

Received: 05/12/2018

Accepted: 01/25/2020

WINERIES AND WINEMAKERS WILDLIFE AND WILDLIFE IN THE TERRITORIAL DEVELOPMENT PROCESS: ANALYSIS OF THE GAÚCHA CAMPAIGN DEVELOPMENT

Michele Bielinski¹
Alessandra Troian²

Abstract

Campanha Gaúcha has attracted the attention of investors, tourists, and researchers due to the production of grapes and wines in the region. This study aims to analyze the contribution of grape growers and wine grape growers in the development of this area. The approach is qualitative, the method is case study, the data collection instrument is interviews, the survey is documentary, and observation is non-participating. Seventeen interviews were conducted: ten with representatives of grape growers and wine grape growers and seven with development agents based on an open questionnaire previously drawn up. It was found grape growing and wine grape growing enterprises have helped generate jobs and income, increase tax collection and tourism, train the workforce, and promote projects with rural settlements, agricultural production and increase of land value. The results also show that some factors have prevented the development, such as the lack of incentives and public policies, high taxes, low wine consumption in Brazil and the fact that Campanha Gaúcha is not acknowledged as a wine producing region. Finally, it should be highlighted that such enterprises have contributed with social, economic, and environmental strategies and are promoting the development of the region.

Keywords: Campanha Gaúcha wines; regional development; barriers to development.

Introduction

Wine quality is related to such characteristics of the region where grape vines are cultivated as soil, temperature, and sunlight. Campanha Gaúcha, located in the State of Rio Grande do Sul/Brazil between 29–32° S latitude, on the border with Uruguay and Argentina, considered favorable for vineyard growing because the climate in the region has well-defined seasons, high thermal amplitudes in the summer and average structured rainfall in the winter, which promote ripe grapes, and low-acidity sandy soils, which provide the conditions for any necessary corrections and impact the final product of grape growers and wine grape growers (ASSOCIAÇÃO VINHOS DA CAMPANHA, 2017).

¹Master in Administration from the Federal University of Pampa. Santana do Livramento - RS, Brazil. E-mail: michelebdas@gmail.com

² PhD in Rural Development, Adjunct Professor at the Federal University of Pampa, Santana do Livramento - RS, Brazil. E-mail: alessandratroian@unipampa.edu.br

Despite the relevance of wine grape growing, Campanha Gaúcha's economy is based on livestock. The region's GDP accounts for approximately 5% of the state's GDP, with low participations of the industrial and services sectors and historical rates of unequal population income, investments and growth (OLALDE; HASS, 2017). Thus, for Campanha Gaúcha grape growing and wine grape growing are chances of development, since this sector is responsible for injecting approximately one billion *reais* annually into the state's economy and provides jobs along the production chain to more than 20,000 families in the country (MARQUES et al., 2012).

The productive system generates income with not only harvests but also the commercialization of wines and the manufacture of food and handmade products such as sweets, jams and *cucas* (a kind of German cake). The benefits of the local productive system also cover the qualification of labor for dealing with the vines and in harvest periods, as they generate jobs and promote income in the region (BRIXNER, 2013). Therefore, the wine grape sector expansion diversifies rural productions, generates income, and makes people stay in the region, whereas increased investments in the sector help attract tourists, researchers, and development institutions, favoring the region's visibility and progress.

This study aims at assessing grape and wine grape growers' contribution to the development of Campanha Gaúcha. An analysis was conducted of the entrepreneurs comprising Campanha's Wine Association, which includes national/multinational companies with joint strategies and is one of the only wine associations in the region. The article is divided into five sections including this introduction. The second section discusses the theoretical perspectives of regional development, the third presents the methodology, the fourth brings the main findings of the study, and the last one presents our final considerations.

Brief notions about regional development

Understanding what regional development is and how it can be measured is a task that originates in the government and has generated increased publications by domestic and international academics because it is intriguing. It is difficult to standardize the concept of development and approaches to regional development are funneled. Therefore, this paper does not intend to define the theme in question, but rather to discuss views that can contribute to the prosperity of a region.

One should consider the region's specific economic, cultural, environmental, and political features, and it is important to emphasize that economic growth should not be understood as a sufficient precondition for development (ROMEIRO, 1991) and that it is not synonymous with development. In fact, there are authors who define development with economic growth as the parameter as they carry out the theoretical construction of terms (VEIGA, 2005) or treat these approaches through stages that may be duplicated, such as some studies of the twentieth century guided by authors like Walt Rostow (1974).

In his studies Rostow (1974) stated that societies could be framed in a five-stage model according to their likely stages of economic development. The author assumed that the places seeking development should follow the same stages as some regions had already followed, such as the United Kingdom, Japan and Europe, disregarding such factors as the structural, social and financial institutions of each country. Study perspectives like Rostow's (1974), for example, ignored premises that are important for the real development of regions because they considered natural resources, qualification and well-being of the population as obstacles to growth (ROMEIRO, 1991). In the mid-1950s, so-called underdeveloped countries went through a period of intense economic growth, which did not necessarily translate into the development of these regions and increases the debate about this issue internationally (VEIGA, 2005).

Based on the scenario described by Veiga (2005), one may infer that there was economic growth in the 'underdeveloped' countries; however, this monetary surge increased income concentration, social inequality, and the environmental impacts in these regions and did not positively reflect on access to material and cultural goods for the population. New studies were conducted based on these discussions adding the importance of human, cultural, environmental, and political factors (SEN, 2000; FURTADO, 2000; SACHS, 2004; VEIGA, 2005). It should be said that development has come to be seen no longer as synonymous with growth, need to increase per capita income or only income distribution (VEIGA, 2005). It moved on to include other qualitative variables that impact the outcome of market strategies. Authors such as Furtado (2000), for example, began to

refer to development in their research as something that cannot be unrelated to social structure or local policies; otherwise its establishment would not be consistent with society.

However, it is important to highlight that, despite the long discussions on the subject, the concept of development is not hegemonic, i.e. each researcher and ruler will approach it according to their preconceptions, interests, and theoretical bases. In a context that favored new theoretical conceptions, certain notions of development started to be demystified, such as that of the development promoted by the region's internal issues (SACHS, 2004), and others like regional development could be idealized.

For Pecqueur (2005), regional development is about the dynamics and challenges that include increasing the value of the resources available in a region by creating strategies that can portray its culture. Paula (2004) claims that regional development depends on the quality of interactions and social relationships existing in a region and emphasizes the importance of networking with local actors to plan and promote projects. Similarly, Barquero (2000) addresses development as a process involving the growth and change of not only the region but also its individuals based on the appreciation of local potential to promote the satisfaction and well-being of the population.

In line with these approaches, Dallabrida (2014) claims that regional development should be based on the mental and social changes of a society with synergy between local factors and should encompass the following notions:

[...] first, it is endogenous since local potentialities and particularisms are appreciated and internal solidarity is strengthened; second, it is interdependent on the diverse spatial and social networks; third, it is a collective process that refuses the economy's and individual benefit's exclusive and immediate interests (DALLABRIDA, 2014, p. 21).

It is an endogenous approach, in which the use and efficiency of local productive factors prevail to strengthen the economic matrix of the region. In other words, it implies the importance of the actors' local cultural, productive, and organizational resources; otherwise, it may incur failure, despite being considered innovative (PECQUER, 2005).

When potentialities are outlined by identifying and recognizing local agents, such people get engaged and become part of the region's construction because they have the feeling of belonging (FLORES, 2006). Therefore, when society realizes the importance of local factors and develops affection for the region, it becomes an agent of promotion of its activities and products and assists in the process of recognizing its potentialities (BARQUERO, 2000).

It is important to highlight Pecqueur's (2005) view that regional development cannot simply be imposed on or implemented in a society through laws and decrees, but rather, it is a process of construction and engagement of local actors, and the creation of public policies comes to stimulate and engage such agents. For Paula (2004), government policies should be understood as strategies that enable the creation of direct actions in society. Therefore, policies should enable projects that value offers with regional references to promote the sustainability of areas that often lack an economic and social outlook due to the focus on allocation for financial assistance and the development of large urban centers.

Thus, the development process is not something that can be 'finished' because there are always new competitors, markets and potentialities to be developed, but in a manner that be consistent with local needs. For the purposes of this research, it is understood that "[...] the dynamics of regional development aims to reveal new resources, and this is what an innovation is" (PECQUEUR, 2005, p. 12), i.e. to make the region stand out on the market.

Methodology

The study approach is qualitative, based on case study. The collection of data was based on three instruments: interviews, a documentary survey, and non-participating observation. The interviews were conducted with an open previously-created questionnaire. Ten interviews were carried out with grape growing and wine grape growing representatives of Campanha Gaúcha's enterprises (Salton, Miolo/Almadén, Cooperativa Nova Aliança/Santa Colina, Cordillera de Santana, Guatambu Estância do Vinho, Rigo Vinhedos e Olivais, Estância Paraizo, Peruzzo Vinhas e Vinhos, Bodega Sossego and Campos de Cima) and seven with development agents considered by grape growing and wine grape growing representatives as important individuals for the development of

the region and who work in the following institutions: Federal University of Pampa (UNIPAMPA) – Santana do Livramento and Dom Pedrito campi; Department of Tourism and Development of the Municipality of Santana do Livramento; SEBRAE Uruguaiana; House of Representatives of Rio Grande do Sul, and EMBRAPA Grape and Wine, Bento Gonçalves.

The documentary survey was conducted based on local and regional newspaper articles, physical and digital media used by companies, such as flyers, official websites and pages on Facebook, Instagram, Twitter, and Pinterest. Regarding the non-participating observation, information and evidence were sought to help understand the other data obtained in the research with the interviews and documents. Perceptions were recorded in a field journal for further analysis of the information. The collection of data occurred between August 7 and November 9, 2017.

The content analysis technique suggested by Bardin (2011) was used to process the data. Thematic categories were generated based on patterns that emerged from similar contents in the interviews, documents and observations, that is, the contents of the collected data were grouped into categories without prior determination.

Campanha Gaúcha's grape growing and wine grape growing enterprises and the region's development

This item discusses the contribution of grape growers and wine grape growers to the the development of the Campanha Gaúcha region. The analyses of speeches, observations, and documents enabled the creation of 12 categories, namely: a) employment and income; b) tax collection; c) education; d) workforce training; e) tourism; f) cooperation; g) grape wine culture; (h) agricultural production and commercial land value increase; i) projects with rural settlements; j) social project; k) environmental protection and appreciation; l) indication of origin. In addition to the categories mentioned, barriers to development make up the 13th category.

The *job and income generation* category is represented by 11 interviewees. The contribution of grape growers/wine grape growers to the regional development centers on hiring fixed and temporary labor using human resources from the region. The following interviewee's speech highlights the importance of hiring people from the region:

[...] if they are not local, they are from the Campanha region [...] I do not search in the Serra. In fact, those who came from Serra at first [...] just did rubbish, because it was all different and they did not understand [...] and did not accept the difference. The technician [...] ordered (people) to make applications as if it were Serra Gaúcha [...] (Interviewee 6, Estância Paraizo).

Regional hiring becomes an advantage because it contributes to better harvests, which will impact the final quality of wines in relation to those of the competition. Moreover, knowledge of history and experience of the Campanha Gaúcha culture are elements that help promote companies, because they create bonding with customers and rationalize business resources, which also provides differentiation in the wine market. According to Pecqueur (2005), taking the elements of local culture into account is critical to the success of actions and strategies in a region, since it aims to identify and approach society and, therefore, its consumers.

Eight interviewees contributed to the *tax collection* category. In their opinion, grape growers and wine grape growers help develop the region by generating taxes and ICM³ values, as highlighted by this speech: “[...] movement in the economy, in the municipal GDP, in the fiscal value added to each of these municipalities [of Campanha], [...] ICMS return (Development Agent 6, State Legislator). The contribution of taxes to municipalities allows economic, social, environmental, and educational projects to be carried out, which boost the development of the region.

The *education* category comes from the speeches of ten interviewees, who mentioned that actions have been developed by educational institutions in the region due to the presence of grape growers/wine grape growers in Campanha Gaúcha or also to help them by training the population for their activities. Nine of the interviewees mentioned the relevance of UNIPAMPA because of its undergraduate and graduate courses. Three agents also talked about the events and seminars the university holds according to the projects located in Campanha Gaúcha.

³ Also known as ICMS, this is the Brazilian tax on the circulation of goods, interstate and intercity transportation and communication services, or simply the Brazilian state excise tax.

The educational actions offered by UNIPAMPA that stand out are extension projects, such as minicourses for the training of waiters, lectures on harmonization, and the project that has been developed since 2011 in order to bring the local community closer to the wine culture, as the speech below highlights:

[...] we give lectures, for both for high school students and other audiences [...], a minicourse to train waiters, we have lectures at the book fair on wine culture [...], harmonization [...]. [...] one thing we are working on now [...] is the photograph exhibitions and documentaries [...] through the project of socioeconomic changes arising from wine grape growing in the Campanha region (Development agent 3, a professor at UNIPAMPA).

In addition to encouraging education, the projects developed at UNIPAMPA show the socioeconomic changes that the presence and promotion of wine grape growing have caused in Campanha Gaúcha and help local enterprises and agents plan their strategies amid such changes in the region. One of the studies conceived the Ferradura dos Vinhedos⁴ tourism itinerary. It attracts tourists and holds events on the subject, such as the second consecutive annual edition of the Ferradura dos Vinhedos Academic Seminar: Tourism and Development on the Brazilian Border with Uruguay, which took place in 2017. Thus, UNIPAMPA's courses and activities bring local agents closer to grape growers and wine grape growers and make people interested in studying and seeking solutions to their problems making use of educational strategies.

The *workforce training* category, verified through the speeches of eight interviewees, highlights the training due human resources in Campanha Gaúcha that are low qualified to work in the vineyards and wine grape growing industry:

[...] the training is offered by us [...]. Nowadays when you hire someone, you start choosing, for example, "oh he worked in such a place, so he knows how to work with the vines", but we transmit our knowledge and guide them [...]. But [...] I miss [training], [...] because labor quality is crucial [...] (Interviewee 6, Estância Paraízo).

The trainings carried out by grape growers and wine grape growers are key to the local workforce. Workers learn the correct way to handle the soil and plantations of the region. According to Paula (2004), in order to develop the region, it is important to encourage strategies that seek to solve the shortcomings of its productive systems and, therefore, support labor qualification initiatives considering local needs, as grape growers and wine grape growers have been doing.

One of the interviewees says that the Brazilian Wine Institute (IBRAVIN) funds are used in the execution of wine projects. Another one mentions the trainings carried out by such entities as the National Rural Learning Service (SENAR):

We have achieved a lot via SENAR [trainings]. Now SENAR is [...] seeking to develop this part of wine grape growing, [...] and we [...] are those who seek their course the most [...]. They have a very professional training, so we combined business with pleasure (Interviewee 2, Miolo/Almadén).

The institutes mentioned contribute not only with training but also with research and dissemination of data and statistics that are important to the grape and wine grape growing sector and its image in the region. The documentary survey and the observation period revealed that IBRAVIN and the Brazilian Agricultural Research Company (EMBRAPA) promoted and participated in events in Campanha Gaúcha and conducted studies to implement new varieties of grapes and winemaking in the region. They also trained grape growers' and wine grape growers' employees. According to Paula (2004), workforce training and education are some of the elements that must make up regional development policies, with the possibility of partnering and seeking help from local organizations and institutes.

In the *tourism* category, 13 speeches were identified, and five of the interviewees see tourism as an activity that moves the regional economy:

⁴ This project was conceived by professor Dr. Avelar Fortunato through UNIPAMPA. It is a tourist itinerary that includes vineyards and wineries, landmarks, and rural producers in the municipality.

[...] [in the municipality] there are not many tourist sights, [...] the winery has become a must-see place [...]. This values it because it brings people from outside, the world of wine [...] it attracts people from everywhere. We have already had here people [...] from France, [...] Poland, [...] England, [...] the United States [...], so it turns out to be a people magnet. [...] We still do not receive people as regularly and as frequently as we would like to, but [...] it is interesting for the city and for the region, because these people who come, [...]end up visiting more places [...], end up buying more products from the region (Interviewee 9, Campos de Cima).

The actions carried out by the enterprises have contributed to the visibility of the region. When tourists and other interested people are there, it is easier to influence them to visit other places of interest, such as the stores and other grape growers and wine grape growers. Thus, out of the 13 interviewees identified in this category, eight see tourism as something to be developed, but that requires partnership between public and private agents and the society. SEBRAE's⁵ project, which is ongoing in most of the grape growers and wine grape growers analyzed in this study⁶, should be highlighted because it is working with their managers on the needs of the enterprises and outlining strategies and action plans to improve them.

After the period of improvement and implementation of individual plans, SEBRAE, in partnership with the competent bodies, will outline the itinerary that includes those grape growers and wine grape growers from Campanha Gaúcha who participated in the project. The SEBRAE project aims to create and improve tourism products in the grape-growing and wine- grape-growing properties as an opportunity to develop the region:

[...] our focus is to work on the individual level, and then bring the collective in. [...] many [companies] already have a tourism product and others don't [...] But the idea is not only for growers to have touristic visitation in their properties, but to understand the regional development, i.e. that wine tourism can bring tourists to our region (Development agent 5, SEBRAE project manager).

The demand for tourism via SEBRAE projects demonstrates that the region's agents can now see grape growing and wine grape growing as development opportunities and are beginning to acknowledge their importance to the region. The SEBRAE project is in line with Pecqueur's (2005) view that regional development is not a process that can be imposed or implemented, but rather it is a construction based on the awareness of how relevant certain factors are for the area and its actors. When region's agents realize that, they bond with the land and atmosphere of affection and acknowledgement is established. They themselves start to spread the word about the peculiarities of the region, which promotes the creation of projects and actions.

The analytical category *cooperation* among agents was studied through nine interviews. For seven interviewees, the Vinhos da Campanha Association is a cooperation strategy that makes it easier to participate in and hold actions and events that help increase the visibility of the enterprises and the region:

Since the Association was created [...], there have been several joint actions [...], including for EXPOVINIS, which is the largest wine fair in Latin America that takes place in São Paulo. [...] We insisted a lot and several times we got [...] a separate stand that had photos of Campanha Gaúcha, and this also happens at other fairs. A folder of the Campanha wines was made [...], we hired a company [...] that manages Vinhos da Campanha's Instagram and Facebook accounts [...] (Interviewed 7, Guatambu Estância do Vinho).

According to Flores (2006), cooperation among companies is a means for producers to overcome their difficulties. It generates growth and new partnerships. Other recurring actions are

⁵ In 2014 SEBRAE mapped the demands of the region as projects and sectors that needed to be addressed to assist in the development of the region. It identified four potential groups: agribusiness (livestock); education; tourism; and renewable energy. The tourism project began in 2017 due to the possibility of wine tourism development, highlighted in SEBRAE interviews.

⁶ “[...] not all joined [...], because only micro or small businesses can participate in SEBRAE projects, and some companies that are medium-sized and large, so they do not participate. Even though they are in our region, we cannot service them (Development agent 4, SEBRAE tourism assistant)”.

the purchase of grapes and wines, as stated in one speech, with which the project aims at increasing production, and winemaking and finished products, as stated in two speeches, which are practices adopted by those enterprises that do not have their own canteen. Cooperation is a strategy that enables companies to thrive and adapt to market changes.

Campanha Gaúcha is typically a livestock region, in which the culture and relationship with beef cattle, horses, agriculture, *gaúcho* (from the state of Rio Grande do Sul) customs and folklore are, for the majority of interviewees, the most recurring memory. They mentioned enterprises' strategies that, due to grape growing and wine grape growing in the region, develop actions that can influence the cultural change of the population, aligning elements of the region with wines and sparkling wines, from which the seventh category emerges, *wine grape growing culture*:

[...] we have a project [...] at schools because I understand that we only love what we know and if the student and the child do not know at least what is produced in the region, they will not know how to defend it, [...] they will not spread the word [...] It is important that the person who is studying understands, knows the region, knows the product [...] (Interviewee 5, Peruzzo).

According to the speech above, the actions carried out by the enterprises aim to bring the community closer to the cultivation of grapes and make it appreciate its products, such as wines, sparkling wines, and juices. Another action that helps develop this culture is to publicize the relationship between the elements of the Campanha Gaúcha region with wine grape growing, which causes message recipients to start bonding with the enterprises and the knowledge transmitted.

Also with the same intention, the UNIPAMPA from the municipality of Dom Pedrito created the project "Knowing wine". Its main action – the harmonization dinner – took place for five years and influenced the community's knowledge of wines and brought it closer to grape growers and wine grape growers, as mentioned by the agent:

[...] it was one of the most successful actions, [...] people began to have contact with wine in a way they had never had. Usually people associate alcoholic beverages only with partying and the drunkenness. Then, when we present a new perspective [...], to consume wine with food in harmony [...], people started to have an experience that they had never had before. And I realized very clearly [...] that they started to see the wine in a different way. [...] It was an action that worked very well [...]. Now, if we go to a friend's house in the evening [...], we open a sparkling wine and it is usually from the region. So this has become routine for the people in the region (Development agent 3, professor at UNIPAMPA).

The highlighted project helped spread the Campanha Gaúcha culture, combining local cuisine and music with wine, which in the long run has made the community make these products their own and help publicize grape growers and wine grape growers as well as the region with their expertise. Appreciation for wine and the knowledge related to regional products helps to develop traditions and create what Flores (2006) refers to as a "sense of belonging", which is related to making products and the region one's own.

Despite such actions, for three interviewees cultural construction depends on regional agents' making customs and local knowledge their own, and a larger number of actions need to be carried out to strengthen the image of wine grape growing. In the agents' opinion, these actions must be ratified by public and private agents and the institutions of the region:

The cultural process is a process that [...] you will acquire over time, from experience, marketing, the commitment of governments to the theme, the promotion of this activity, whether at the municipal or state level. It is a process in which you acquire knowledge little by little, which ends up making part ... say... of your daily life [...]. That region is very conservative and for many years it was based only on livestock [...] (Development agent 6, State legislator).

For Dallabrida (2014), when it is in line with factors that increase the value the region, the change of mental and social elements suggested by the interviewees promotes endogenous development, in which the potentialities and particularities of a space are appreciated. In other words, when local agents recognize the importance of the elements of the region and value them by including them in their habits, their actions begin to be shaped according to this culture.

The presence of grape growers and wine grape growers in the region also contributes to *agricultural production and increased land value*, the eighth category, comprised by the speeches of two interviewees. For them, crop-purchase guarantee becomes a means of promoting wine activity in the region:

[...] farmers having a trading partner for their products is critical: it makes them get up every day and manage their vineyard [...] This is critical for those who produce. And, if we are here betting on this region, [...] this is indicative for you to produce grapes [...]. So this is the way we have been contributing to the region and the proof is how the value of the lands has increased after we started the project (Interviewee 4, Salton).

In addition to grape growers' and wine grape growers' ensuring producers' sale of their crops and, therefore, the support of their families, the demand for grapes has caused wine production to grow, which has enabled the production diversification for producers of other crops and increased their income. With the recognition of Campanha Gaúcha in the sector and the expansion of production, land value in the region has increased financially.

Still in the rural area, the ninth category, a *project with rural settlements*, stands out identified in the speech of an agent through the partnership of Cooperativa Nova Aliança/Santa Colina with EMATER. It involves the selection of 20 families of settled producers from Campanha Gaúcha to grow organic vines:

[...] there is a project that is already being implemented with settled producers for the production of common grapes for the preparation of organic juice here in the region [...] It is being established together with EMATER. EMATER is selecting 20 settled producers, each will produce half a hectare [...] of organic grape [...] and we will make organic juice. This project is already being implemented; it will generate income for producers and, as soon as we see that it works, other producers will be benefited [...] (Interviewee 3, Cooperativa Nova Aliança/Santa Colina).

As the interviewee mentions, the promotion of grape growing in rural settlements will help generate income for the families, which proves that the company acknowledges that these producers and the region as a whole need assistance to thrive. The project matches Pecquer (2005)'s consideration that regional development can be boosted when local available resources are valued, which involves such diverse actors and means of promotion as productive organizations. The cooperative's project enhances regional development and encourages other local ventures to create similar plans.

The tenth category, mentioned by one interviewee, is *social actions*. Miolo/Almadén's actions should be highlighted: for the benefit of charities and children in need and in partnership with the Municipality of Santana do Livramento, the company donates wine for events and actions:

[...] there are many more things that we do, but [...] they are not publicized. We have another project together with the municipality and little children [...] that we also do not want to publicize. There's no need. We do it because we want them to develop, we do not want anything back; it's our share, that's what we do regarding development. [...] We donate [wine] to charity institution events or charity events (Interviewee 2, Miolo/Almadén).

The analysis of the interviewee's speech reveals that the reward of the actions is the projects' contributions to the development of the region and the transformation of their lives. According to Barquero (2000), regional development also includes the possibility of generating and increasing individual and collective well-being and happiness by treating local actors as the real promoters of development.

Still as an analysis category is *environmental protection and appreciation*. For three interviewees, grape growers and grape wine growers are special attention to the environment. It was found that the small and medium producers of the region aim at reducing agrochemicals in the vineyards, using organic fertilizers, and handling the land sustainably:

[...] We want our vineyard to be sustainable, we try to use agrochemicals as little as possible [...]. It's not ecological [...], but we want to produce healthy grapes and, in order for you to have

healthy grapes, instead of using an agrochemical that will heal the disease in the grapevine, you will have to strengthen it so that it does not contract this disease. So you're going to work with leaf fertilizers and pruning. For example, if you there is a disease in a certain part [of the vine], you prune it more radically one year, then you will produce less in the following year, but you will have eradicated the disease with that pruning (Interviewee 6, Estância Paraizo).

As pointed out, Campanha Gaúcha's grape growers and wine grape growers do not produce organically, but they try to be sustainable by using methods that are less harmful to the environment. It is believed that their environmental contributions to the region are extremely relevant for the development of Campanha Gaúcha.

However, there are actions in the community that are seen as strategies to strengthen the marketing of the enterprises. There is a speech that indicates that grape growers and wine grape growers provide benefits and have special care for the environment with product sale and image promotion interests in mind:

[...] the grape growing and grape wine growing culture here in the region [...] was formed on this sustainable thinking, that is, the preservation of the Pampa biome [...]. But I don't see it as anything other than good for them [...], I am not sure this would be such an altruistic action of theirs [...] it is rather a marketing proposal. [...] For example, they will not profit by implementing solar energy, they will profit from the wines that they will sell saying they have solar energy [...]. [...] there are benefits [...], but I can't see that these benefits were meant for the collective good, but rather for the brand's good [...] (Development agent 3, professor UNIPAMPA).

According to the agent, grape growers' and wine grape growers' environmental actions are perceived as strategies to increase product value and strengthen the image of the companies. In spite of that, they do impact Campanha Gaúcha positively: handling practices, use of organic fertilizers, and the way the vineyards are laid out end up creating areas of preservation and environmental protection. According to Paula (2004), the preservation of the environment is their way to contribute to the region's development and thus preserve the very factors that allow them to produce the grapes.

Regarding grape growers' and wine grape growers' contributions to their surroundings, which increases the value of the region, ten interviewees mentioned the search for *indication of origin*, which is the next category. In their opinion, the request for indication of origin⁷ will help the region to be recognized:

The range of potential impacts is great, but it will depend on how much producers manage to raise awareness of the market, and this is related to the effort they spent [...] jointly. [...] As the region's reputation is projected [...], associated with the product and its quality [...], you gain space to be able to add value to the product [...], all the work of grape growing and wine grape growing in the region, and [...] the region becomes visible [...] This can influence [...] the regional dynamics [...], interest in tourism [...], gastronomy [...], hotels [...], the potentialities are countless, but if they will actually occur and on what intensity will depend on an articulated work and the capacity of resources and services that can be channelled [...] not only by producers but also by society as a whole (Development agent 7, Embrapa researcher).

Indication of origin will help the region to develop because it will give it visibility and emphasize the quality of its products. All these elements help attract consumers, tourists and investors, which increases wine tourism demand, labor generation, taxes, income, and the creation and promotion of the grape growing and wine grape growing culture related to the region. According to Dallabrida (2014), the certification helps to definite the originality and authenticity of regions and their products, increase their representativeness, and make consumers realize the difference and added value of the products related thereto.

After the responsible body, the National Institute of Industrial Property (INPI) grants the certification to grape growers and wine grape growers interested in obtaining the seal, they have to

⁷ In December 2017 the cooperation group involving the RECIVITIS/SIBRATEC/MCTI network, and Embrapa and Uva e Vinho in partnership with the Campanha's Wine Association delivered a dossier to the National Institute of Industrial Property (INPI) containing information collected in five years which wants to prove the representativeness of the Campanha Gaúcha wines in order to obtain their certification.

follow some rules and requirements stipulated by the members of the Campanha Gaúcha Wine Association and the project working group. For the subsequent evaluation and monitoring of the standards, there will be committees responsible for the supervision and quality control of the products. One of such standards is that wine production, finalization, and bottling should be carried out in the region:

[...] This was a big fight that we had with the people who came from Serra [...] because of some rules that we put and that I defended quite harshly, which were as follows: [...] they buy a lot, come here, produce the grapes and take them to Serra, where they make the wine, bottle it, hire the people who will do these, sell it and the tax stays there; jobs, taxes, profits – everything stays in Serra. So we serve only as extractivism [...] and those who make money and get work are people from Serra. And we are the ones who managed to give them time to set up the wineries here and to make sure wines with the IP seal [...] were those 100% made here. They have ten years to do this (Development agent 3, professor UNIPAMPA).

Although some grape growers and wine grape growers centralize their processes in other regions in order to receive the Campanha Gaúcha Wine Indication of Origin certification, they will have ten years to adapt to the requirements of the regulations. The transfer of wine production and finalization to Campanha Gaúcha will promote the development of the region, bring visibility to its products, and improve wine quality, since the raw material will not be transported for finalization. Therefore, the indication of origin has become another means for Campanha Gaúcha's grape growers and wine grape growers to contribute to the recognition of the region, its products.

Fifteen interviewees spoke about the barriers that grape growers and wine grape growers face in their activities and the contributions they make to the development of the Campanha Gaúcho region. They are summarized in Table 1:

Table 1: Obstacles to the development of the Campanha Gaúcha region

Obstacles	Mentions	Analysis of the challenges pointed out by interviewees
		They hinder the performance and survival of grape growers and wine grape growers in the market; public bureaucracy prevents the holding of regularized events in the region, and the lack of incentives for

Lack of incentives and public policies	Five interviewees	winemaking and bottling contributes to the existence of few wineries in Campanha Gaúcha. As a result, the absence of wine-making industries in the region influences the quality of the products, since these are carried out under the supervision of other companies, which causes the waste of raw material in transportation and does not generate increased labor, taxes and contributions to Campanha Gaúcha.
High taxes	Eight interviewees	They highlight the difficulty in the sales chain because on average 50% of the price of Brazilian wines is related to taxes, and in most cases of sale to other states, these tax amounts must be paid in advance to the government, which hinders the performance of grape growers and wine grape growers. Taxes affect the final consumption of products because they are high, and they are high due to the accumulated taxation throughout the production and resale chain. The interference of tax burdens becomes more severe when these wines are compared to international ones marketed in free shops. The proximity of grape growers and wine grape growers in the region to companies that have tax-free products reduces their competitiveness in the internal and foreign markets.
Low wine consumption in Brazil and prejudice against national wines compared to international ones	Two interviewees	Both Brazil and the Campanha Gaúcha region have low consumption of liters of wine per inhabitant (5 liters/year), and the rate is even lower when only the consumption of national wines is considered. This relationship can threaten the survival of the producers in the region, since most Campanha Gaúcha's grape growers and wine grape growers are small producers, and the tiny niche of consumers is a reason for caution for the sector.
Lack of recognition of the Campanha Gaúcha region as a wine producer	Two interviewees	The fact that the wines and Campanha Gaúcha are not yet recognized becomes a commercial disadvantage and an obstacle to the development of the region, and when individuals do not recognize the potential of their region, they show no interest in carrying out tourism visits or investing resources in the place, which impacts employment, income, and tourism indices, among others.
Distance between consumer market and input supplier	One interviewee	The distance affects the process and the valuation of the products. Because Campanha is far from major centers, transportation costs are high, which increases the price of final products, which in turn become less competitive. Despite being considered as an obstacle by this interviewee, it should be highlighted that this economic factor was the main reason pointed out by the Miolo / Almadén interviewee why bottling is finalized in Serra Gaúcha, which demonstrates the negative consequences of distance for the sector.
Lack of basic actions by public and private sectors to promote tourism	Seven interviewees	The highlight was the lack of actions to beautify the municipalities, maintain roads, publicize tourism, and create suitable places to receive tourists. The lack of support and contributions from public and private initiatives can extend the results of grape growers' and wine grape growers in the region and discourage tourists from going to Campanha Gaúcha.

Source: Prepared by the authors; field research (2017).

Most of the obstacles presented by the interviewees stem from issues that can be worked on and improved through partnerships between grape growers and wine grape growers and public and private agents and the Campanha Gaúcha society. This collaboration, according to Flores (2006), is crucial for the region to overcome its limitations and create an environment that favors its development. In line with this approach, Knoll (2017) mentions that planning strategies together enables business prosperity and adaptation to changes in the market. Thus, strategies and policies should be created that are capable of: encouraging the production and consumption of Brazilian wines; holding meetings and planning with public, private, and community agents to increase investment in tourism; and promoting incentives to improve or make up for the excessive taxation.

Despite the proposed strategies, there are unchangeable variables, such as the distance of input suppliers, since they are concentrated in places with wine grape growing industries and due to bureaucracy in public agencies, which are known for delaying their processes. In short, despite the obstacles that hinder the performance of grape growers and wine grape growers located in

Campanha Gaúcha, they have contributed to the social, economic, and environmental development of the region.

Final considerations

The presence and actions developed by Campanha Gaúcha's grape growers and wine grape growers have promoted the prosperity of the region, helped money circulation, educational indices, appreciation of its peculiarities and know-how, which has increased the skills and knowledge of the people of the region. The socioeconomic development generated by the enterprises has also generated jobs, income, tax collection, educational programs, and projects that promote the region, influence tourism and publicize wine grape growing culture among internal and external inhabitants as well as environmental protection, which is the main reason for the region's chances of prosperity.

Some obstacles to the development of grape growing and wine grape growing activities in the region have also been discussed, and many can be overcome with the creation of public policies that favor the Brazilian grape wine growing industry and help reduce the current high taxation. If this is reviewed and if barriers are set up for the entry of foreign products, there may be an increase in the consumption of Brazilian wines. The lack of public incentives can be overcome by bringing public, private, and community agents closer to grape growers and wine grape growers so that they become aware of the importance of such enterprises for the visibility and recognition of the region, which promotes the creation of projects and increases incentives.

Finally, this study may have highlighted to public, private, and society agents the actions and strategies that grape growers and wine grape growers are promoting and those which can boost the development of the region and improve its visibility and socioeconomic indices. The results may also be useful the grape growers and wine grape growers studied, since they reveal the point of view of regional agents regarding their actions and expose the representativeness of these enterprises for Campanha Gaúcha, which can motivate them to continue to invest in the region.

Referências

ASSOCIAÇÃO VINHOS DA CAMPANHA. *Terroir* – Localização Geográfica, 2017. Disponível em: <<http://www.vinhosdaCampanha.com.br/>>. Acesso em: nov./ 2017.

BARDIN, L. *Análise de conteúdo*. 2ª reimp. da 1ª ed. São Paulo: Edições 70, 2011.

BARQUERO, A. Desarrollo económico local y descentralización: aproximación a un marco conceptual. *Proyecto CEPAL / GTZ - Desarrollo económico local y descentralización em América Latina*, Santiago, 2000.

BRIXNER, G. F. *Caracterização da aptidão climática da Região da Campanha do Rio Grande do Sul para a viticultura*. Dissertação (Mestrado) – Programa de Pós-graduação em Sistemas de Produção Agrícola Familiar. Universidade Federal de Pelotas, Pelotas, 2013.

DALLABRIDA, V. Do debate teórico sobre desenvolvimento territorial aos desafios de sua prática: a Indicação Geográfica como alternativa. In.: DALLABRIDA, V. (org.). *Desenvolvimento Territorial: políticas públicas brasileiras, experiências internacionais e a Indicação Geográfica como referência*. Editora: LiberArs, São Paulo, 2014.

FLORES, M. *A identidade do território como base de estratégias de desenvolvimento: uma visão do estado da arte*. Territorios con identidad cultural, 2006.

FURTADO, C. *Introdução ao desenvolvimento: Enfoque histórico-estrutural*. 3 ed. Rio de Janeiro: Paz e Terra, 2000.

OLALDE, A.; HASS, J. Estrutura agrária e desenvolvimento humano-uma análise comparativa das mesorregiões Sudoeste e Noroeste do Rio Grande do Sul. *Ensaio FEE*, Porto Alegre, v. 37, n. 4, p. 975-1004, mar. 2017.

KNOLL, K. R. H. **Análise de cooperação entre organizações do setor de vitivinicultura da região fronteira – oeste do Rio Grande do Sul/Brasil e a região norte e noroeste do Uruguai**. Dissertação (Mestrado em Administração). Universidade Federal do Pampa, 2017.

MARQUES, K. F. S.; SILUK, J. C. M.; FUNKE, E.; FRIEDRICH, J. Um diagnóstico da gestão da inovação na Campanha gaúcha: um estudo de caso na vitivinícola Almadén. In: **XXXII ENCONTRO NACIONAL DE ENGENHARIA DE PRODUÇÃO - DESENVOLVIMENTO SUSTENTÁVEL E RESPONSABILIDADE SOCIAL: AS CONTRIBUIÇÕES DA ENGENHARIA DE PRODUÇÃO, 2012**, Bento Gonçalves. Enegep: Bento Gonçalves, 2012.

PAULA, J. Território, Redes e Desenvolvimento. In: LAGES, V.; BRAGA, C.; MORELLI, G. (org.). **Territórios em movimento: cultura e identidade como estratégia de inserção competitiva**. Rio de Janeiro: Relume Dumará / Brasília, DF: SEBRAE, 2004.

PECQUEUR, B. O desenvolvimento territorial: uma nova abordagem dos processos de desenvolvimento para as economias do sul. **Raízes**, v. 24, n. 1 e 2, p. 10–22, 2005.

ROMEIRO, A. Desenvolvimento econômico e a questão ambiental: algumas considerações. **Revista Análise Econômica**, v. 9, n. 16, p. 141-152, 1991.

ROSTOW, W. **Etapas do desenvolvimento econômico**. 5 ed. Zahar Editores: Rio de Janeiro, 1974.

SACHS, I. Desenvolvimento sustentável. **Ambiente & Sociedade**, v. 7, n. 2, p. 214-215, 2004.

SEN, A. **Desenvolvimento como liberdade**. São Paulo: Companhia das Letras, 2000.

VEIGA, J. E. da. **Desenvolvimento sustentável: o desafio do século XXI**. Rio de Janeiro: Garamond, 2005.



Esta obra está licenciada com uma Licença Creative Commons Atribuição 4.0 Internacional.