

THE AGRO THAT WILL PREDOMINATE IS ALREADY REVEALED IN 2023

IN THE FIELD OF SCIENCE AND TECHNOLOGY IN THE AGRICULTURAL
UNIVERSE, THE KNOWLEDGE AVAILABLE ALREADY LIVES IN THE STATE OF
THE ART OF THESE AGENTS

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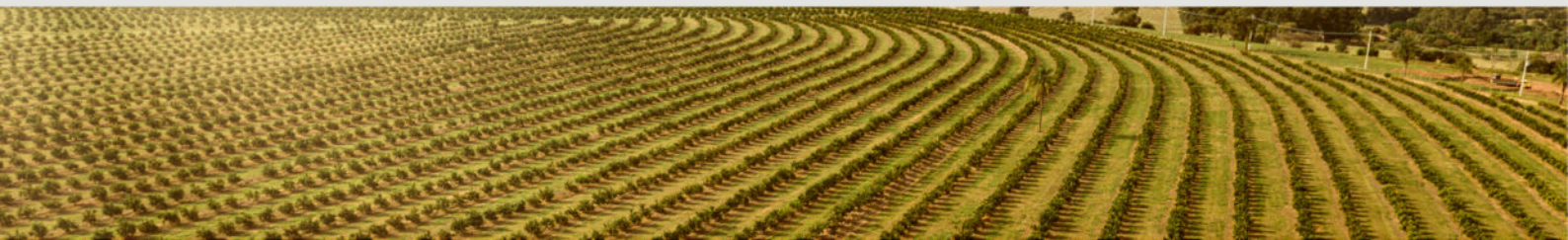
What revelation is this? This is how I was asked by the students of the international master's degree at Audencia, France/Fecap, Brazil. Very simple from an obvious point of view, if we escape the hypnosis of distractions and generalizations we can pick up, touch and have proven evidence of the agents of the agribusiness system that are already operating in 2023 as if we were in 2033.

Daniel Goleman, creator of emotional intelligence, points out that about 11% of human agents act engaged in the evolutionary forces of reality. Therefore, legitimate anticipators of the inexorable cycles of change.

At the celebration of 40 years of Embrapa Environment in Jaguariúna (Brazil) in December 2022, Marcelo Morandi, former head, and Paula Packer, current head of Environment, addressed this powerful perspective of “anticipatory competence”. It means demonstrating that in human history on earth, some have always seen before and anticipated what many would follow times ahead.

In the field of science and technology in the agricultural universe, the available knowledge already lives in the state of the art of these agents, before, inside and after the farms of the 11% who master the “anticipatory” competence. Researchers studying the relationship of plants with microbiomes will with no doubt anticipate what a vanguard will do in managing this “deep ESG”. Two other visionaries saw a fundamental need in the 1950s, treating the food sector as an umbilically connected chain, baptized as “agribusiness”. It was at Harvard by professors John Davis and Ray Goldberg.

In Brazil, another genius of anticipatory talent, Ney Bittencourt de Araújo, president of Agroceres at the time, went to study with Ray Goldberg and introduced the concept of agribusiness to Brazil. It was born inspired by Ney the associating Abag (Brazilian Association of Agribusiness) and the institutional programa Pensa (at University of São Paulo), with dr. Décio Zylbersztajn. All this happened in the late 80s to the 90s.



So, in the same way, we are able to visualize today some productive chains that are advanced in their coordination when compared with the majority still in friction and in disharmony within themselves. Renovabio (an initiative of the Ministry of Mines and Energy of Brazil) represents a very intelligent plan bringing together organized civil society with the government in orchestrating the biofuel chain. I also see in Abrapa (Brazilian Association of Cotton Producers) a positive leap to be followed by everyone in the next 10 years. The Brazilian tree industry, IBA, a sector that has also evolved in its orchestration and with a lot to contribute to the image of the country.

Therefore, what can we already reveal that will be obvious to the majority of agribusiness that plans to arrive with prosperity in 2033?

Let's see seven verifiable and accessible points that are already available:

1

Management of all production chains, with objectives for each category integrating industry, commerce, services and agriculture in a symphony where goals, means, obstacles and critical success factors are understood, held accountable and managed. Do not forget the measured consumption per capita. An agroindustry like Caramuru (Brazilian soy, corn, sunflower and canola processing company) boldly enters into the logistics of trains and ports, for example. The Abras (Brazilian Association of Supermarkets), with its institutional and administrative vice-president Marcio Milan, governs Rama (program of food traceability and monitoring) alongside the company Paripassu with metrics that link final consumers to rural producers for the safety and health of food in horticulture.

The executive president of the Brazilian Food and Beverage Industry Association (Abia), João Dornellas, states that: “We will increasingly become the world's supermarket, as well as a barn”. I mean, Brazil is going to produce and sell much more added value.

Nutrients for Life, another initiative that goes into the future by associating plant and soil nutrition with human health, with Anda (National Association for the Diffusion of Fertilizers). Mission of entities representing civil society organized with public agents.

2

Conscious capitalism of business organizations, as defined by Thomas Eckschmidt, Raj Sisodia and Timothy Henry are written in the book “Conscious Capitalism – practical guide”.

We have already seen realistic actions by corporations such as Bayer, in a project to include 100 million small farmers in the world in contemporary technology. UPL developing the proactive concept of plant health, Biotrop, Koppert, Índigo, farming with bioinputs, Nutrien consolidating a distribution network and the UP concept of technological extension, DSM Tortuga on a journey of capillarity of animal health,

Jacto and his Shunji Nishimura technology foundation in the Brazilian city of Pompéia. Agropalma, in Pará (Brazilian north-state), a living show of social and environmental responsibility.

Food leaders such as Unilever, are defining that they will include thousands of small farmers in their supply chain. Pepsico bringing and revealing producers of their potatoes to the final consumer. Initiatives of rural producers with sustainable agriculture, Nestlé supporting the installation of biodigesters for the production of biomethane at its milk suppliers; JBS largest food company on the planet, as well as BAT Souza Cruz valuing its integrated members in the range of 17 thousand families. Big names in Brazilian animal welfare as Prof. Paranhos and Carmen Peres are a national symbol and a great example. Marise Porto is also a real example of the ABC agriculture program, with the strategy 'Integration Crop Livestock Forestry'. These are just a few examples of what we already have in 2023 and what will be the norm in 2033.

3

Growing and abundant cooperativism.

Cooperatives represent the only realistic formula for the prosperity of 100% of its agents. The 11% law is tough and, if there are no management and educational pressure, most people fall by the wayside, and cooperativism has the supreme duty not to leave people behind. Poverty, misery and hunger will become more and more unacceptable and, if they are not determinedly fought, governments will be irrevocably removed. Therefore, this governance will require cooperatives as a state plan. And do we already have them today? Yes. In the world and here in Brazil. Together they form the highest revenue of a business in the country with more than 15 million members. And, where there is a well-led cooperative, the region's human development index is higher. As Marcio Lopes, president of OCB (Organization of Brazilian Cooperatives), says: "Cooperativism is prosperity". Roberto Rodrigues, FAO (Food and Agriculture Organization of the United Nations) ambassador for cooperatives, adds: "Where there are cooperatives, there is wealth; where there is no cooperative, there is poverty". In 2033 we will have to include millions of Brazilians in this system, abandoning welfare programs that do not emancipate human beings. Cooperativism credit will tend to have an upward participation in the national financial system.

4

Intensive applied and educated science reducing waste in every way.

From knowing that planting a seed under high temperature means wasting a considerable part of its genetic potential, to a huge arrival of niches and segmentation of agricultural origins from genetic engineering already with a "design" aimed at the specific purpose of agro-industrial or nutritional transformation of the final consumer including positive environmental "accountability", we will have less use of land with a lot of awareness in the scientific yield of each grain already with added value shipped from its conception. A Cargill unit, in the Brazilian city of Bebedouro, producing pectin, shows the future already in the present of the large trading companies, in addition to containers and ships of 70 thousand tons of commodities, they become organizations of solutions for agro-industrial ingredients in small packages.

A mechanical engineering company like MWM alongside an agroindustrial cooperative like Primato, in an intercooperation with other cooperatives in western Paraná, creating an agroenergy cooperation of biogas is already a reality in 2023. 3D printers and science syntheses, with "nerd farmers" already exist and will be part of 2033 that are already in evidence in 2023. In education, global preparation such as Esalq in an agreement with the University of China, and our experience with an Audencia in Nantes in an agro-planetary hub. Brazilian universities such as Insper, Fia and Dom Cabral, already show this example.

Examples worthy being mention with many more, such as the Ministry of Agriculture like Cléber Soares and Fabiana Alves, which know everything we need to do on this route from 2023 to 2033, as well as Embrapa and agronomic institutes.

The conscious consumption already present today will have a major anti-waste and healthy transformation in consumer education, with 90,000 points of sale in supermarkets being transformed into education points.

5

Climate awareness and restoration of the natural paradise.

We may not agree with the "war for human perceptions" that the environmental theme provides, creating flags and meanings for which "it is worth living" in a "cacophonous" buzz. However, we are graced by destiny and we are in the "cockpit" of this dream, or utopia, or "metaverse" of human imaginations. We are simply in Brazil, the only country named after a tree in the world (tree Pau-Brasil) and with the greatest living heritage of humanity's desire, if only we could achieve a convergence of all these voices. At the university Fundação Getúlio Vargas, at the Bioeconomy Observatory, Daniel Vargas told me that the potential of environmental assets in the world would add up to the equivalent of around 50% of the world's total GDP today. Therefore, returning to the 11% who have anticipatory competence, Blairo Maggi, in an interview with me, stated: "Our business is to serve our customers. We have already implemented the soy moratorium, an initiative taken in 2012, we cannot swim against the rapid, we are going to attend customers to sell and be 100% with the law, so those who have the law on their side should not be afraid".

Marcello Brito, former president of Abag, now academic coordinator of agribusiness at the Dom Cabral Foundation, also participates in orchestration initiatives by environmentally conscious companies and participates in an Amazonian chocolate startup called “De Mendes”. Ambassador Rubens Barbosa, president of Abitrito (Brazilian Wheat Industry Association), also considers vital Brazilian diplomatic intelligence as a protagonist of the world issue and not towing or denying this discussion. In 2033 we could be in the position of “restorers” of this paradise, as Jorge Caldeira, Júlia Sekula and Luana Schabib describe so well in the book “Brazil: Restorable Paradise”. For this we need the next two points below.

6

Rural producers in a new dimension of health agents.

Ray Goldberg once told me: “Tejon, food is now synonymous with health, soil health, plant health, animals, water, environment, people, the health of humanity is born in the origin of food, we have entered a ‘health system’. From now on we are not calling farmers only farmers, we are calling them producers, as they are above and beyond bushels, tons, arrobas, containers, commodities, they are essential health agents in every sense. A Food citizenship would be an ‘agro-citizenship’”.

There are nearly 600 million farmers on planet earth, around 6 million are in Brazil, and they must be treated with a heightened sense of justice. They face lots of risks, uncontrollable factors in every sense, climatic, diseases and pests, market factors, economic policies, a true “festival” of uncertainties. And now more than ever pressured in a true scientific and technological “Olympics” with demanding digitalization of signal, sensors and very modern management, in need of education, support and protection, because we know philosophically that “digital technology will always be at the service of an ever-increasing world”.

As explained by prof. dr. José Carlos de Souza Jr, from Mauá Institute of Technology, “between 0 and 0.1111, there is infinity”. It will be up to a state policy and the governance of all production chains to develop something that is no longer new, but fundamental, “fair trade”. Contracts that protect farmers, or “health agents” so that, on the side of the riskiest sector among the other links in the agribusiness system, they can dedicate their time, brain, heart and soul to the critical focus of success of the whole complex: health of production. And alongside this vision, we will also see, as we already see in Sebrae's (Brazilian Micro and Small Business Support Service) excellent programs, the development of national “terroir”, in local productive arrangements, indication of origin, generating income and income distribution in each county, adding even local agriculture in large megalopolises as in the city of São Paulo. New urban entrants will enter this universe of soils, waters, seas and air of the new agribusiness, in a legitimate reality of a Brazilian country with agrifood, agroenvironmental, agroenergetic power, and agroh uman potency.

7

There are no underdeveloped countries, there are undermanaged countries (Peter Drucker)

The issue of all the questions on the previous six aspects lies precisely in leadership and management competence. It means mitigating uncontrollable factors by considerably expanding strategic planning, implementing “eco-governance” instead of an underdeveloped “ego-governance”, the struggle of egos X egos. Food security is the main foundation of the State.

We have spectacular examples of overcoming in the country where cities have organized themselves through civil society agents, formulated a coordination for development, hired international consultants, decided on a plan, and alongside the legislature, executive and judiciary, they lead their municipalities above all medians national HDI and comparable to the best cities on the planet.

We have guidelines available for this, for example, in an imaginable orchestration of national business confederations, federations, and in the counties of their representations. Unlike the lose-lose game, one segment against the other, we set out for the convergence of win-win decisions, where the existing potential is stupidly greater than the current demand. Confederations, you must unite!

So for that, we need the remaining 89% of Daniel Goleman's percentages mentioned in the beginning of this article. 11% engaged and possessing anticipatory capacity. They see and act before. Then we would have 19% who could imitate and follow these 11%, however the next 50% are accommodated as tourists spending time on the planet, and the remaining 20% form the legion of “terrorists”, speaking bad things of everything and everyone. Ecological leadership the eco-governance for 2033, will need to attract the indifferent, and offer noble causes so that the anger of terrorist detractors can be transmuted into brave and dignified fights for the improvement of legitimate imperfections.

Likewise, these leaders already exist, we have them, we just need to give them much more visibility and communication power. In this next decade, a specific decisive factor for us to obtain more or less speed in this journey towards a restorable paradise is under the responsibility of the ethical media, aware of its civilizing role. As I write this, Pedro de Camargo Neto, a legitimate leader of the Brazilian agro-industrial sector, is beside Ray Goldberg (96 years old) in Harvard participating in Papsac, an annual meeting with a diversity of leaders of the agro-industrial system, including its critics. And the topics being discussed today at New Year's Eve 2022/23 are:

- 1 – farmers and climate change;
- 2 – farmers, trade and regulations;
- 3 – consumer preference, nutrition and food safety. This theme has full adherence to ITAL (Institute of Food & Technology).

"We need leadership"

We need leadership, such as Instituto Pensar Agro (IPA), with Nilson Leitão, a window of good hope on the route 2023 to 2033. Same for women in agriculture (CNMA - National Congress of Women in Agribusiness) and youth, with Yami (Youth Agribusiness Movement International) – both are Brazilian congresses.



The country's GDP can double in size. For this, the agribusiness GDP also needs to double in size. Relating and linking one thing to another is part of the responsibility of leaders to commit and own up. In June 2023, a major event will take place in the city of São Paulo, the capital of the national agribusiness, it will be “Brasil Agribusiness” where these seven aspects will be highlighted towards 2033.

“Everything would be easy if there weren't for the difficulties”, said Barão de Itararé. But it never was. The creative forces always win and overcome the energies of the destructive entropies. Agribusiness 2033 already exists in part here in 2023, it's just a matter of focus, and I believe we will be much better. Everything will be, not only some. We have no time to waste, the game is getting faster and faster.

(The examples mentioned in this article are just extracts that open up clues for readers to investigate what we already have in reality today that allows us to visualize the next 10 years. Innovative and systemic initiatives of a “design thinking” already in progress are abundant, with notable responsible of Brazilians working. The present is the result of the future.)

