

A importância da troca de informações no desempenho da cadeia de produção avícola

Juliana Matos de Meira (UFPE), Cláudio de Araújo Wanderley (UFPE), Luiz Carlos Miranda (UFPE)

This paper aims to analyze studies about informational aspects among the links of the poultry chain. The main objective is to identify problems related with the information exchange among these links, as well as interfirm information systems that contributes to improve the performance of the whole chain. We analyzed papers published in Brazilian magazines and congresses, as well as dissertations and books related to this issue. Most of the studies focus on economic analysis, competitive strategies and technological innovations. Just discuss informational issues. Therefore, it can be said that there is a lack of studies on information exchange for improvement of the efficiency of the poultry chain.

Área: Gerência de Produção / Gestão Agro-Industrial

Palavras-chave: avicultura, cadeia de suprimentos, sistemas de informação

Dia: 24 Hora: 14:00 Sala: 8 - ST28 Gestão Agro-industrial

Câmaras setoriais: uma alavanca para o desenvolvimento da cadeia agroindustrial no Brasil

Ieda Kanashiro Makiya (USP), Roberto Gilioli Rotondaro (USP)

In spite of the strong restrictions that it suffers Brazilian food industry chain, it is observed great perspectives to its development. The configuration in sectorial organizations can make possible its best directive action, from the agents of first order, as in the case the agricultural, through pressures to the government for a more effective agricultural politics, allowing larger gains through the chain, and larger integration among the interested parts. The administration for chains in specific business (meat, milk, fruits, fish, etc) facilitates the agglutination of common interests and allows to more efficient resolutions.

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Palavras-chave: agroindústria, cadeia produtiva, câmaras setoriais

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Estratégias competitivas desenvolvidas nos frigoríficos exportadores de produtos suínos do Rio Grande do Sul

Renata Coradini Bianchi (UNIFRA), Milton Luiz Wittmann (UFSM)

It is ascertained that the hog exporting agroindustries of Rio Grande do Sul are pictures of the development and implementation of competitive strategies, as diagnosed in this study according to the model of Porter. The study presents data collected in 08 cold storage rooms that export hog products of Rio Grande do Sul; the information was obtained by means of primary sources, based on an instrument of data collection and an investigation in secondary sources. Supported on the information obtained, it was ascertained that the hog cold storage rooms, after undergoing a period of crisis during the 1980s with low productivity, from the 1990s on entered the phase of development with the implementation of production strategies, such as: integrated system of production, advances in genetics, development of agroecology and biotechnology. In relation to the survey results, the companies presented certain divergencies concerning the application of strategies. According to the data analysis, it was observed that three cold storage rooms present strategies of differentiation, one makes use of the cost strategy and four have not defined specifically the kind of competitive strategy adopted.

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Palavras-chave: estratégias competitivas, agroindústrias, suinicultura, frigoríficos

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