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Strawberry Pulp Supply Chain Performance Assessment on Local Level

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Abstract

This paper intends to analyze one link of the strawberry pulp supply chain in Southern Minas Gerais, individually assessing this link on in natura strawberry producers for a pulp industry on Southern Minas. The presented reference model considers local conditions of the family based systems that do not possess specialized logistics system and a territorial approach of rural development including equity among the genres, food security, risk management, environmental management and support programs. Identifying and comprehending the obstacles that restrain the development of such link on the supply chain has great importance either for better definition and adjustment of support public policies or for acknowledgement and sustainable decision-making of the companies of this sector.

Keywords: *Supply chain, sustainable, reference model, agroindustry, strawberry.*