

Posicionamiento de pan artesanal en jóvenes de una comunidad rural

Positioning of Artisan Bread in young people in a rural community

Posicionando pão artesanal jovem em uma comunidade rural

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Resumen

Esta investigación pretende contribuir al impulso de las microempresas agroindustriales productoras de pan artesanal, cuyo valor cultural reside en que forma parte de las costumbres y tradiciones de las comunidades donde se elabora. Para ello se analizaron las preferencias del pan artesanal entre los jóvenes de una comunidad del estado de Oaxaca con el uso de una metodología mixta; asimismo se analizaron las correspondencias existentes con el programa SPSS para poder determinar si los jóvenes perciben notables diferencias entre los distintos tipos de pan disponibles en su localidad, y para identificar cuáles son los factores más relevantes en su decisión de compra.

Los resultados muestran que los jóvenes toman en cuenta aspectos relacionados con la facilidad para adquirir el pan o con su valor nutricional, y que la mayoría no percibe una diferencia clara entre el pan artesanal de su comunidad y otros tipos de pan elaborado por comunidades vecinas.

En conclusión, se recomienda que las empresas productoras de pan artesanal desarrollen estrategias para diferenciarse de sus competidores, por ejemplo, resaltar las cualidades del producto y también su valor cultural. Con ello se podrá cambiar la percepción que tienen los jóvenes sobre su comunidad, incrementar las ventas y preservar las costumbres y tradiciones locales.

Palabras clave: posicionamiento, pan artesanal, Oaxaca.

Abstract

This research aims to contribute to the promotion of agro-industrial companies producing Artisan Bread, whose cultural value lies in that part of the Customs and traditions of the communities where it is made. So were analyzed the preferences of the artisanal bread among the youth of a community of the State of Oaxaca with a mixed methodology; also existing correspondences with the SPSS program were analyzed to determine if the young people perceive significant differences between the different types of bread available in their area, and to identify what are the most relevant factors in its purchase decision.

The results show that young people take into account aspects related to the ease to buy bread or with its nutritional value, and that the majority does not perceive a clear difference between artisanal bread of your community and other types of bread prepared by neighboring communities. In conclusion, it is recommended that artisan bread companies develop strategies to differentiate themselves from their competitors, for example, to highlight the qualities of the product and also its cultural value. With this you can change the perception that young people have about their community, increase sales and preserve local traditions and customs.

Key words: positioning, artisan bread, Oaxaca.

Resumo

Esta pesquisa visa contribuir para a promoção de empresas agroindustriais produtoras de pão artesanal, cujo valor cultural é que parte dos costumes e tradições das comunidades onde ela é feita. Para fazer isso artesão foram analisadas as preferências de pão entre os jovens em uma comunidade do estado de Oaxaca, com o uso de uma metodologia mista; Também as correspondências foram analisados com SPSS para determinar se os jovens percebem diferenças

significativas entre os diferentes tipos de pão disponível localmente, e identificar o mais importante nos seus factores de decisão de compra.

Os resultados mostram que os jovens levam em consideração aspectos relacionados com a facilidade para comprar pão ou valor nutritivo, ea maioria não perceber uma clara diferença entre o pão tradicional de sua comunidade e outros tipos de pão feitos por comunidades vizinhas. Em conclusão, recomenda-se que as empresas produtoras de pão artesanal desenvolver estratégias para se diferenciar de seus concorrentes, por exemplo, destacar as qualidades do produto e também o seu valor cultural. Isso pode mudar a percepção de que os jovens sobre a sua comunidade, aumentar as vendas e preservar os costumes e tradições locais.

Palavras-chave: posicionamento, pão artesanal, Oaxaca.

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Introduction

The objective of this work is to contribute to the permanence of the artisan bread-producing SMEs that still use manual procedures and natural ingredients and whose product in different size, color, flavor, and shape, collaborates to the gastronomy of each region. Artisan Bread accompanies the typical drinks in the local festivities and family events. This type of product is part of the traditions and local customs, in other words, it has a significant cultural value. With the arrival of large companies that produce bread made from industrial processes and with increasing competition from producers in different communities, the permanence of such enterprises has been threatened. Therefore, it is important to propose actions that support his tenure.

In the first stage of this research were visited eight producers of Artisan Bread of different localities in the Oaxaca Mixteca Region. In these communities we were able to identify that Artisan Bread consumers are limited because this product is only sold in the village where it is produced. Another common problem is that its domestic market has been declining due to the

low consumption of this product by the young people, who have preferred bread of national distributors or even the made in nearby towns.

This research examines the positioning of the artisanal bread among youth in one of these communities, to determine if they perceive significant differences between the different types of bread from your local and identify the most relevant factors that influence your purchasing decisions. For this purpose a survey was applied to a statistically representative sample of 62 young people. The results were processed with the support of the program SPSS for analysis of correspondence. Resulting perceptual map helped to identify the most important aspects taking into account young people to consume this product. These results were used to develop proposals to producers of artisanal bread of the community, in order to position this product between its young. Such proposals are intended to contribute to the permanence of Artisan Bread producers and preserve the Customs and traditions of this community.

METHOD

Theoretical framework

Agro-industrial enterprises with cultural value

Consumers demand different types of products, such as processed foods and easy to use, but also look for that will not damage their health, they are fresh, consistent with their lifestyle and high cultural value (Cuevas, 1998). According to Espinosa, Maceda and Sanchez (2014), agro-industries with cultural value are those that make products that are used to using, give away or consume in the festivities of each population or social events such as engagements, weddings or christenings. Thus, they become characteristic symbols of local culture. Such companies has become increasingly important, so specialists from the Food and Agricultural Organization of the United Nations (FAO) as well as academic experts, analyzing the strategies and tools needed to increase agribusiness competitiveness so that they can generate revenue measures and jobs and fight poverty in the developing world (FAO, 2013).

Classification of agribusinesses

FAO provides that within agro-industries are those that produce food, beverages, textiles, clothing, leather, among others. The most representative agro-industries are food. In Mexico, according to data from the National Institute of Statistics and Geography (INEGI), they employ

17.9% of the personnel working in manufacturing, while micro businesses, as tortillerías and bakeries, ie 96.2% of food subsector, employing 46.7% (INEGI, 2009).

Agribusinesses in the Mixteca region of Oaxaca State

Espinosa, Maceda y Sánchez (2014), identified in the Mixteca region of Oaxaca there is a great diversity of agro-industrial activities, among which are the development of artisanal bread, mezcal, fruit liqueurs, mole, chocolate and cheeses, honey production, breeding and marketing trout, cultivation of ornamental plants, manufacture of wooden furniture, among others.

These same authors point out that agro-industries in this region have between five and 50 years of life and, despite this, nor the oldest have reached the stage of growth or maturity. Only 20% of these companies has its own brand and, although they have ideas of growth and improvement have not led to formal level. After analyzing the profile of microentrepreneurs was detected that most has only basic education, although more than 40% has as collaborators familiar with high school education or professional level. On the other hand, 14% of these entrepreneurs has undergraduate level, but in their education were not instructed on business administration or marketing.

However, these micro-entrepreneurs know the market, know empirically what the needs of their customers and have over two years experience in managing a business, time when most closed its doors.

According to Barradas, Espinosa and Reyes (2014), microentrepreneurs of the Mixtec region are characterized by very basic marketing concepts; therefore, who they have done some marketing actions, especially the older companies that already have a brand, have simply tried to enter new markets by relying on strategies and square or price, or participating in craft fairs or agribusiness,

Positioning

According to Lehmann and Winer (2002, p. 2), positioning is "a specific definition of how the product differs from the competition in the minds of a certain group of customers, and covers the target audience of customers and competitors, and attributes through which differentiation will take place. " For this reason, Escobar (2012, p. 3), states that "positioning is of great importance for the function exercised when identifying the various whys that have a product or a brand to be recognized by the public, and therefore allow understand their differentiation. " According to

Kotler and Armstrong (2013, p.182), a product position "is the way this is defined by consumers on important attributes, the place in the minds of consumers about competing products" . The customer perception can be evaluated and the results are plotted on a map positioning or the graphical representation of perceptions, associations, etc., which makes the consumer in mind with respect to products, brands or companies competing in a category determined. Generally, the positioning map was constructed from the attributes or benefits of a product or brand (Fischer and Mirror, 2011, p.108).

Problematic research

After identifying that the decline in consumption of artisan bread by young people in different communities is a common problem, the decision to analyze its position in a specific community took to know if their young people perceive important differences between different types of bread and identify the most important in their purchase decision factors.

The research was conducted in the municipality of Tezoatlán de Segura y Luna, which hereinafter will be referred Tezoatlán. This municipality is located northwest of the state of Oaxaca, in the Mixteca region. The main economic activities that take place there are agriculture and livestock backyard, in addition to the cultivation of corn, beans and alfalfa planting and tomato (Ministry of Social Development, 2005).

In Tezoatlán there are also micro line of business and services, or producing agro-industrial foods made with local ingredients, such as cheese, mole and artisan bread. pound cake, shortbread, sweet bread and pies chilacayote: In Tezoatlán different varieties of artisan breads are made. The sale of bread into some market stalls through grocery stores, and is also offered from house to house. Until a few years ago, the artisan bread was consumed equally among children, youth and adults in the community; however, in recent years it has decreased its consumption by young people.

In Mexico, 94.3% of establishments from very small firms (They grow businesses in Mexico, 94% are micro: INEGI, July 28, 2015), so it is important to promote their development. Although they are the most numerous enterprises are also facing major problems and challenges. Moreover,

the agroindustrial enterprises play a very important role in generating jobs and income for the population of small communities and constitute an employment alternative for housewives and unemployed (Torres, 2007).

Producing micro artisan bread have limited resources, so they have not provided a specific budget to implement marketing strategies. In addition, according to Rodríguez (2013), the owner who does not know well the management of marketing resources, is the one who takes most of the decisions regarding these and your company.

Objective research

The main objective of this research is to analyze the positioning of artisan bread Tezoatlán to know if the youth of this community perceive significant differences between different types of bread, as well as identify the most important in their purchase decision factors.

Hypothesis

1. Young people do not perceive significant differences between different types of bread on the market.
2. The most important factor in choosing a type of bread is the price.

Justification

The relevance of this research lies in its contribution to increased sales of rural agroindustrial enterprises engaged in the production of artisan bread in Tezoatlán. Be part of local traditions and customs, artisan bread is also a cultural heritage, so that companies that produce it should support each other to preserve and transmit to future generations.

This research is important for a group of producers of artisan bread Tezoatlán who employ approximately 40 people. According to the Food Processing Center (2001), cited in Dominguez et al. (2011), small producers can survive if they use traditional forms of production that keep traditions alive; however, it is very important to develop a plan that will encourage these enterprises because, as has been observed, rural agro-industries play an important role in generating jobs and income for small communities (Espinosa, Maceda and Sanchez, 2014).

Sample description and research tool used

To identify factors that may influence the decision to buy bread in young Tezoatlán, first-depth interviews were conducted with 15 young people, chosen at random, who were asked what were the types of bread consumed usually and what were the characteristics taking into consideration when buying any of them. From their responses it was determined that there are four types of bread they eat regularly: two types are brands that are distributed nationwide: Tezoatlán artisan bread and bread made in a nearby community. attributes that influence their purchasing decision (Table 1) were also determined. In order to obtain a statistically representative sample of young people and to study the positioning of the four types of bread above mentioned, it took into account that according to data from INEGI (2010), the young population of Tezoatlán, among 15 and 29 years adds 2,604 people. In order to achieve a confidence level of 95% and a margin of error of 10%, a random sample of 62 young people was required. To perform a correspondence analysis that would determine the positioning of the different types of bread, a survey was applied to young people who made up the sample, where they were asked to consider four types of bread identified in the interviews of the first stage research and indicate their attributes.

Table 1. *Attributes used to analyze the positioning of the bread*

1. Es nutritivo.
2. Es un producto recién elaborado.
3. Tiene un precio accesible.
4. Se antoja al verlo.
5. Es apropiado para comerse acompañado de una bebida.
6. Tiene buen sabor.
7. Tiene buena apariencia.
8. Se elabora con ingredientes naturales.
9. Es fácil encontrarlo en varios lugares y a cualquier hora.
10. Tiene buen empaque.
11. Representa tradiciones y costumbres de mi lugar de origen.
12. Ofrece buenas promociones.
13. Tiene buena publicidad.
14. Tiene un tamaño conveniente.

Source: Prepared with information obtained in the preliminary interviews.

Data processing and analysis of information

The summary of the survey results was condensed in a correlation table, where the frequency with which each type of bread was rated on 14 attributes considered indicated. Since it became a correspondence analysis and a perceptual map was developed using the SPSS program to determine the positioning of the four types of bread.

RESULTS

Cultural value of artisan bread Tezoatlán

The artisanal bread Tezoatlán has been working in this population from about 85 years to be consumed mainly in different local events and festivities, for example, to decorate the altar of the dead, during the Christmas holidays, when visiting relatives for a birthday or anniversary, or when requested in marriage the hand of a young woman. As can be seen, the artisan bread this community has a great cultural value because it is linked to local traditions and customs for generations.

Correspondence Analysis

Table 2 shows the frequency matrix of association of the four types of bread with the 14 attributes considered.

Table 2. Correlation matrix

Atributos del pan	columnas				
	Pan nacional* 1	Pan artesanal	Pan de otra comunidad	Pan nacional 2*	Margen activo
Nutritivo	12	84	54	12	162
Recién elaborado	6	84	42	6	138
Precio accesible	36	54	60	6	156
Apetecible a la vista	36	66	42	66	210
Apropiado para comerse con una bebida	30	84	78	42	234
Buen sabor	30	84	60	54	228
Buena apariencia	60	66	24	72	222
Hecho con ingredientes naturales	6	84	60	6	156
Fácil de adquirir	84	6	6	66	162
Buen empaque	78	6	6	72	162
Representa tradiciones y costumbres locales	6	84	42	6	138
Buenas promociones	66	6	6	12	90
Buena publicidad	78	6	6	66	156
Tamaño conveniente	24	66	66	36	192
Margen activo	552	780	552	522	2406

Source: Based on data from the survey.

* In the National Pan 1 and Pan 2 columns national reference to the types of bread brands of domestic distribution identified in interviews with young people it is done.

Table 3 shows the summary of the results obtained by applying the correlation analysis technique with data collected.

Table 3. Summary of correspondence analysis

Dimensión	Valor propio	Inercia	Sig.	Proporción de inercia	
				Explicada	Acumulada
1	.607	.369		.872	.872
2	.202	.041		.096	.968
3	.116	.014		.032	1.000
Total		.423	.000	1.000	1.000

Source: itself from the data processing of the survey.

Since the significance level with the data obtained is 0.000, the null hypothesis of independence between the two variables is rejected and, therefore, it is valid to apply the proposed methodology. You can also observe that the first two dimensions explain 96.8% is achieved information.

Table 4 shows the scores of the attributes of bread in the dimensions determined by analysis. The first factor axis is determined by the attributes "is easy to find in several places and at any time", "he has good packaging" and "has good advertising", located on the positive side. These contribute 50.3% of the inertia of said shaft. On the negative side are the attributes "is made with natural ingredients," "represents the traditions and customs of my place of origin" and "is a newly developed product" which contribute 25.7% to the inertia of the axis.

With respect to the types of bread, according to the results in Table 5, marks national distribution 1 and 2 are in the positive part and contribute 55.9% to the inertia of this axis, while the artisan bread and bread from a nearby community are on the negative side and contribute 44% to inertia. According to the above, one end of this axis is characterized by the ease of finding the product and appearance, while the other end is distinguished by properties of nutrition, source of ingredients and meaning of bread.

Table 4. Dot matrix row (Attributes)

Filas	Masa	Puntuación en la dimensión		Inercia	Contribución				
		1	2		De los puntos a la inercia de la dimensión		De la dimensión a la inercia del punto		
					1	2	1	2	Total
1	.067	-.766	-.127	.024	.065	.005	.984	.009	.992
2	.057	-.926	-.111	.032	.081	.003	.925	.004	.930
3	.065	-.407	-.779	.016	.018	.195	.396	.484	.880
4	.087	.064	.544	.005	.001	.128	.040	.959	1.000
5	.097	-.366	.075	.010	.021	.003	.798	.011	.809
6	.095	-.226	.334	.005	.008	.052	.568	.413	.981
7	.092	.360	.369	.012	.020	.062	.620	.217	.838
8	.065	-.947	-.193	.036	.096	.012	.986	.014	1.000
9	.067	1.249	-.028	.064	.173	.000	1.000	.000	1.000
10	.067	1.232	.214	.063	.168	.015	.990	.010	1.000
11	.057	-.926	-.111	.032	.081	.003	.925	.004	.930
12	.037	1.208	-1.665	.055	.090	.514	.608	.384	.992
13	.065	1.234	.082	.060	.162	.002	.999	.001	1.000
14	.080	-.355	.102	.009	.017	.004	.699	.019	.719
Total activo	1.000			.423	1.000	1.000			

Source: prepared with survey data.

In the second factorial axis attributes "offers good promotions" are observed and "has an affordable price" in its negative part, with a contribution of 70.9% to its inertia, while its positive side are the characteristics "seems to see "and" looks good ", which provide a contribution to the inertia of the axis of 18.0%. On the types of bread, it is observed that the bread brand national distribution 2 is at one end of the positive side, while bread brand national distribution 1 is at one end of the negative. His contributions to the inertia of the shaft are 58.4% and 38.3%,

respectively. In this case, one end of the shaft is determined by aspects related to the appearance of bread, while at the opposite extreme is the feature to offer promotions with product and be at an affordable price.

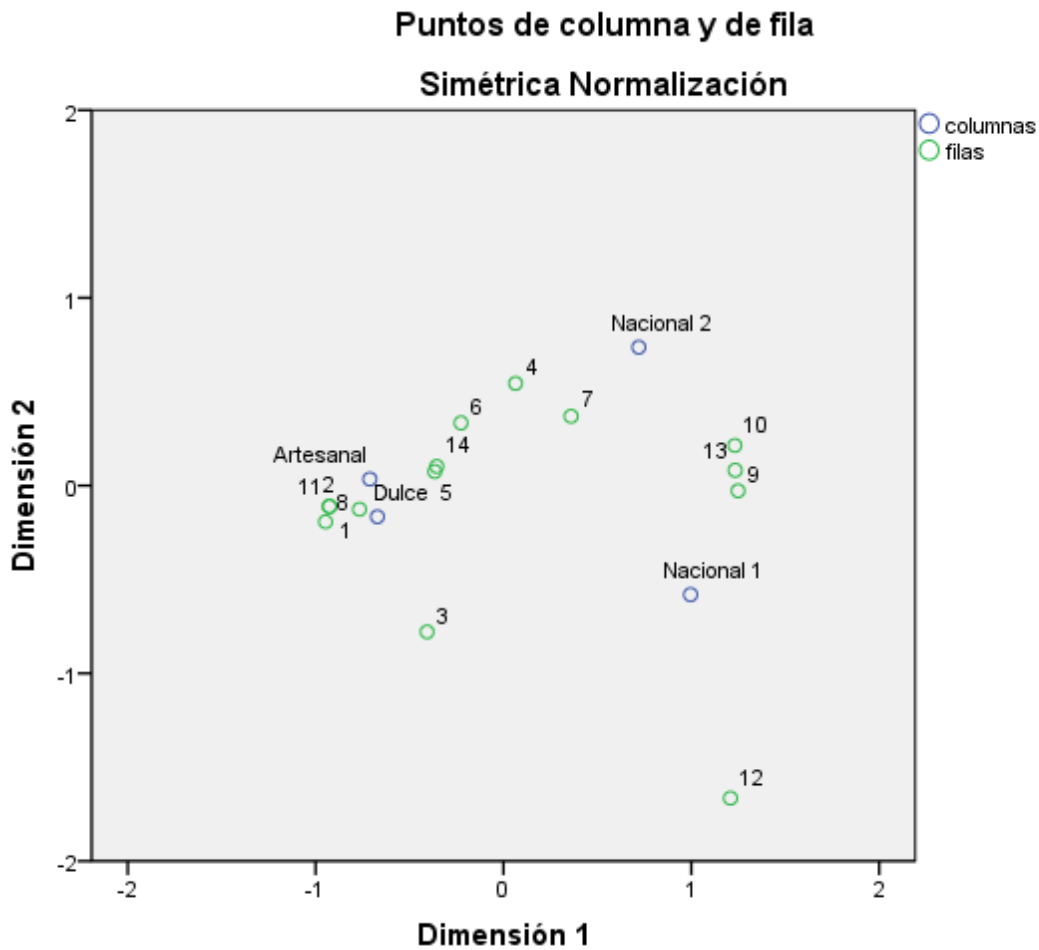
Table 5. Column matrix points (breads)

Columnas	Masa	Puntuación en la dimensión		Inercia	Contribución				
		1	2		De los puntos a la inercia de la dimensión		De la dimensión a la inercia del punto		
					1	2	1	2	Total
Pan nacional 1	.229	.996	-.581	.154	.374	.383	.897	.101	.999
Pan artesanal	.324	-.712	.035	.105	.270	.002	.947	.001	.948
Pan de otra comunidad	.229	-.671	-.166	.072	.170	.031	.875	.018	.893
Pan nacional 2	.217	.720	.737	.092	.185	.584	.740	.258	.998
Total activo	1.000			.423	1.000	1.000			

Source: prepared with survey data.

From the results of correspondence analysis the perceptual map, where you can observe the relative positions of the types of bread in relation to the most relevant for consumers when deciding to purchase attributes is constructed.

Figure 1. Perceptual map



Source: prepared with survey data.

In the perceptual map you can see that the bread brand national distribution 1 is characterized by its promotions, while the national brand bread 2 distribution is distinguished by its appearance and because it seems to see it.

The artisan bread and bread from a nearby community are located in very close positions on the perceptual map and, therefore, there is no clear difference between them. Both are distinguished by being nutritious, be made with natural ingredients and represent the traditions and customs of their place of origin. With this the first hypothesis that young people do not differentiate between them when buying bread is rejected.

Regarding the price, in the perceptual map it is clear that the four types of bread are located in remote positions this point, so it is not an important factor in their purchase decision factor. Thus, the second hypothesis is rejected.

POSITIONING STRATEGY PROPOSAL

According to the results presented in the previous section, the following positioning strategies arise. First, it is proposed to use advertising to highlight the artisan bread represents the traditions and customs. This can be placed in places where it is distributed, with emphasis on the uses it has in various local events. It is also suggested that the producers of this type of bread organize events to reinforce the uses of artisan bread in different festivals and, therefore, their cultural value for the people of Tezoatlán. In addition, producers can emphasize the economic impact generated by the purchase of this bread, because with sales jobs are created. Since breads marks national distribution stand out because they are easy to acquire, to see and because they provoke the desire to consume because of its transparent wrappers, it is suggested to producers of artisanal bread increase their distribution points, which place the bread in visible places, inside clean and transparent wraps. It is also proposed that highlight their nutritional qualities and the natural origin of its ingredients to further differentiate from competitors. Finally, it is proposed to producers who seek to launch promotions at low to encourage the purchase of this product seasons, as this is a successful strategy using its competitors.

CONCLUSIONS

After analyzing the positioning of artisan bread in the young population of the municipality of Tezoatlán de Segura y Luna, Oaxaca, it is concluded that there are four types of bread consume more: two brands of bread national distribution, artisan bread Tezoatlán and bread sweet made in another community. The first hypothesis was false, since young people of this community do perceive differences between the various types of bread on the market. It was also possible to identify that there are some attributes that make young people consume some bread more than others, for example: ease of purchase, its packaging and promotions they offer.

The second hypothesis is also rejected because young people do not consider the price in their purchase decision. It was also possible to determine that some young people do consider the

ingredients with which bread and nutritional value among the factors that influence their buying decision is made.

Another important aspect that was identified with this research is that young people do not distinguish important differences between artisan bread produced in Tezoatlán and which is brought from other communities. It is therefore important to strengthen the cultural value of artisan bread, increase their outlets and run promotions.

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