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Endogenous territorial development in mountain environments: the case of the territory of the Alto Camaquã – Brazil

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The territory of Alto Camaquã, in the southern state of Rio Grande do Sul - Brazil, it has been highlighted by the strengthening of family livestock from associative process based on the construction of collective territorial mark that identifies the production with the landscape socially constructed of local mountain environments. The collective mark in question is the result of territorial development process founded on the advancement of the site, the conservation of natural resources, the knowledge produced locally by actors in communication networks and cooperation in building the brand, which is the territorial capital to meet the needs of a different market. The appreciation of food origin and the differentiation of these products are directly related to culture and knowledge to the farmers of the Alto Camaquã, which in a mountainous landscape, has historically maintained their modes of production. The introduction of capitalism in the territory contributed to the marginalization and exclusion of farmers, qualifying them for livestock capitalized as delay symbol. However, from promoting local action of endogenous territorial development process is reality has since become the appreciation of local production from its identification with the mountain scenery of the environments in question as a result of the appreciation of space of the farmers the production and the socially constructed landscape, including its cultural manifestations historically established based on ties of these actors with mountain environments in which they live and reproduce.