SALSA General Conference
Brussels March 19, 2014

WP 7
Dissemination and education strategies for improving sustainability in the beef and soy chain

Prof. Aziz Galvão da Silva Júnior (UFV)
Dr. Davi José Bungenstab (Embrapa)

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Contents

- Progress of the work being done
- Results
- Identification of problems
- Suggested solutions of identified problems
- Next steps

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Tasks …

- 7.1 Developing brochures and multimedia documents (RTRS)
  - D 7.2 (done !)
  - D 7.7 in progress e-Book

E-brochure

UFV - Viçosa Federal University

Country: Brazil

Staff member (s): Aziz Galvão da Silva Junior

RESULT CODE: (UFV 01)

RESULT MAINLY RELATED TO WP: Promote the Interaction between the SALSA Project and GTPS: Brazilian Roundtable on Sustainable Livestock

RESULT TITLE: Development of initiatives to the Sustainable Livestock

Through the association of UFV and EMBRAPA - Beef Cattle, SALSA Project had the opportunity to join the Brazilian Roundtable on Sustainable Livestock. The group became an important partner for data collection, detecting chain weaknesses and promoting actions.

RESULT DESCRIPTION

The Viçosa Federal University - UFV is a consortium SALSA member, and the Workpackage 7 leader, which during the event "Solutions for Sustainability in Food Chains and Bioenergy" , organized by SALSA Project , gathered reference entities, especially in relation to sustainability in Brazil and Latin America. GTPS - Brazilian Roundtable on Sustainable Livestock is a Brazilian roundtable to discuss initiatives for a model development to the sustainable livestock in Brazil. It

Tasks …

- 7.2 Organization of Meeting and Conferences (UFV)

  - D 7.5 in progress (to include results of General Conference !)

… Tasks

- 7.3 Developing Inventory of successful cases of sustainable food chains (FSLA)
  - D 7.6 (done !)

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EU SALSA GENERAL CONFERENCE

BRUSSELS - BELGIUM

Soja Plus

- Soja Plus is a Management Program for Brazilian Soybean, involving economic, social and environmental aspects.
- Soja Plus develops a transparent and participative management program for farms, in order to fulfill the market's demands regarding sustainable products, generating a process of continuous improvement.

- Farmers will receive training and support for implementation the program and later will be audited regarding program requirements.
- SALSA E-Platform will be useful for implementing Soja Plus in Mato Grosso do Sul State, which will be carried out by Famasul/Aprosoja-MS.

Soja Plus Organizers in Mato Grosso do Sul

Sistema Famasul – Mato Grosso do Sul – Senar, Funar, Aprosoja & Sindicatos Rurais; ABIOVE; SENAR Mato Grosso do Sul; Aprosoja Mato Grosso do Sul

Soja Plus Partners in Mato Grosso do Sul

Instituto Algodão Social; Universidade Federal de Viçosa; ANEC – Associação Nacional dos Exportadores de Cereais; ARES – Instituto para o Agronegócio Responsável; SALSA; Seventh Framework Programme

SALSA; Seventh Framework Programme; Embrapa; Universidade Federal de Viçosa

Seventh Framework Programme

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… Tasks

- 7.4 Developing Educational oriented forum structure and contents
  - D 7.7 (done !)

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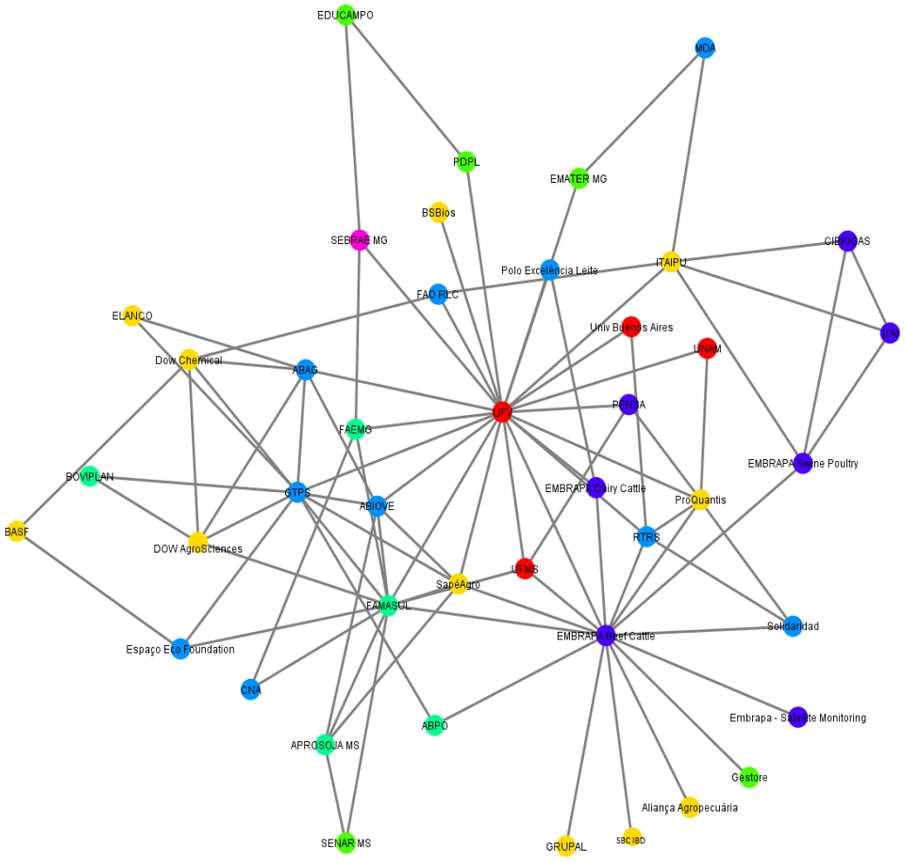
Education Forum



Identification of Problems

• Challenge: raise the awareness of the benefits of shared strategies among EU and LA to LA stakeholders in order to

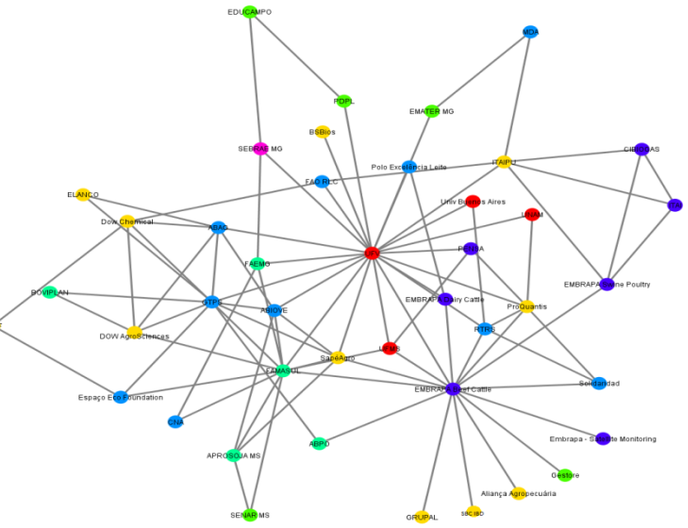
- fulfill the project objectives;
- enable the development of others WP's tasks and
- increase the effectiveness of results' dissemination (= fulfill the project objectives)

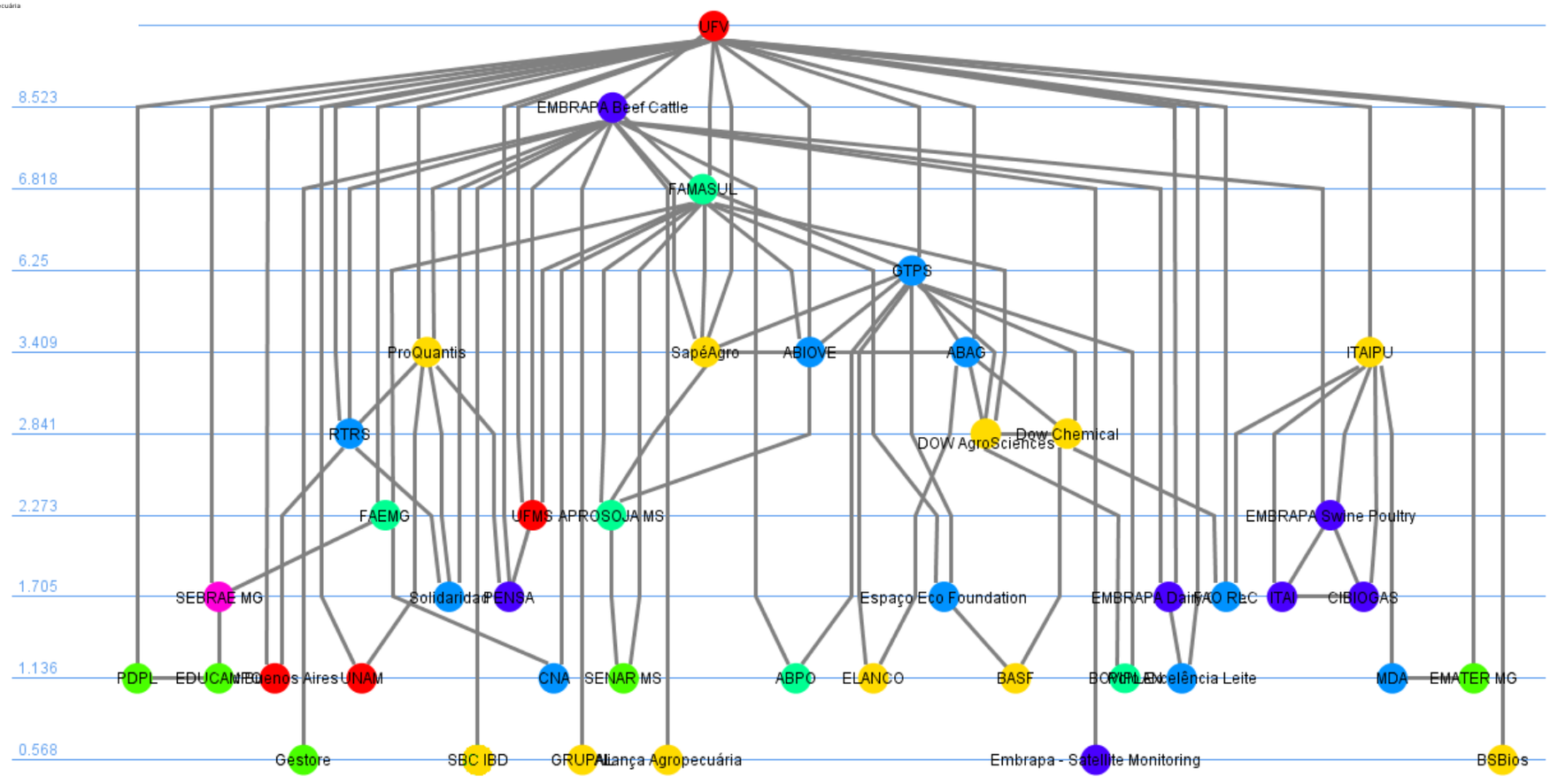
Suggested (implemented) Solutions

- Create trust within Latin American stakeholders

1. identify key stakeholders among the categories: education organization, small scale advisory centers, small and medium enterprise board, farmers' organization, research centers and public sector

Identify key stakeholders through SNA





SOCIAL NETWORK ANALYSIS

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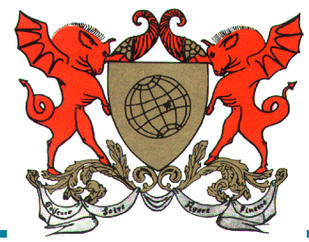
Definitions

- Social network => network theory
  - Nodes
  - Ties
- Metrics
  - Connections
  - Segmentation
  - Distributions
    - **Centrality**
      - **Degree**
      - **Closeness**
      - **Betweenness**



Connections

- **Homophily:** The extent to which actors form ties with similar versus dissimilar others.

- **Multiplexity:** The number of content-forms contained in a tie.For example, two people who are friends and also work together would have a multiplexity of 2. Multiplexity has been associated with relationship strength.

Connections

- **Mutuality/Reciprocity**: The extent to which two actors reciprocate each other's friendship or other interaction.
- **Network Closure**: A measure of the completeness of relational triads. An individual's assumption of network closure (i.e. that their friends are also friends) is called transitivity.
- **Propinquity**: The tendency for actors to have more ties with geographically close others.

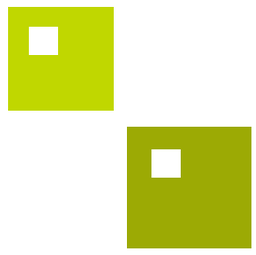
Segmentation

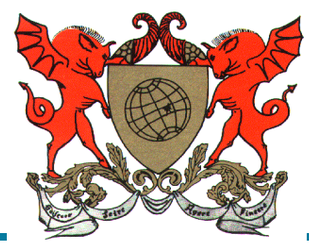
- **Groups** are identified as 'cliques' if every individual is directly tied to every other individual, 'social circles' if there is less stringency of direct contact, which is imprecise, or as structurally cohesive blocks if precision is wanted.[25]
- **Clustering coefficient**: A measure of the likelihood that two associates of a node are associates. A higher clustering coefficient indicates a greater 'cliquishness'.[26]

Segmentation

•**Cohesion**: The degree to which actors are connected directly to each other by cohesive bonds.

Structural cohesion refers to the minimum number of members who, if removed from a group, would disconnect the group.[27][28]





Distributions

•**Bridge:** an individual whose weak ties fill a structural hole, providing the only link between two individuals or clusters. It also includes the shortest route when a longer one is unfeasible due to a high risk of message distortion or delivery failure.

Distributions

Centrality: refers to a group of metrics that aim to quantify the "importance" or "influence" (in a variety of senses) of a particular node (or group) within a network. Examples of common methods of measuring "centrality" include betweenness centrality, closeness centrality, eigenvector centrality, alpha centrality and degree centrality

Distributions

- Density: The proportion of direct ties in a network relative to the total number possible.

Distributions

- **Distance**: The minimum number of ties required to connect two particular actors

- **Structural holes**: The absence of ties between two parts of a network. Finding and exploiting a structural hole can give an entrepreneur a competitive advantage. Sometimes referred to as an alternate conception of social capital

Distributions

Tie Strength: Defined by the linear combination of time, emotional intensity, intimacy and reciprocity (i.e. mutuality).[16] Strong ties are associated with homophily, propinquity and transitivity, while weak ties are associated with bridges

Distribution / Centrality

- **Eigenvector centrality** is a measure of the influence of a node in a network.

Distribution / Centrality

- **Centralization** of any network is a measure of how central its most central node is in relation to how central all the other nodes are.

Distribution / Centrality

- **Degree centrality**, number of links incident upon a node (i.e., the number of ties that a node has).
- Indegree: number of ties directed to the node (popularity)
- Outdegree: number of ties that the node directs to others (gregariousness)

Distribution / Centrality

- **Closeness centrality**: **farness** of a node *s* is the sum of its distances from all other nodes; its **closeness** is defined as the inverse of the farness
- The more central a node is the lower its total distance to all other nodes. Closeness can be regarded as a measure of how long it will take to spread information from *s* to all other nodes sequentially

Distribution / Centrality

- **Betweenness centrality**: quantifies the number of times a node acts as a bridge along the shortest path between two other nodes.
- It was introduced as a measure for quantifying the control of a human on the communication between other humans in a social network by Linton Freeman

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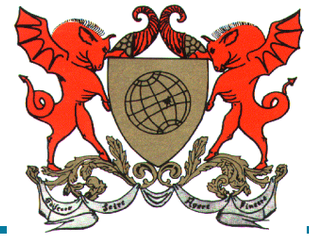

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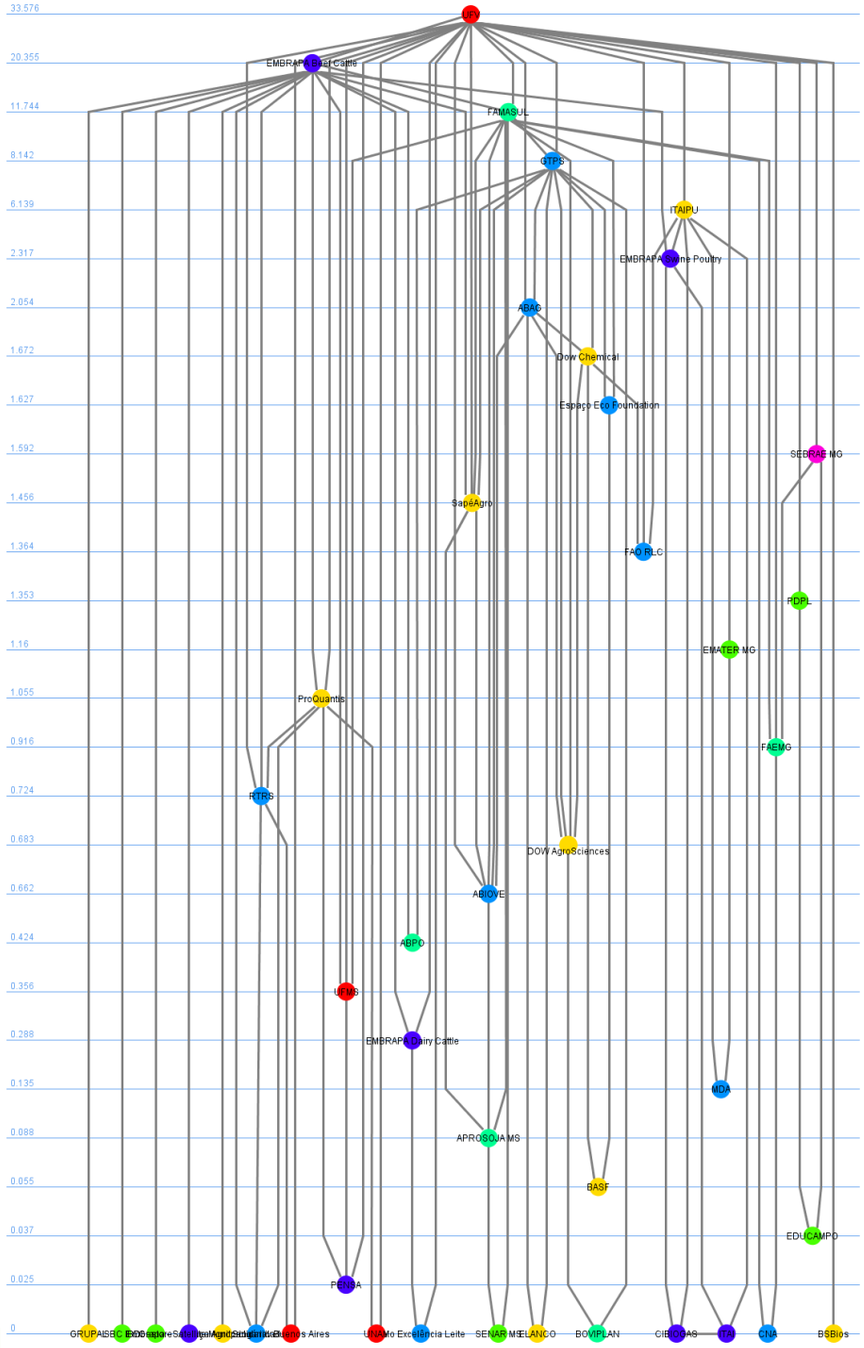

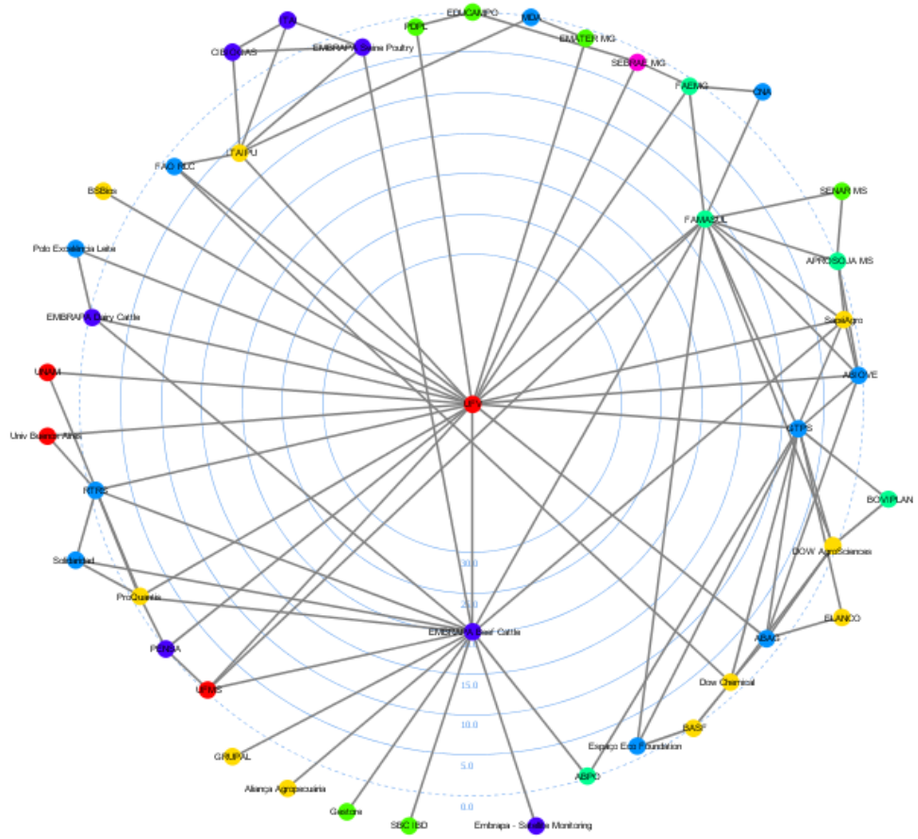

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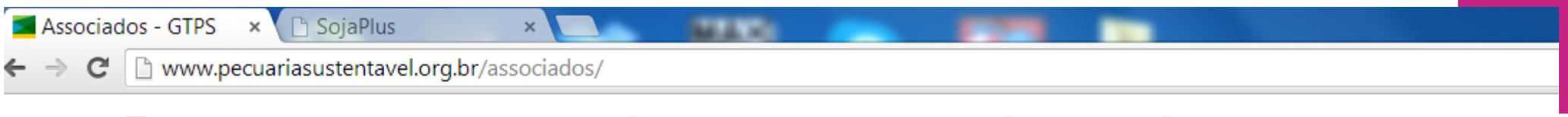
Suggested (implemented) Solutions

2. implementing actions (WP tasks and beyond), that means visits, meetings, participation in activities of key stakeholders and providing training on the E-platform tailored for key stakeholders (clusters)



ASSOCIADOS COLABORADORES - INSTITUIÇÕES DE ENSINO, PESQUISA, EXTENSÃO E INSTITUIÇÕES GOVERNAMENTAIS

Embaixada do Reino dos Países Baixos

Universidade Federal de Viçosa/Projeto SALSA

Universidade Federal do Rio Grande do Sul – UFRGS

Universidade Federal do Mato Grosso do Sul – UFMS

SAE – Secretaria de Assuntos Estratégicos da Presidência da República

PENSA – Conhecimento em Agronegócio

Ministério do Meio Ambiente

Consulado Geral da Nova Zelândia/New Zealand Consulate General

PMV – Programa Municípios Verdes

Francisco Vila – Colaborador

ABAG Brazilian Agr. Association

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ABIOVE
Vegetable Oil Associaton

ADM

Algar Agro

AMAGGI
Exportação e Importação

Baldo

BUNGE

Cargill

FIAGRIL

IMCOPA

Louis Dreyfus Commodities

noble group

ÓLEOS MENU
Óleos Menu Indústria e Comércio Ltda.

Santarosa

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GTPS

Banco do Brasil

IFC

Rabobank Brasil

Santander

Fazenda Lagoa Bonita – Sergio Rocha

Fazenda Nossa Senhora das Graças – André Bartocci

FAMASUL – Federação da Agricultura do Estado de MS

ASSOCON – Associação Nacional dos Confinadores

ABIEC – Associação Brasileira das Indústrias Exportadoras de Carne

CICB – Centro das Indústrias de Curtume do Brasil

Gelitta

ACRIOESTE – Associação dos Criadores de Gado do Oeste da Bahia

ACRIMAT – Associação dos Criadores de Mato Grosso

ABPO – Associação Brasileira de Pecuária Orgânica

Novilho Precoce – Assoc. Sul Matogrossense de Prod. de Novilho Precoce

JBS

ABCZ – Associação Brasileira dos Criadores de Zebu

APEPASA- Associação dos Pequenos Produtores Agrícolas de

Aliança da Terra

APPS – Associação dos Profissionais de Pecuária Sustentável

BVRio

Fundação Espaço ECO®

Agrotools

ALLFLEX – Sistemas de Identificação Animal Ltda.

Arcos Dourados

Carrefour

Amigos da Terra

GRSB – Global Roundtable on Sustainable Beef

ICV – Instituto Centro de Vida

IIS – Instituto Internacional para a Sustentabilidade

Dow AgroSciences

Elanco

IBD Certificações

McDonald's Corporation

Imaflora – Instituto de Manejo e Certificação Florestal e Agrícola

Instituto Parceiros da Terra – Geobrother

IPAM – Instituto de Pesquisa Ambiental da Amazônia

National Wildlife Federation

MSD Saúde Animal

Grupo Pão de Açúcar

Nutreco

Stoller

Solidaridad

The Nature Conservancy

WWF Brasil

Syngenta

Wal Mart

Zoetis Indústria de Produtos Veterinários Ltda

Next steps

Application of results beyond the end of the project: Results exploitation

- Adoption of E-platform from relevant stakeholders (SojaPlus, Embrapa, …)
- Netoworking with other food sustainability related Platforms (eg. AgriPlace)
- Extension of SALSA approach to other chains (e.g. dairy)
- joint researches projects between LA and EU Institutions (ciência sem fronteiras)

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Next steps

Application of results beyond the end of the project: Results exploitation

- applied projects (e.g. based on SAFA in cooperation with Elanco/Dow/GTPS)
- Networking and collaboration with relevant initiatives on food chain sustainability (e.g. Sustainability Consortium, FAO, COSA etc.)

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