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ANÁLISE A PARTIR DE UM SELO DE DENOMINAÇÃO DE ORIGEM**

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ABSTRACT

With a strong influence of Germanic colonization, the territory of Santa Catarina has the largest number of craft breweries per capita in Brazil. The present study aims to analyze the implementation of an appellation of origin label for Santa Catarina's craft breweries as an element of the construction of a neo-endogenous development environment. To this end, Grounded Theory was used to guide the methodological process of the study, whose data collection consisted of semi-structured interviews with 14 craft breweries in Santa Catarina. From the data analysis and categorization, it was possible to verify that the neo-endogenous development from an appellation of origin label is possible, as long as there is a process of convincing and engagement from the breweries. Some interviewees who were resistant to adopting the label at the beginning of the interviews became sympathetic to the idea when they understood it better. The situations verified suggest, therefore, that neo-endogenous assumptions are present in several situations, especially in the context of the "Toda Nossa" project, and reflect that the proposal to implement a denomination of origin label for Santa Catarina's craft beers is promising. In this sense, the study contributes to the strengthening of the Santa Catarina beer production chain and proposes insights for its neo-endogenous development.

Keywords: Neo-endogenism. Grounded theory. Craft Breweries.

RESUMO

Com forte influência da colonização germânica, o território catarinense concentra a maior quantidade de cervejarias artesanais per capita do Brasil. O presente estudo tem por objetivo analisar a implantação de um selo de denominação de origem para as cervejarias artesanais catarinenses como elemento da construção de um ambiente neoendógeno de desenvolvimento. Para tanto, utilizou-se a *Grounded Theory* para orientar o processo metodológico do estudo, cuja coleta de dados foi constituída pela aplicação de entrevistas semiestruturadas junto à 14 cervejarias artesanais de Santa Catarina. A partir da análise e categorização dos dados, foi possível verificar que o desenvolvimento neoendógeno a partir de um selo de denominação de origem é possível, desde que haja um processo de convencimento e engajamento das cervejarias. Alguns entrevistados resistentes à adoção do selo no início das entrevistas mostraram-se simpáticos à ideia ao compreendê-la melhor. As situações verificadas sugerem, portanto, que pressupostos neoendógenos estão presentes em diversas situações, principalmente no contexto do projeto “Toda Nossa”, e refletem que a proposta de implantação de um selo de denominação de origem para as cervejas artesanais catarinenses é promissora. Nesse sentido, o estudo contribui para o fortalecimento da cadeia produtiva cervejeira catarinense e propõe *insights* para o desenvolvimento neoendógeno da mesma.

Palavras-chave: Neoendogenismo. Teoria fundamentada em dados. Cervejarias artesanais.

INTRODUCTION

At the beginning of the 21st century, in response to indications that endogenous development was insufficient to address the complexities of rural European localities, the concept of neo-endogenism emerged. This concept innovates by highlighting and enhancing the strengths of local actors, linking them to extra-local factors to create synergies that result in development (Belliggiano et al., 2020; Garcia et al., 2017; Nordberg, 2021). Neo-endogenous development is observed through the participation and integration of internal and external local actors, including entrepreneurs, universities, public and private institutions, and government entities (Atterton et al., 2011; Garcia et al., 2017; Ray, 2002).

According to Bosworth et al. (2016), the neo-endogenous model positions local knowledge, resources, people, and businesses as the foundation for local development processes. The author suggests that this model leads to a form of local empowerment, in which actors from various levels and sectors interact and start operating to enhance local aspects.



Given the specific characteristics of certain regions, this research focuses on the Brazilian state of Santa Catarina. Heavily influenced by German colonisation, Santa Catarina centres the highest concentration of craft breweries per capita in Brazil, with 175 establishments in 2020 compared to 1,383 nationwide. The average growth rate of establishments in this sector within the state was 31.3% from 2017 to 2020 (Ministério da Agricultura, Pecuária e Abastecimento, 2021).

In this context, Santa Catarina's craft brewing sector exhibits characteristics of neo-endogenous development, as evidenced by initiatives such as the "Vale da Cerveja" (ESCM, 2022), the "Rota da Cerveja" (Turismo SC, 2021b), and the Escola Superior de Cerveja e Malte, which highlight the state's aptitude for the craft beer industry. Notably, the first Brazilian beer style recognised by the Beer Judge Certification, known as "Catharina Sour," originated in Santa Catarina (Beer Mind, 2020; INC, 2021). Additionally, the state promotes hop production (Epagri, 2021a) and the existence of the "Toda Nossa" beer, made solely with ingredients produced in Santa Catarina (Cult, 2021; Dutra, 2021).

Santa Catarina's craft breweries present specific characteristics compared to other Brazilian states (Barzenski, 2019), suggesting the potential for adopting geographical indication and designation of origin labels for the state's breweries. According to Rizo, Ghetu, and Frigant (2018), geographical indication certifies the existence of specific product characteristics related to the place of origin, indicating quality or renown. The designation of origin label, in turn, considers not only the geographical origin but also natural factors, such as altitude, soil, rainfall, and sunlight, as well as human factors, such as handling and preparation of raw materials (Instituto Nacional de Propriedade Industrial, 2018; Tonietto et al., 2013).

Considering the unique characteristics of Santa Catarina's craft beer production, distinguished by the state's developed brewing environment (ESCM, 2014; Guia da Cerveja, 2022), this study aims to analyse the implementation of a designation of origin label for Santa Catarina's craft beers as a component for constructing a neo-endogenous development environment. Consequently, this study is significant as it expands the understanding of neo-endogenous development beyond the rural context in which it was initially presented (Adamski; Gorlach, 2007; Atterton et al., 2011; Georgios et al., 2021; Ward et al., 2005).



The research topic is closely related to regional development. This alignment is explained from the neo-endogenous perspective, particularly through local valorisation, as neo-endogenism recognises that development originates and is sustained by local resources and capacities. Therefore, Santa Catarina's craft breweries exemplify this by using local ingredients and traditional techniques, promoting the region's cultural and economic identity. Moreover, neo-endogenism seeks to empower communities by fostering professional qualification in the local community, encouraging active participation in economic development, generating employment, and promoting entrepreneurship. By focusing on sustainable and innovative practices, craft breweries can contribute to environmental preservation and biodiversity promotion initiatives, in alignment with sustainable development goals (Ofori, 2020).

From the perspective of the designation of origin label, craft breweries can contribute to regional development by receiving official recognition of the quality and authenticity of their products, differentiating them in the market and increasing their competitiveness. This label serves as a cultural preservation mechanism, helping to maintain traditional production methods and local ingredients, which are part of the region's cultural heritage, thereby strengthening regional identity. Another impact of the label on regional development is tourism attraction, as this certification may draw tourists interested in authentic experiences, boosting regional tourism and, as a result, the local economy. Furthermore, it may foment access to new markets, both nationally and worldwide, expanding growth and economic development opportunities. Thus, through neo-endogenism and the designation of origin label, Santa Catarina's craft breweries not only promote the region's economic development but also strengthen local cultural identity and encourage sustainable practices (Gumiero et al., 2022).



THEORETICAL FRAMEWORK

NEO-ENDOGENISM

Neo-endogenism represents an evolution of the concept of endogenous development and is generally associated with rural development (Bosworth et al., 2016). This model explains development based on endogenous factors linked with exogenous factors, which are also considered essential in shaping its future (Atterton et al., 2011; Bosworth et al., 2016). The innovation proposed by neo-endogenism focuses on highlighting and enhancing the strengths of local impellers by establishing connections with extra-local factors. In this context, internal and external interactions establish connections capable of creating synergies, resulting in neo-endogenous development (Belliggiano et al., 2020; Garcia et al., 2017; Nordberg, 2021).

The neo-endogenous attempt to suggest alternatives to development based on internal and external resources/agents, governments, and non-governmental institutions, combining internal and external knowledge, constitutes a new form of governance for development policies and planning (Georgios et al., 2021). Although neo-endogenism initially developed from the analysis of underdeveloped rural regions in Europe (Furmankiewicz et al., 2020), today, the model is a useful and flexible framework that allows for adjustments according to available means and resources, with the distinct feature that the control over the development process remains internal (Cejudo; Navarro, 2020).

Among the internal and external factors related to neo-endogenous development, one can mention human capital, universities, research institutions, government, and entrepreneurship, whether individual or in cooperative networks (Belliggiano et al., 2020; Galdeano-Gómez et al., 2011). Entrepreneurship, in particular, is an important component of the neo-endogenous institutional arrangement (Gulümser et al., 2010), capable of promoting social change and driving development, with the entrepreneur being a key local agent in this process (Alsos et al., 2011).



DESIGNATION OF ORIGIN LABEL

The implementation of designation of origin labels on products is regulated in Brazil by the National Institute of Industrial Property (INPI), which, through Ordinance 04/2022, establishes the necessary regulations for the process (INPI, 2022). The designation of origin refers to the geographical name of a country, city, region, or locality that designates a product or service whose characteristics or quality are unique and derived from the geographical environment. The determination of the designation of origin considers natural factors (soil, relief, climate, rainfall, etc.) and human factors (methods of production, cultivation techniques, etc.) (INPI, 2022).

The adoption of designation of origin labels may contribute to preserving cultural and natural heritage (Sigala; Robinson, 2019), as well as enhancing product credibility in the market, and consequently, their competitiveness against the competition (Castillo; Garcia, 2013). In order to utilise the designation of origin label on products, producers must adhere to standards established by committees, councils, and other forms of local organisation, which oversee the production process and compliance with conditions. Therefore, the label also serves as a tool to ensure the highest quality of products and services (Marie-Vivien et al., 2017).

Tonietto (1993) emphasises that the purpose of the designation of origin is to protect the products of a specific geographical region. In November 2022, eight designation of origin labels were identified in the state of Santa Catarina, linked to food products such as bananas, cheese, honey, apples, and yerba mate (Ministério da Agricultura, Pecuária e Abastecimento, 2022).

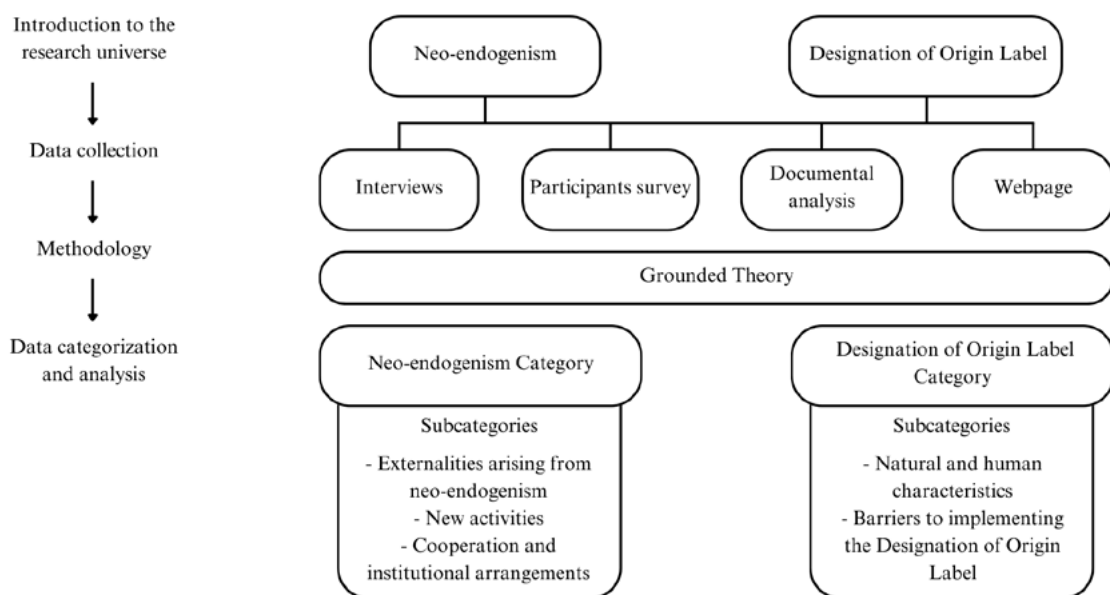
METHODOLOGICAL PROCEDURES

This study adopts a qualitative approach, developed through the interaction between the researcher and the subject under investigation. Understanding the phenomenon as a process, with the perspectives of the participants guiding the researcher's approach, shapes the interpretation of the objects studied. In other words, a constructivist approach is significant in describing the phenomena observed in the research environment (Neves, 1996; Strauss & Corbin, 2008).



The methodological process followed the principles of the Grounded Theory. This methodology is developed from systematically collected data derived from social research, constructing theory from the collected data, thus fundamentally differing from inductive reasoning (Roman et al., 2017). The study utilised the research design illustrated in Figure 1.

Figure 1 | Search design



Source: Prepared by the authors (2023).

The following guiding steps were undertaken:

- A literature review was conducted to deepen the understanding of theoretical constructs and to comprehend the context of craft breweries in Santa Catarina, thereby enabling an accurate description of the research context (Sehnem et al., 2019);
- Preliminary discussions were held with breweries to understand the research universe and assist in constructing the interview script (Guba & Lincoln, 1994);
- The interview script was applied during visits to a brewery. The *in loco* visit aimed to observe phenomena that might relate to the interview questions, providing potential insights or other useful records for the research context (Glaser & Strauss, 2010; Wuetherick, 2010).

The interviews were conducted between November 2021 and March 2022. Initially, an online search was conducted to locate craft breweries in municipalities in the western region of Santa Catarina. Websites such as “Brejas,” the webpage of the Santa Catarina Craft Beer Association, and the “Rota da Cerveja” tourism project were also utilised for this mapping. Five breweries from the western region were selected, but one declined to participate in the research.

The first round of interviews raised new questions, prompting the researchers to expand the sample universe. One such question arose when a participant mentioned a project by the Agricultural Research and Rural Extension Company (Epagri) of Santa Catarina, which promotes the cultivation of hop in the state.

Subsequent online searches provided more information about the “Toda Nossa” project, a partnership between the Government of Santa Catarina, Epagri, the State University of Santa Catarina (Udesc), and the Hop Producers Association (Abralúpulo). This project aims to produce craft beers using 100% locally sourced ingredients, as well as to promote a beer style called Catharina Sour. Consequently, the sample of craft breweries was expanded beyond the western region, culminating in a second round of interviews with 14 participants, including master brewers, business owners, beer scholars, and representatives from associations and organisations, as shown in Table 1. Each interviewee was assigned a code to ensure the confidentiality of the information provided. In terms of ethical considerations, this study adhered to the guidelines of Resolution 510/2016, which governs research in the fields of Human and Social Sciences. To maintain the anonymity of the managers and owners of the breweries studied, their names were replaced with pseudonyms.



Table 1 | Profile of Interviewees

Code	Main Activity	Secondary Activity	Brewing Activity	Region of Residence	Experience in the Brewing Field
E1	Brewer	-	Manufacturer	Western Santa Catarina	10 years
E2	Business Owner	Brewer	Manufacturer	Western Santa Catarina	8 years
E3	Business Owner	Brewer	Manufacturer	Western Santa Catarina	1 year
E4	Brewer	-	Manufacturer	Western Santa Catarina	14 years
E5	Public Agent	Business Owner	-	Western Santa Catarina	6 years
E6	Public Agent	Agriculturist	-	Western Santa Catarina	6 years
E7	Business Owner	Brewer	Master Brewer and Beer Judge	Santa Catarina Plateau	15 years
E8	Business Owner	Brewer	Beer Sommelier and Beer Judge	Santa Catarina Plateau	15 years
E9	Brewer	Brewer	Professor at ESCM, Sommelier and Beer Judge	Greater Florianópolis	20 years
E10	Brewer	Brewer	Manufacturer	Greater Florianópolis	14 years
E11	Business Owner	Beer Businessman	Beer Scholar	Upper Itajaí Valley	18 years
E12	Business Owner	Beer Manufacturer (Consumer)	Beer Scholar, Competition Judge	Rio Grande do Sul	Over 20 years
E13	Business Owner	Brewing Supplies Manufacturer	Master Brewer, National and International Competition Judge, Brewery School Professor	Santa Catarina Plateau	15 years
E14	Brewer	Brewer	Beer Scholar, Competition Judge	Santa Catarina Plateau	12 years

Source: Prepared by the authors (2023).

During the second round of interviews, the original script was revised, as new data sources revealed new directions based on individual perspectives and the constructivist approach of the research (Strauss & Corbin, 2008). To facilitate comprehension, the interview script for the initial phase focused on the following aspects:



- Contextualisation and discussion of the necessary factors for the designation of origin label;
- Contextualisation and presentation of the neo-endogenous development process.
- In the second phase, the script focused on the issues raised in the first phase, supplemented by relevant questions for the research context, namely:
 - Contextualisation and discussion of the necessary factors for the designation of origin label;
 - Contextualisation regarding the “Toda Nossa” project and Catharina Sour;
 - Possible connections between the “Toda Nossa” project, Catharina Sour, and the implementation of the designation of origin label;
 - Contextualisation and presentation of the neo-endogenous development process;
 - Possible connections between the designation of origin label, the “Toda Nossa” project, Catharina Sour, and neo-endogenous development.

Interviews were conducted via Google Meet or WhatsApp, depending on participants’ preferences, and were recorded with their consent. At the conclusion of data collection, a total of 11 hours and 58 minutes of recordings were obtained; each interview was transcribed fully for subsequent analysis.

Coding was a crucial element in accurately describing the research context based on the interview script. The initial analysis followed Noble and Mitchell’s (2016) guidelines, beginning with open axial coding, analysing the transcriptions line-by-line to identify concepts and key phrases for subsequent classification into categories and subcategories. Next, selective coding aimed to identify the core category and the interrelations between categories and subcategories for refinement. In this context, phenomena were analysed in depth, categorising them according to the research objectives (Roman, 2014; Santos et al., 2018).

The analysis categories emerged from the proposed theoretical foundation, followed by the interview script. Subcategories were transcribed from line-by-line readings proposed by at least two informants (Sonenshein, 2013). After identifying subcategories from the transcriptions, data analysis was conducted, acknowledging that the development of a theory relies on identified and interrelated

categories, which are to constitute the theoretical element, observed in relation to each other and based on the collected data (Alonso-Díaz & Yuste-Tosina, 2015).

Finally, it is worth noting that in the present research, theoretical saturation of the sample was considered to have occurred when a dominant pattern was identified, meaning when no new facts that would justify further research were observed, as indicated by Glaser, Strauss, and Strutzel (1968).

RESULTS AND DISCUSSION

This section presents and discusses the research results. The results are subdivided into topics for better comprehension, and it begins with data related to the designation of origin label, as actions related to it are understood to initiate a neo-endogenous development situation.

DESIGNATION OF ORIGIN LABEL

The context outlined in the interview script for the designation of origin label revealed two subcategories, which are broken down into eight key themes, as presented in Table 2.

Table 2 | Category and Subcategories: Designation of Origin Label

Category	Subcategories	
Designation of Origin Label	Natural and human factors capable of supporting the Designation of Origin Label	Barriers to the implementation of the Designation of Origin Label
	<ul style="list-style-type: none"> - Creation of a specific recipe for the region to use the designation of origin label (E1, E2, E6, E8, E11, E14). - The “Toda Nossa” Project (E4, E7, E8, E9, E11, E12, E14). 	<ul style="list-style-type: none"> - Lack of in-depth knowledge of the effects of the designation of origin label (E1, E5, E7, E10, E14). - Low initial adherence to the use of the label by breweries (E1, E8, E11). - New breweries are emerging as the sector experiences consolidation (E2, E6, E11, E12, E13). - Emergence of new brewing schools (E1, E2, E3, E4, E5, E6, E11). - Historical and cultural characteristics necessary for the denomination (E1, E2, E3, E6, E7, E8, E9, E10, E11, E12, E13, E14). - The absence of a classic natural factor that is characteristic and evident in the region (E1, E2, E3, E4, E10, E11).

Source: Prepared by the authors (2023).



The Normative Instruction 95/2018 of the National Institute of Industrial Property (INPI) establishes natural, human, and quality factors, along with specific characteristics that must be observed in order to maintain a designation of origin label. Human factors are evident in nearly all the breweries interviewed, as they concern to cultural aspects, community involvement, production methods, and similar elements. However, natural factors are less prominent, as they are related to the production environment, such as soil, topography, climate, flora, fauna, among other elements that contribute to making the beer unique.

When asked about the designation of origin label, the interviewees recognised its importance in various contexts. For E1, E8, and E11, the concern about the adoption process of the label lies in their belief that some breweries would only participate after observing the results of the initiative. “When it starts moving and yielding results, everyone will want to join, for sure,” commented E1.

The preservation of cultural and environmental factors may become part of the heritage of a specific region or locality, providing quality and identity to local products (Sigala & Robinson, 2019). In this context, E1 views the designation of origin label as a differentiator, while E2 and E8 perceive it as a valid proposition for strengthening and promoting neo-endogenous development policies. They believe it would improve competitiveness, confer credibility, and increase profitability for the products covered by the label (Castillo & García, 2013).

As standards of compliance, institutions, local agents, and other forms of local organisation are established, conditions are created for value addition and the generation of economic surpluses, resulting in efficiency and social, environmental, and economic sustainability, all which are capable of supporting the neo-endogenous development process (Berte & Hammes, 2018; Miglietta & Morrone, 2018; Vu & Dao, 2007).

By combining environmental and human aspects with products, the designation of origin label tends to promote the local area, creating opportunities and incentives for developing new activities, such as tourism (Moschini, Menapace & Pick, 2008; Rodríguez Cohard, Sánchez Martínez & Gallego Simón, 2017). Emphasising local products with a geographical identity enhances sustainability, quality, and social and economic aspects (Rocchi & Gabbai, 2013; Williams & Penker, 2009), potentially also attracting tourists, as highlighted by E3:



People are looking for new options, and I can assure you that we are prepared for this, as we have various options that can be integrated, ranging from breweries to natural landscapes, among others. (E3)

According to E6, the label is a vital marketing tool that can boost the regional economic growth. Overall, when mentioning the designation of origin label, all the interviewees emphasised the development of the tourism chain, associating it with the label.

When questioned about natural and human factors that could support a designation of origin label, the interviewees presented several proposals and insights into the beer production process. The first point highlighted was that the raw materials for the beers and draft beers generally come from a single supplier, which, in the cases of E1, E2, E3, E4, and E12, is the Agrarian Cooperative.

To introduce a unique product with specific characteristics to the market, E2 suggested creating an exclusive recipe to launch the designation of origin label. Similarly, E7 proposed that a potential market niche could be developed with the label, given that craft breweries face certain challenges in terms of consumer audience.

E7's perception aligns with E2's suggestion of a specific recipe for the beer with the designation of origin label. Both mentioned this idea as a perception, stressing the importance of further analysis.

The growth of the Premium Market can be partially explained by the increasing sophistication of consumer preferences and the adjustment of consumption to each occasion. Even during the pandemic, demand grew due to changing consumer habits. From 2015 to 2020, the premium segment grew by 85%, and revenue is expected to grow exceeding 50% by 2025 (ABRAS, 2021; Freitas, 2021).

Conversely, E11 believes that the designation of origin label could be applied across the entire state, as many nuances distinguish Santa Catarina from the rest of the country:

[...] we have been influenced by the colonisation movement; the beer history of Santa Catarina dates back to 1850. [...] So we are a consequence of our brewing history. The rest of the country is now beginning to build their brewing history. We are ahead of all the states; SC has always been an icon. Santa Catarina has always been the most beer-centric state in Brazil. (E11)



The factors already mentioned, combined with initiatives such as the Vale da Cerveja, the Rota da Cerveja, and traditional festivals held in the cities of Santa Catarina (Turismo SC, 2021a), as well as the Escola Superior da Cerveja and the Catharina Sour initiative cited by E11, create a kind of cluster that characterises Santa Catarina as a brewing state capable of maintaining a designation label. E9 supports E11's perspective, noting that the malt houses, yeast laboratories, and hops grown in the state are differentiators for Santa Catarina. E10 also comments that the beer tradition in Santa Catarina is the result of several actions linked to colonisation and culture, as well as the overall context of craft breweries, which gives the state its reputation as a traditional producer of craft beers (Coutinho, 2018; ESCM, 2014; Pellin, 2017).

Several issues raised by the study's participants point to potential challenges in implementing the designation of origin label. E11 notes that the breweries are relatively new businesses, mostly established after the 2000s. E11's perspective suggests a need for consolidation in Santa Catarina's craft brewing industry. E2 believes that the craft beer market remains highly competitive, and the market and each brewery's position need time to mature before discussions on implementing a designation of origin label can advance.

E1 identifies globalisation, where a portion of the consumer base is willing to try new beer styles, as a barrier. In the same context, E4 sees the historical association with Germany in beer production as a potential, albeit infrequent, obstacle. E7 and E8 also point out the need for the specific natural factors required to obtain the designation of origin label. Both emphasised the demand for in-depth analyses to determine the actual feasibility of production at scale with specific raw materials, as well as their economic viability.

Lastly, there is a cultural barrier within the breweries, particularly among managers and entrepreneurs, regarding awareness of the designation of origin label. E12 states that he does not see a differentiating factor among Santa Catarina's craft breweries that justifies adopting a label. This perception aligns with E7 and E8's remarks, which highlight the importance of further analysis to support the process of engagement of the breweries for obtaining and maintaining a designation of origin label.



DESENVOLVIMENTO NEOENDÓGENO

Considering the theoretical foundation of neo-endogenous development, which involves combining internal factors, such as local knowledge based on experience and tradition, with external factors represented by the state, public and private institutions, universities, and NGOs (Adamski & Gorlach, 2007; Belliggiano et al., 2020), the interviewees view the proposal presented by the research as promising. Table 3 below outlines the externalities arising from neo-endogenism as perceived by the interviewees, as well as ongoing projects that could contribute to the neo-endogenous development process.

Table 3 | Category and Subcategories of Neo-Endogenism

Category	Subcategories	
Neo-endogenous development	Externalities arising from neo-endogenism	Ongoing projects
	<ul style="list-style-type: none"> - Creation of foundations for the development of new activities (E1, E2, E4, E5, E6, E11, E14). - Dialogue between internal institutions – local issues (E2, E5, E6, E7, E8, E14). - Dialogue between internal and external institutions (E1, E2, E5, E6, E7, E8, E11, E14). 	<ul style="list-style-type: none"> - Toda Nossa (E7, E8, E11, E12, E14). - Catharina Sour – potential new project and branches (E8, E9, E11, E12, E14).

Source: Prepared by the authors (2023).

DEVELOPMENT OF NEO-ENDOGENOUS FACTORS

Unlike the context observed with the designation of origin label, the extraction of subcategories for neo-endogenous development emerged from the perceptions of the interviewees. Overall, the topic appeared less familiar in specific or measurable terms compared to the previous ones.

When asked about the possibility of joint actions between breweries and institutions (both internal and external), E1, E8, E11, and E14 believed that such processes could result in situations characteristic of neo-endogenous development. Local actions tend to strengthen internal relationships and link external investments to the genuine needs of the locality (Biczkowski, 2020), as E1 visualised:

“I see great tourism potential in our region, and the breweries could contribute significantly to this. There is a lack of infrastructure, and people find it difficult to reach our area. The creation of tourist spots—there are many natural beauties, but there is no incentive. The breweries could help with this.” (E1)



The idea of implementing a designation of origin label and similar alternatives that involve joint actions to strengthen relationships and enhance internal efforts (Biczkowski, 2020; Ray, 2002) seems well-received by the interviewees. E2 considers that such joint actions could be integrated experiences within tourism, including typical German festivals and natural beauties, creating a set of attractions with the potential to promote neo-endogenous development. Santa Catarina has a strong tourism vocation with various tourism segments, and E2 believes that to develop integration between the breweries and tourism activities, it is essential to bring together people and institutions who believe in the process.

Similarly, E8 indicates that the “Beer Route”, an existing project of the Santa Catarina Government, could promote not only the consumption of local breweries but also tourism. Other similar perceptions and suggestions are reported by E1 and E6:

For example, there could be a West Santa Catarina Beer Festival, which would serve as an advertisement in which all brands could participate. Next year, we will participate in the Brazilian Beer Festival in Blumenau, the cradle of German and beer culture, but it is completely outside our region. We could be participating here, developing the region (E1).

Considering we are in a municipality with tourism potential, we have thermal waters here in São João do Oeste, which could be part of a route for both waters and beer. The label could integrate the breweries with other attractions in the region. To me, this is a fantastic idea (E6).

E6 also points out that the Santa Catarina beer cluster, although still in its formation, has stimulated tourism and could, in the long term, make a significant contribution to this activity. In this sense, the interviewee suggests that each actor in the beer production arrangement should develop actions capable of stimulating new economic activities that strengthen the brewing segment. Among possible complementary activities, E10 and E11 identified examples that already exist, such as the Escola Superior de Cerveja e Malte, which trains sommeliers and master brewers to work in bars and restaurants, harmonizing beers with food.

ONGOING PROJECTS

The survey identified two important projects underway in the context of craft breweries in Santa Catarina. E7 and E8 highlighted the “Toda Nossa” project, an initiative run directly and indirectly by various institutions involved in the craft brewery production chain. According to Epagri (2021), one of the organizations involved, the aim of the project is to produce beer only from raw materials produced in the state of Santa Catarina. E7 emphasizes that “Toda Nossa” seeks to adapt cultivars intended to supply raw materials to the state’s brewing industry; cultivars described as winter cereal crops.

The emergence of the “Toda Nossa” project is, a priori, an institutional arrangement. Based on common objectives, the local actors provided knowledge, time, investment, inter-institutional trust, among a series of other characteristics highlighted by E7 and E8.

In this context, neo-endogenous development assumptions seem to be present, since resources and knowledge both internal and external to the locality or region have been used. Each institution participates in the “Toda Nossa” project by contributing resources in different ways - universities provide technical support, Ambev collaborates by donating seedlings, technical visits to the experimental farms are organized and there is sharing of knowledge and scientific articles, as reported by E7. Local knowledge, contributed by members of the local community based on experience and tradition (Adamski; Gorlach, 2007), resulted in the production of “Toda Nossa” beer, the first beer produced with 100% Santa Catarina ingredients.

Still on the subject of the “Toda Nossa” project, E8 reveals that its intention was to give an identity to the beer produced in Santa Catarina, which has been happening with Brazilian hops and yeast, which are the starting point for the creation of a Brazilian Brewing School, like what happened in the United States, where hop production gave rise to the American School. Neo-endogenous assumptions suggest that the recognition of local initiatives, based on multi-institutional governance, tends to provide sustainability for development. In addition, neo-endogenous principles, when applied broadly, can give greater value to community-led activities (Marango; Bosworth; Curry, 2021).



With regard to Catharina Sour, it refers to a beer style that emerged at a workshop held by the Santa Catarina Association of Craft Breweries in 2016 (Beer Mind, 2020). E8 reports that Catharina Sour is the fruit of a derivation of a Germanic beer style, adapted for the Santa Catarina context.

It can therefore be seen that breweries in Santa Catarina have been working to produce beers with their own characteristics. The use of fruit produced in Santa Catarina in the Catharina Sour style and the ingredients grown in Santa Catarina soil used in the “Toda Nossa” beer are examples of characteristics capable of differentiating the product in order to obtain a designation of origin label. In addition, both projects show interaction and cooperation between internal and external players, characteristics present in the neo-endogenous development process.

FINAL CONSIDERATIONS

The study showed significant potential, in the context of Santa Catarina’s craft breweries, both for the implementation of a designation of origin label and for the configuration of neo-endogenous development situations. For the designation of origin label, the “Toda Nossa” project is the closest thing to a beer with unique specific characteristics, whether in environmental, social, characteristic or technical terms. Strictly speaking, the Catharina Sour style is the result of the brewing context in the state of Santa Catarina, and is the fruit of the work of several brewers. In this case, although the final product is not unique, the production context has neo-endogenous development characteristics, given the state’s vocation for producing craft beers and the involvement of actors in its conception.

The research highlighted the potential of various actions under development in the state that have a major impact both on expanding the craft beer production chain and on externalities capable of transforming various regions - and even the state - into a benchmark in craft beer production. The situations observed suggest that neo-endogenous assumptions are present in various situations, especially in the context of the “Toda Nossa” project, and reflect that the proposal to implement a designation of origin label for Santa Catarina’s craft beers is promising.

However, in order to reach the benchmark level and implement the label, there are barriers to overcome. Awareness-raising among entrepreneurs and in-depth identification of the factors that really set Santa Catarina craft beer apart are important points to consider in this process.



The contributions of the work to the discussion of the relationship between the theme of the work and the area of knowledge pertinent to regional development are associated with the strengthening of regional identity with the valorization of both material and immaterial local resources, the promotion of tourism and local development with the valorization of authentic experiences which boosts the local economy, empowerment and cooperation between local actors, the conservation of cultural and natural heritage, the provision of valuable insights for the formulation of public policies that can support regional development through the valorization of local products and the promotion of sustainable development practices. As such, the work contributes to an understanding of how local initiatives, when well managed and supported by appropriate public policies, can promote sustainable regional development, while at the same time reinforcing the region's identity and cultural heritage

The limitations of the research are related to the sample universe, since other breweries may be developing recipes and styles capable of becoming recognizably Brazilian styles. As future studies, we suggest including the construct of ethnic entrepreneurship as a perspective for development and differentiation in the state of Santa Catarina. Verifying the feasibility of building a collective brand for craft beer from Santa Catarina is another possibility for broadening the discussion carried out by this research.



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