



MANAGEMENT PRACTICES FOR SUPPORT OF BRAZILIAN GROWERS UNDER PLASTICS.

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Abstract: In Brazil, the management of the farm is a practice hardly used. Much of producer time - rural businessman - is spent on technical issues and tasks related to the production process. Administrative aspects are often relegated to the background. Planning, acquisition of information and knowledge, and development of relationship strategies with customers, society and staff - employees or relatives - are harmed, which can compromise the activity. Identifying the level of management of growers and especially the weak points of their management systems, can help farmers to turn into rural entrepreneurs, regardless of the size of his estate. It can also guide cooperatives, producer associations, public or private organizations for technical assistance and rural extension, as industry inputs as well as guide the planning of sectoral public policies. The aim of this study was to identify the management levels of vegetables production in protected cultivation, greenhouses or high tunnels, and analyze its relationship with production systems and socioeconomic characteristics, cultural, and soil and climate, of their producing areas. We used the Identification Method of Management Degree - MIGG.

Keywords: Agriculture; Competitiveness; Protected cultivation, Greenhouses.