaborated by Milton Santos (1979) and Ploeg (1992), considering regional specificities, productive attributes and mercantile integration, together with 21 cattle producers in the Region of Missões of RS. The analysis was based on the production cycles of beef cattle (breeding, rearing/finishing, breeding/rearing and complete cycle), according to their interrelation with the market, through (greater or lesser) degree of integration or productive commodification. The results suggest that the greater the level of market integration, the greater the segregation of producers to the market, that is, the more integrated and inserted into the market, or the greater their degree of

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commodification of production, the more connected their productive processes will be, in the logic of global reproduction, linked to the commoditization movement.

Keywords: Production merchantilization. Cut bovinoculture. Regional Development. Agriculture. COREDE Missões of RS.

Resumo

Essa pesquisa apresenta uma proposta metodológica para a interpretação do movimento de commoditização da produção rural a partir da análise de bovinocultores de corte na região do COREDE Missões do Estado do Rio Grande do Sul. O objetivo é analisar este movimento commoditizador, que possui o viés homogeneizador da produção e do produto, no que tange os seus reflexos e repercussões sobre as formas de organização da produção, do trabalho e das relações sociais dos bovinocultores de corte. Propõe-se construir diferentes graus de mercantilização da produção, frente às distintas inter-relações que os produtores mantêm com o mercado, nas diferentes etapas de seu processo produtivo. A metodologia aplicada considerou a perspectiva da formação econômica e social (F.E.S.) elaborada por Milton Santos (1979) e de Ploeg (1992), considerando especificidades regionais, atributos produtivos e integração mercantil, junto a 21 produtores de gado de corte na Região das Missões do RS. A análise foi elaborada a partir dos ciclos de produção de bovinos de corte (cria, recria/terminação, cria/recria e ciclo completo), conforme a sua inter-relação com o mercado, através do (maior ou menor) grau de integração ou mercantilização produtiva. Os resultados sugerem que quanto maior o nível de integração mercantil, maior a segregação dos produtores ao mercado, ou seja, quanto mais integrados e inseridos ao mercado, ou quanto maior for o seu grau de mercantilização da produção, mais conectados estarão seus processos produtivos, na lógica de reprodução global, interligados ao movimento de commoditização.

Palavras-chave: Mercantilização da produção. Bovinocultura de corte. Desenvolvimento Regional. Agricultura. COREDE Missões do RS.

Introduction

This research aimed to analyze the agribusiness commoditization movement and its repercussions on beef cattle. The analysis considers the changes in the dynamics of such sector that intensified with the diseases of the “mad cow”, in the European continent, in 1998 and the foot-and-mouth disease, in 2001, in Brazil, and that culminated in new determinations regarding the rules and the commercial regulations and production standardization. According to Ploeg (1992), this movement is characterized as an agriculture mercantilization process. The author assumes that mercantilization is the transition from the the value in use form of a material good to the form of exchange value, this means that the process of work organization starts to be oriented for exchanges with the market, with great intensification of trade relations, aimed at generating economic overage. Consequently, the activities that were limited to the farmer, his family and his establishments become more permeated and coordinated by the market.

These relations, as they become more important, form a matrix that begins to govern the other types of resulting business relations. Therefore, such process not only affects productive activities (forms of organization of production and work), but also results in the complete transformation of reproduction processes. In this way, the production process is target for the creation of commodities, in other words, to the market (PLOEG, 1992).

In this way, the object of study demonstrates a dynamic that fits in a globalized model (modern capitalist system in which consumption is previously induced), that is subordinated to global forces that act on regions and, consequently, on production of beef cattle. It is important to emphasize that this movement is not exclusive, and it is also seen in other markets, represented by other commodities, such as soybeans, wheat, corn, tobacco, pork and chicken, fruits, among other products.

For this purpose, this study presents a methodological proposal of interpreting this movement from the main works of international and national literature on the commoditization and

commodification movement in agriculture. Such procedures resulted, therefore, in an effort to adapt the aforementioned methodology for the analysis of beef cattle production, considering their specificities and the productive particularities of the territory of the Regional Council for the Development of Missions of the State of Rio Grande do Sul.

In this way, the research aims to seek to understand the commoditization movement that is established in the beef production process, in order to clarify the aspects that interfere in this segment and the alternatives, adaptations and interactions that rural producers seek to hold them on in such line of business.

The article is divided into four sections: a) the first presents the general characterization of beef cattle, considering the global production environment; b) the second highlights the research materials and methods used to make the operational research; c) the third praises the adapted methodology and builds the concepts of commodification and commoditization on the productive activity under analysis; d) the last one presents the general discussions and contributions on the respective study.

Characterization of the cut cattle production

In recent years, beef production has shown a new marketing pattern. This new pattern is understood by the certification process that is observed in this productive segment, from the middle of 1998 and that can also be named as a meat commoditization movement, inserted in the context of the globalization of the territories. Such movement directs the production of beef to a standardization logic of the production or the product. In addition, it is not restricted to only this segment, checking the same phenomenon in soybeans, corn, wheat, rice, that is, in basically agricultural and homogeneous products - difficult to differentiate. The market becomes the protagonist of this globalizing model.

Therefore, the market, controlled by hegemonic forces, is the one that dictates the rules and standards to be followed and incorporated into production. The producer must follow them as a priority, because if he does not meet these requirements, the risk of being left out of the process, can be excluded from the "market". In this way to continue exercising his activity, the producer must adhere to the new standard model and meet the needs imposed by the "market" (represented by an induced consumption - deriving from the modern capitalist model) reproducing the product according to the requested standard. However, accession is voluntary, that is, spontaneous, that, in a way, put the responsibility on the producer, because if he does not join this dynamic, he will tend to be on the scope of the process or the market. However, with the legitimization of this standardization, there is a loss of autonomy on the supply side, that is, the producer, becoming hostage to such commoditization movement, as this "spontaneous accession" is followed by contractual obligation, investment capital, new production techniques and methods, sanitary and phytosanitary, technological, cultural standard, among other aspects, that change their pre-existing reproductive conditions.

Thus, rural producers must incorporate standards that guarantee the possibility of making them standardized (or certified) properties. However, for the implementation of this standard, decisive requirements are necessary, such as: capital, access to credit, environmental laws, quality (fat index, color, softness, taste), land area for grazing rotation, technological packages (genetics, mechanization), production and management techniques, animal welfare, technical assistance, pest and disease control, sanitary and phytosanitary aspects, etc.

More than this, these impositions reflect on the pre-existing conditions of production and reproduction of producers and, consequently, on their historically and culturally constructed relations, permeated in different territories and development trajectories.

In this aspect, we sought to investigate the historical, geographical, political, social, economic and cultural determinants that culminated in the current conjuncture of beef production and market integration, as well as the commoditization movement, that is controlled by the market and has repercussions. Directly on the social relations of producers and the forms of production organization in the territories.

Besides, the requirements imposed by the "market", aiming the acquisition of productive standardization, may exclude producers in this segment. This fact ends up generating a complicating factor for them, because breaks with traditions, social relations, know-how, in relation to management and production techniques and culture, established and built along of the development trajectory.

The producer who does not adapt to such production requirements ends up being excluded from this circuit, so that he has, mainly, difficulties in accessing capital, technology, production techniques and management and availability of land, not allowing large-scale production and with high turnover.

As a result, this movement of commoditization of agribusiness ends up leaving margin or make it difficult for producers to remain in this activity - including in the flow of their production, for not follow such production planning.

Thus, this movement generates a tendency to the production concentration⁴, that consolidates a monopolization process in the sector, led by large corporations and the consumer market, being that only some rural properties are able to adapt and meet this tendency, that is increasingly demanding in relation to production standards and product quality. Thus, the association with this marketing and production standard is strictly connected to the modern capitalist model, that aims to stimulate induced consumption (in the sense of food security and product quality), providing direct reflexes to the producers and consumers, which, respectively, in the first case, it generates an excluding process in production and, in the second, a tendency to increase the final prices of the product.

Therefore, it is necessary to identify how this movement is established and legitimized, which ultimately leads to the process of standardizing of its production.

Beef cattle in the Missions region of Rio Grande do Sul State is inserted in a context of historical rooting in the formation of the Gaúcho State, livestock, through cattle, in the provinces of the “Biome Pampa” (natural pastures, prairies), it was one of the attractions of this territory, that was useful both for transportation (by “oxen joints”), and for the meat issue, in other words, in terms of food.

According with the IBGE (2006; 2011), the Rio Grande do Sul State has 441.4 thousand agricultural establishments⁵, in a total area of 20.32 million hectares. In relation to livestock and other animals, there are 171,1 thousand of agricultural establishments that practice this activity, that is, 38.7% of the total. According to Tourrand (2016, p. 07), family livestock in Rio Grande Sul “is currently estimated more than 60 thousand families”. In addition, Brazil is a major player in the international meat market, being the main exporter of beef in the world, with a representative share of more than 20% of total exports (ANUALPEC, 2016). Such data demonstrate great competitiveness and potential in the meat market.

With regard to the territorial approach, the comparative advantages of the region of Missions in terms of costs and availability of production factors (management and productive techniques, territorial area, natural fields, good pastures, grains and climate), checked the territory the beef exporter status in the world, with a high degree of specialization of production. Such performance comes from its cultural, social, economic, geographical and environmental trajectory in the formation of the territory.

With this productive potential, there is a growing demand for safe food products. The increase in consumer concern regarding the safety and quality of agrifood products has led importing countries to restrict increasingly trade (already studied pioneered by David Ricardo – Grain’s Law⁶), through the imposition of health regulations and agreements, that often represent non-tariff barriers (BNT's) of trade. The justification for these barriers is in the own nature of the product, whose trade is subject to the determination and imposition of technical and sanitary standards. In the case of the commercialization of beef, in its history of the “mad cow” disease weights in favor of such measures and regulations, in the mid-1998, in the European continent and the foot-and-mouth disease, in the mid-2001, in the Brazilian territory.

Thus, products from beef production must follow production standards that guarantee their integrity and quality. The demand (kept to proportions), in turn, ends up dictating the direction of this segment, which, in a way, is absorbed by the production process. This absorption is characterized by the process of certification or standardization of beef, which is mainly connected

⁴ In Brazil, this sector is basically represented by large companies, which, in a way, were formed through mergers and incorporations, which generated a greater concentration of the meat market.

⁵ The country has 5.1 million agricultural establishments, occupying a total area of 333.6 million hectares. In relation to establishments connected to livestock and raising other animals, in Brazil, they represent 2.3 million properties (IBGE, 2006).

⁶ Agriculture protection, making protection practically absolute and preventing the import of agricultural products from other countries.

with market relations, with repercussions in a way of organizing the production of missionary beef cattle farmers.

However, there is a trend towards monopolization of production, with the presence of large corporations in this segment, which ends up generating a weakening of the bargain power of the producer in the face of the market (the producer becomes hostage to the process), creating risks for their maintenance and survival.

The next section presents the methodological procedures used to support the respective analysis, in order to understand the productive dynamics that permeate the productive activity of beef cattle, considering the missionary territory of the Rio Grande do Sul State as the observation base.

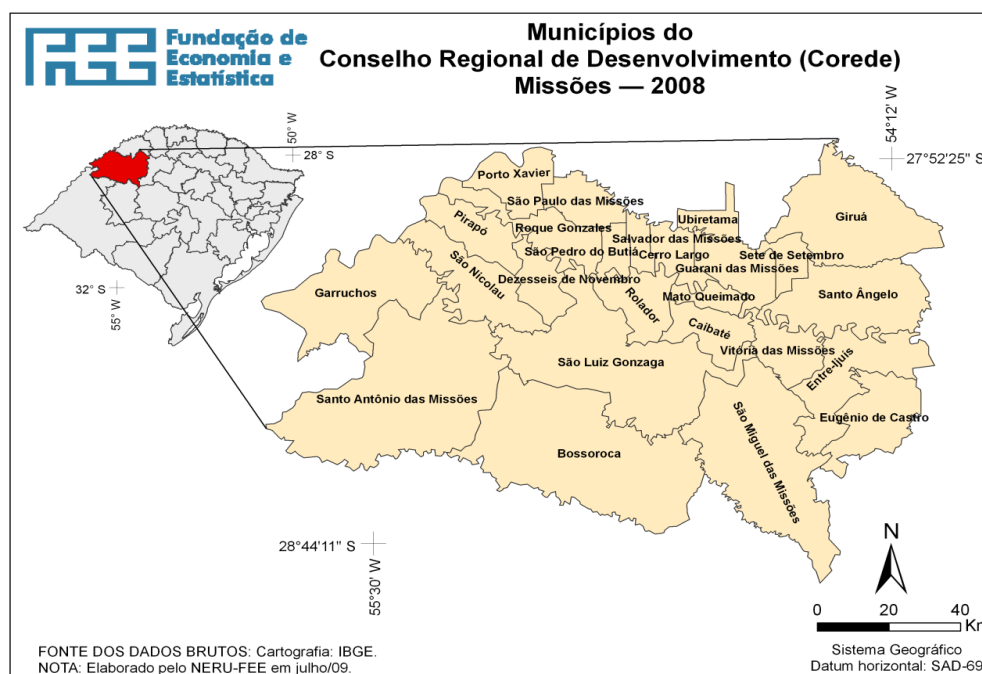
Methodological outline of research

The selected area section of the referred research was located in the COREDE Missões Region, which is located in the northwest part of the State of Rio Grande do Sul, “being limited to the north with COREDE-Northwest Frontier, to the east with COREDE-Colonial Northwest, to the south with COREDE-Vale do Jaguari, to the southwest with COREDE-West Frontier and in the extreme west with the Argentina Republic” (COREDE MISSÕES, 2010, p. 23).

The missionary region consists of twenty-five (25) municipalities: Bossoroca, Caibaté, Cerro Largo, Dezesseis de Novembro, Entre-Ijuís, Eugênio de Castro, Garruchos, Giruá, Guarani das Missões, Mato Queimado, Pirapó, Porto Xavier, Rolador, Roque Gonzales, Salvador das Missões, Santo Ângelo, Santo Antônio das Missões, São Luiz Gonzaga, São Miguel das Missões, São Nicolau, São Paulo das Missões, São Pedro do Butiá, Sete de Setembro, Ubiretama and Vitória das Missões (COREDE MISSÕES, 2010, p. 23). As if emphasized, the region covers a wide range of municipalities, which, in turn, present great heterogeneities and specificities in the specific territory.

In figure 01, the Region covered by COREDE Missões is represented graphically, as well as the municipalities that belong to this territory.

Figure 01: Municipalities of the COREDE Missões / RS Regional Development Council



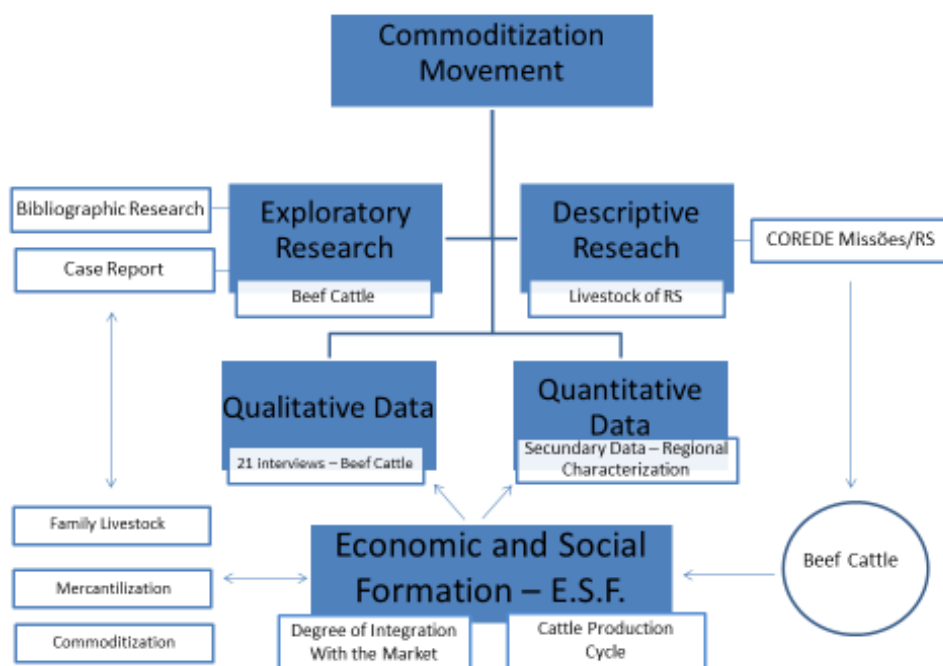
Source: Foundation of Economics and Statistics of Rio Grande do Sul State- FES / RS.

As to the theoretical-methodological framework for the operationalization of the research, the approach used is anchored in the economic and social formation of the territories (F.E.S.), by Milton Santos (1979), linked to the historical process and its experience and its cultural and social overflow. Man is a historical and social being. The world is a product of human action and social reality that is in constant transformation (structure and superstructure).

For the operationalization of the research, methodological procedures were used to understand the different realities and interrelationships of beef cattle farmers in the COREDE Missões region, along their trajectories. These interrelationships, that are established throughout its production chain, considering the different beef cattle production cycles (rear, fattening / termination, rear / fattening and complete cycle) and their higher and lower degree of integration with the market - mercantile process, according with its different productive attributes (see figure 02).

The research design and its operability for the development of the study is explained below:

Figure 02: Research design.



Source: Silveira (2018).

In order to absorb the taxes and their respective degrees of market integration, 21 semi-structured interviews were carried out with producers between October and November 2017, which focused on the analysis of the phenomena related to the commoditization movement and its different repercussions in the forms of production organization, social relations and work organization, of beef cattle farmers in the missionary region. The research considered a random sampling, in order to understand the historical, geographical, cultural, economic, environmental and social construction process of its productive dynamics.

In the semi-structured interview, producers were asked about the performance of their agricultural activities, as well as their interrelations with the market. Thus, they were challenged by themes like their historical, infrastructural, organizational, technical and productive aspects of beef cattle, such as: property size, work units, production systems (intensive or extensive) and creation (rare, fattening / termination, rare / fattening and complete cycle), genetics (breeds - precocity and rusticity), management (pastures, animal welfare, sanity ...), historical, social and cultural profile (way of life, way of being, territorial identity...) environment (biome, soil, relief, geography, sustainable practices ...), forms of commercialization with suppliers and consumers (intermediaries inside and outside of the region, for export, degree of commercialization), profitability and productivity (capital, financing, production prices and costs, competition from other crops (mainly grains - soy), production management, technologies ...), institutions (public policies, union, incentives, subsidies, research, public-private partnerships ...) and regional aspects of the Missions Region (historical, infrastructure, climate, institutional, economic ...).

The following section presents the methodological proposal research, considering the existing literature on the commodification of production and livestock in the State of Rio Grande do Sul.

Market typology of cutting cattle

According to the presented methodology, such analysis techniques and instruments are based on the methodological option of Economic and Social Formation (FES), with stimulus to study the specificities, particularities and potentialities, referring to historical, cultural, economic, social, environmental aspects, geographic and political in the construction of its territoriality, made by Milton Santos (1979). For this, procedures were used to establish typologies, based on seminal research in the literature, that can be seen in Table 01.

Table 01: State of the Art synthesis: main works on Family Livestock and Beef Cattle

Author	Region in Analysis	Year	Activity	Analysis/Objective
Ribeiro	Campanha e Fronteira Oeste do RS.	2003	Family Livestock	Create the category/ type of Family cattleman
Cotrim	Serra do Sudeste do RS – município de Canguçu.	2003	Family Livestock	Typify Family cattlemen
Conterato	Alto Uruguai, Serra e Missões do RS	2004 and 2008	Family Farming	Mercantilization of production and characterization/differentiation
Andreatta	Estado do RS.	2009	Family Livestock.	Socioeconomic profile – way of life
Neske	Alto Camaquã Serra do Sudeste do RS.	2009	Family Livestock	Production Mercantilization.
Ribeiro	Campanha do RS.	2009	Family Livestock	Typify Family cattlemen
Matte	Campanha Meridional e Serra do Sudeste do RS.	2013	Beef Cattle	Way of life and social vulnerability

Source: adapted from Silveira (2018).

Considering the different production cycles of beef cattle: breeder, rear / termination, rear / breeder and complete cycle, the typology of the producers was elaborated in a perspective of mercantilization of production. From this, producers with similar characteristics were defined in the search to extract the particularities and specificities of production, with respect to the commoditization movement and its repercussions on social relations, work and the forms of production organization and the production units of beef cattle in missionary territory.

In the cycle rear, the breeding of cattle can be carried out naturally or by artificial insemination. Calves remain with their mothers until seven (7) months of age, when they are weaned. They tend to complete the cycle when they reach weight between 180 and 200 kilos, aiming their commercialization. In the rearing / finishing cycle, the weaned animals (from the rearing cycle) are recreated separately, males and females. Later, the males are recreated until they reach a weight of 330 kg and, after that, forwarded to termination / confinement, reaching a final weight, on average, of up to 450 kg per live animal, when they are then destined for slaughter. In the breeding / rearing cycle, animals are raised through natural and artificial breeding, until weaning, being recreated in their productive unit until they complete their breeding production cycle, approximately 350 kilos, per live animal. And, in the complete cycle, the three productive cycles are developed internally to the production unit, both for breeding, rearing and finishing.

It must be considered that the seminal studies of the literature about the mercantilization of production, are deeply tied with the perspective developed by Ploeg (2015). Here, the aim is to categorize the productive cycles of beef cattle, using this methodological framework.

The author builds his reasoning basis in the following way: “the elements that make up the production process can enter in this process like commodity or non-commodity” (PLOEG, 2015, p.

20). In other words, different forms of production and commercialization are established, classified according to their respective productive dynamics or their attributes, in relation to each production cycle of beef cattle.

Such distinction will depend on the relations established between the productive units and the degrees of integration with the market - for that, it will depend on the characteristics of the work employed, the productive resources and their relations of production and reproduction in their respective markets. According to Schneider (2016), Ploeg showed how the process of differentiated mercantilization of insertion of farmers in markets takes place. The mercantilization process of that author is shown in Table 02.

Table 02: Different Forms of Mercantile Production

Merchandise Production Form	Domestic Production(DP)	Small Merchandise Production (SMP)	Simple Merchandise Production (SMP)	Capitalist Commodity Production (CCP)
Production Result	Non-commodity	Commodity	Commodity	Commodity
Other Resources	Non-commodity	Non-commodity	Commodity	Commodity
Labor Force	Non-commodity	Non-commodity	Non-commodity	Commodity
Objectives	Self-consumption	Survival	Income	Surplus Value

Source: Silveira (2018), adapted from Schneider (2016, p. 109) and Ploeg (2015, p. 20).

For Ploeg (2015, p. 20), the small commodity production (SCP), “the result of production is (at least in part) commercialized and, consequently, seen as a set of commodities”. The author identifies that, in this way of production, it is essential that the labor force and other crucial resources (land, water, seeds, animals, know-how, networks, etc.) do not enter the production process like commodity (such resources are understood as use values), that is, non-commercialized resources, that are used to produce commodities and to reproduce the acquired resources. “Analytically, small merchandise production is a form that is not completely commercialized” - incomplete mercantilization (PLOEG, 2015, p. 21). It is important to mention the aspect related to commodification, the terms of exchange and the motivation of farmers to make exchanges in the market.

Appadurai (1986, p. 13) mentions interchangeability as a “socially relevant factor” of a commodity: the mercantile situation [...] of any ‘thing’ [lies in] its interchangeability for anything else”. Typical for agriculture, especially for peasant agriculture (wherever it is located), it is precisely this interchangeability that is eliminated or conditioned. A farmer, as they say, “never sells his best cow”. The essence of the “best cow” lies in precisely in its non-interchangeability. It is not to be sold, but to be used to produce a promising calf (PLOEG, 2015, p. 21).

In the simple production of commodities (PSM), Ploeg (2015, p. 21) identifies that “there is a decisive change in relation to the small production of commodities [...] with the exception of work, all of the other material and social resources enter in the work process as commodities”. In this sense, the author argues that his way of producing and his relations of production are anchored in the Market based system. That is, they are partly integrated into imperfect markets.

In turn, “the capitalist production of commodities represents a complete mercantilization: labor and other resources enter the process as commodities, and all the products obtained circulate as commodities” (PLOEG, 2015, p. 21).

And, finally, small domestic production (DP) is the production geared towards self-consumption, that is, to supply the property and its forms of social reproduction. In this logic, the inverse of the integrated mode, of non-commodity, ethical, environmental, historical, social and cultural values are more touched on and, consequently, intrinsically allying with the “way of life” and the “way of being” that the farmers perform in their production units and in their reproductive activities.

To this end, it is a matter of realizing that the process of mercantilization cannot be assumed in advance as being negative for the development of agricultural activities, that is, it would lead to a process of subordination to the market, in relation to capital owners. It must be understood that there are different types of markets and ways of producing and, consequently, different patterns of interaction between productive activities and markets, resulting from the forms of perception, influence and strategies of appropriation of agents in this environment.

For Polanyi (1988; 2000), labor and land were transformed into commodities and then started to be treated as if they were produced for later sale. However, for Schneider (2016, p. 101), “in fact, they were not commodities, since they were not even produced (like land) or, when they were, they were not produced for sale (like labor) ”.

It was Karl Polanyi (2000) who affirmed that in capitalism the market economy became a market society, subordinating social life to economic rationale, making commercial exchange more general. The market became both the beginning and the ordering model of economic relations as well as being consolidated as an ideology. The market ideology started to order the culture, the rules and the way in which society works (SCHNEIDER, 2016, p. 101).

Thus, “with the expansion of this corporate pattern of mercantile-capitalist integration, there was an alleged institutional separation from the economic and political spheres of society” (SCHNEIDER, 2016, p. 102). Therefore, a market ideology was created, combined to the market rationality term, which established a kind of mercantile culture, supported by institutions, rules, standards and laws that organize life and the market economy.

Considering this market ideology⁷, it is necessary to clarify the term market, it must be understood like “social institutions formed by the processes of social, economic and cultural interaction”, in addition to keep historical, political and ethical elements, based on its framework (SCHNEIDER, 2016, p. 103).

Schneider (2016, p. 103-104) notes that “markets are institutions that lead and guide the social process of interaction between individuals and organizations”. In addition, benefits aspects related to social and cultural base that interfere in the patterns of interactions and economic exchange.

Idea of multiple and segmented markets in conventional and alternative. This approach has become an important reference point in latest rural studies with an approach based on economic sociology. The understanding that markets are socially built has become widely accepted (SCHNEIDER, 2016, p. 104).

However, for Schneider (2016, p. 107), “there is a certain consensus, that the sale of surplus production to the market triggers a process of mercantilization and monetization of economic relations, that impacts on the family and the rural community”, reflecting especially in their relations, along to their trajectory. One of the authors who carried out these analyzes about farmers' relations with markets was Dutchman Jan Douwe van der Ploeg.

Ploeg suggested that there is a gradient from more autonomous forms of production until others more dependent on markets. The insertion of family farmers in the markets is not always unfavorable or harmful to their social reproduction. Ploeg (2008) affirms that success or failure, understood as the ability to carry out economically viable and reproduce like a family social unit, will depend on how the peasants operationalize the decisions and strategies to organize their productive process and their form of insertion in the markets. More than that, Ploeg (1992) shows that there are different “degrees” and “levels” of mercantilization, and describes the insertion in the markets as a multidimensional process, that can be either from the inside to out or in the opposite direction, from the outside to inside. In this way, mercantilization is understood as a social process that can even reinforce the resource bases of productive units and increase their reproduction strategies. For the first time, the insertion in the markets is no longer seen as a unidirectional way that would lead the peasants to “uncapitalize” and then to decompose as a social group (SCHNEIDER, 2016, p. 108).

In this point, the way of producing in the generation of economic surplus and in scale production, in a global movement, promoted by the high degree of mercantilization or commoditization of production, starts to represent a new trend, that is linked to the region particularities and specificities, in a particular line of business.

The development process covers a complexity of relations and its analysis cannot be only restricted to the economic dimension. So, development must be treated in rural areas of Mission Region under a multidimensional approach, seeking to identify the relations between these different dimensions (WAQUIL et al., 2005).

⁷ The contribution of Polanyi (1988; 2000), used by Schneider (2016), is used as a theoretical basis.

According to Waquil et al. (2005), the definition of dimensions is quite different between the authors. However, the determination of these dimensions is closely linked to the objectives and the context of the study that is being developed. That way, in the logic of regional development, emphasize the necessity to resort to multidimensional study, focusing the interconnections between the historical, social, economic and environmental dimensions and these with others, such as political, cultural, institutional and democratic. Starting from the recognition of the different dimensions, appears a set of interrelations between these dimensions, forming a multidimensional framework.

However, in order to give a strong purchase to the theoretical framework of the production mercantilization, emphasized in Ploeg (2015), suggests in this research a methodology adapted from this perspective of market analysis, adequate to the production cycles of beef cattle producers in Mission Region. This methodological adjustment is shown and justified in Table 03 below:

Table 03: Adapted Methodology for the Mercantilization of Beef Cattle in the Missões Region / RS - Productive Attributes and Commercial Classification

Beef Cattle Farmer – Productive Attributes	Internal Sustainable Production	Low Incomplete Mercantilization	High Incomplete Mercantilization	Complete Mercantilization
Nature of work	Familiar	Familiar and contracted	Concentrated worker but with a family member	Essentially hired
Genetic Stock	Mixes breeds – low genetic: jersey, charolais, nelore.	Herd partially composed of Market breeds – low genetic: angus with mixed breeds.	Good genetic breeds: angus, brangus, hereford and Bradford.	High bred genetic with own cattle ranch: angus, hereford, bradford and brangus.
Marketing – integration with the market	Local and informal Market – reciprocity.	Local and regional Market with Exchange products.	Regional, national and international Market.	External Market to the region and to exportation.
Supplies	Local Trade – farming and internal production.	Local and regional trade – cooperatives and farming.	State and regional trade. Cooperatives and big regional companies.	Regional and National trade. Multinationals and external cooperatives to the region.
Production management and techniques	Local know-how. Historic, culture, tradition.	Local/ Regional know-how. History, culture, tradition.	Regional know-how with the improvement of production relation(knowledge).	Know-how with improvement and efficiency of production techniques (knowledge).
Forage Resources – biome and pastures	Internal resources – Native field and corn silage.	Mixed Resources, internal and external. Native field, ryegrass, silage corn, oats.	Mixed resources with complementation. Improved native field, brachiaria, hay, oats, bran, feed, ryegrass.	Acquired resources in high proportion. Improved native field, auto grain, brachiaria, oats, ryegrass, bran, feed and supplementation.
Technology – agricultural mechanization	Low Mechanization	Medium Mechanization	High Mechanization	Complete Mechanization
Capital Resources – access and profitability	Low Financial Capacity	Medium Financial Capacity	High Financial Capacity	Self-sufficient – own resources
Circulation Time Scale	Sustainable – Trade to 50 animals per year.	Low. Trade between 50 to 100 animals per year.	Medium. Trade between 100 to 250 animals per year.	High. Up to 250 animals per year.
Territorial area for cattle farming	Familiar up to 25 hectares. Cologne	Small. From 26 to 100 hectares.	Medium. From 101 to 250 hectares.	Large. Above 251 hectares.
11 Production System	Extensive. Sustainable.	Extensive and semi intensive. Sustainable.	Semi-intensive and intensive Market.	Intensive – confinement Market.

Self-consumption	Family nucleus	Family nucleus, hired and Exchange of products – reciprocity.	Hired, Exchange of products with suppliers, religious and community celebrations, donations.	For only commercialization.
Price	Up to R\$4,00 per kilo of live animal.	From R\$4,00 to R\$4,50 per kilo of live animal.	Between R\$4,50 to R\$5,00 per kilo of live animal.	Between R\$5,00 to R\$5,50 per kilo of live animal.
Motivation for Livestock	Alternative to stay in the field. History, culture.	Personal satisfaction, tradition, historical and cultural trajectory. Profitability.	Personal and historical satisfaction, however allows profits, profitability as well as being the only activity to produce.	Economic profitability
Way of life – territorial identity	Regional belonging – missionary identity. History, culture, tradition	Belonging to the territory, quality of life, sustainable practice, Family tradition.	Logical Market but with historical links built in the territory.	Logical Market

Source: Silveira (2018) based on field research (2017), adapted from Ploeg (2015, p. 20).

Thus, to support this perspective, we consider productive attributes linked to each production system in order to establish the dynamic of mercantization of each productive cycle of cattle farming, according to the specificities and particularities of production of each unit with the market.

Fifteen (15) productive attributes are considered, interconnected with the development of activities related to the production of beef cattle in the missionary region, aiming at the identification and classification of the productive dynamic mercantization of each producer and, subsequently, of their respective production cycle.

In addition, it is necessary to clarify the concepts of internal sustainable production, low incomplete mercantization, strong incomplete commodification and complete commodification. Internal sustainable production is associated with the practice of family farming, in a perspective of sustainable use of the means of production of techniques and productive practices, related, or better, not directly related to the Market based system. This concept is based on historical and cultural relations, built on the performance of its production activity, that largely is not integrated into the market.

In the low incomplete mercantization, there is a higher insertion of producers, or in their production attributes, in integration logic with the market, however, this usually happens on a low productive scale and with restricted technological and productive resources. Thus, it is indicated that such attributes have a low integration with the market, for the reason that they are not totally integrated in a market perspective.

In relation to strong incomplete mercantization, it is clear that this productive dynamics fits in a perspective of a higher integration with the market, that is, it has a big productive scale regarding their attributes, presenting a higher integration with the market, its rules and requirements, allied to a practice of economic profitability of its production relations.

Complete mercantization is associated with the capitalist practice of production, through the use of resources optimized by the notion of rationality in productive activities. Thus, the resources are treated as a means of obtainment profit, with a tendency to intensify the use of factors of production, in order to be linked entirely to the perspective of integration with the market.

In this way, the results emphasized to analyze how the producers answer to the commoditization movement and determining how the degree of production mercantization interferes and affects in social relations, work and the forms of organization and units, production of beef cattle in the missionary territory, considering the production cycles of rear, fattening / termination, rear / fattening and complete cycle.

It should be mention that it is not possible to create a market standard for producers, but rather to devise a way of analyze the different realities that permeate the development of beef cattle in the Missions Region, in order to consider their different historical trajectories, cultural, economic, social, environmental, geographical and political aspects in the formation of its territory. Such analysis techniques and instruments will be anchored by the methodological option of economic and social formation, with the stymulus to study the specificities, particularities and regional potentialities.

The theoretical contribution of this research, up to a point, can be adapted and later implemented in different regions of Rio Grande do Sul State or even in different territories which

there is a representation in the production of beef cattle or even in relation to livestock. In addition, such methodological regulation, aiming at the typification of the different degrees of mercantilization of production, can be replicated in other representative cultures, considering the productive attributes that are present in the territory and their commercial relations and connections throughout the development of their respective activity.

Final notes

As a theoretical contribution, the study tried to incorporate the analysis of beef cattle farmers the concepts of commercialization of production, elaborated by Ploeg (1992, 1997, 2003 and 2008) and their different degrees of integration with the market, in order to typify producers and their respective production cycles. Thus, it aimed to understand the connections that such cattle farmers present with the market and that sometimes influence and sometimes are influenced by market processes.

In order to understand the different degrees of mercantilization, Ploeg's methodology was adapted to identify the regional specificities and particularities of beef cattle producers. The different dynamics with the market were classified as: sustainable internal production; low incomplete mercantilization; high incomplete mercantilization; complete mercantilization.

However, this typification did not seek to show a standardization of its commercial relations, because it depends on the regional construction, the specificities and peculiarities of each territory and its economic and social formation.

For that, a total of fifteen (15) productive attributes were considered, interconnected with the development of activities related to the production of beef cattle in the missionary region, considering the production cycles of rear, fattening/ termination, rear / fattening and complete cycle, aiming to the identification and typification of the dynamics of productive mercantilization of each producer and, later, of their respective production cycle. The attributes focus on: 1) the nature of work - labor; 2) the genetics of the herd; 3) the forms of commercialization - integration with the market; 4) supplies; 5) management and productive techniques; 6) forage resources - biome and pastures; 7) technology - agricultural mechanization; 8) capital resources - access and profitability; 9) circulation time - production scale; 10) the territorial area for cattle production; 11) the production system used; 12) the practice of self-consumption; 13) the price received by the producer; 14) the motivation to stay in livestock; 15) their way of life or their territorial identity with the region.

The results from the research indicated, as expected, a great heterogeneity in their interrelationships with the market, arising from the aspects previously verified in relation to the historical, cultural, economic and social differences of the missionary territory.

Thus, the more integrated and inserted into the market, or the higher degree of mercantilization of production, the most connected will be their production processes, in the logic of global reproduction, interconnected to the commoditization movement - or the standardization of activities (global product).

Thus, the larger scale of production and the shorter time of the production circulation (frequency / circulation / turnover / flow), it will tend to be higher integration of producers with the market.

There is a trend that occurs in a rupture in the established historical and cultural conditions, that can be verified through technological, productive and cultural changes in the development of the activity. Still, there is a change in the traditional conditions of beef cattle farmers, belonging to know-how and their historical background along their trajectory. Among the most significant changes are the production management relations (treatments and cultural techniques), marking and castration celebration (referring to animal welfare practices), self-consumption and reciprocity (slaughtering carried out internally at the production and exchanges with neighbors, relatives, etc ...), the way of being or the way of life (in this case, the missionary and gaucho identity), labor relations and agricultural mechanization (manual practices), the acquisition of supplies (acquired outside the productive environment) and animal genetics (breeds with high genetics) involved in the production process.

The level or degree of integration with the market - both of the producer and of the region - will tend to reflect the subordination to the commoditization movement, that, consequently, will produce a rupture of pre-existing conditions, besides to exert pressure on both in the process of production. However, this pressure may not affect the abandonment of the activity, however, it may

produce effects on the insertion of the market of this producer or “disconnected” region, that is, the flow of surplus production is compromised.

Commoditization interferes in the historical, cultural and traditional relations of rural producers, especially in the forms of productive organization, work and their social relations, built along their different trajectories. It is also worth mentioning that the mercantilization process accelerates this repercussion, breaking with the pre-existing particularities and specificities of producers, and, consequently, reflecting in the dynamics of territorial development of the different regions under analysis.

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