

Agricultural Product Inflation

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Venice District Institution New Muzu

Subject: Project Management

Teacher: Sergio Quintero

Bogota, Colombia

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Content

INFLATION OF AGRICULTURAL PRODUCTS.....	4
DESCRIPTION	5
Climatic factors for production.....	8
TRANSPORTATION COSTS	8
Toll and fuel prices	8
PROBLEMS SEEN FROM THE CONSUMER'S VIEW.....	9
Quality, health and health prejudices	9
SOLUTION.....	10
Table 1.....	10
STATE OF THE ART	11
National projects :.....	11
International projects	11
PROJECT RELATED LAWS	12
Law 2046 of 2020	12
Article 65 of the Colombian Political Constitution	12
Law 1876 of 2017	12
SCHEDULE OF PROPOSED ACTIVITIES.....	13
Table 2.....	13

INFLATION OF AGRICULTURAL PRODUCTS

This project aims to provide a solution to product inflation. agricultural, since these are mainly governed by supply and demand, however, in Sometimes they are governed by the convenience of others; this makes the prices of the products agricultural products are very cheap thanks to the losses they cause to farmers Colombians.

Our goal at agromarket is to focus on these communities more disadvantaged, analyze the problem from the point of view of both the consumer and intermediary as the producer, in order to provide a solution that benefits all equally, as well as helping to reduce the country's social inequality.

DESCRIPTION

We can begin to address the issue by talking about the factors that influence the agricultural production; since this is a large investment for producers, We want to focus mainly on small producers, taking as an example the community of a village in Sotaquirá, Boyacá.

We can see this problem just by going on a road trip to the rural areas of Boyacá or Cundinamarca, where farmers are seen on the banks of the road selling almost giving away their products, this makes us think that There is clearly a problem; while the farmer gives away the product in the that invested so much time and money, that same product reaches the big cities triple what was paid to the producer; although there are many factors that They increase the price of transporting the product, it is clear that the farmer is not pays you what you really should according to your initial investment

A question that arises is how to correctly charge for products of origin agricultural, since, although these prices have been set by agro-industries, the systems of economics they don't know about it.

FORMULATION

The project's adhesion to the community can be generated with a good team of work to visit the paths of Sotaquirá and generate activities in the town, to that all farmers are included in our project.

We want the community to generate a collective awareness of the economic problems that affect the agricultural sector, to expose the axis of inequality with simple explanations for greater accessibility to information.

In order for the project to have a more global impact in the country, a more academic discourse model so that more professionals adhere to our project.

In a summary of ideas to refresh your memory and not lose consciousness, we are going to analyze a little about economic inequality in the history of Colombia.

An example of an issue that has negatively affected many sectors of the agricultural production is; the working class as a method of labor exploitation.

Labor exploitation is not new in Colombia. Since the times of the conquest and colony slavery was one of the most banal things of labor exploitation in Latin America and consequently in Colombia. After this period, at the end of the 19th and early 20th centuries, human slavery was still seen as normal. and therefore as a production method, as if it were a canning process. One of the most relevant and harmful events for Colombian society in the 20th century It is the famous *Banana Massacre*. One of the most exploitative companies in Latin America is the American company. It has cost us lives, rapes systematic and of course economic inequality. The company that financed this massacre was the *UNITED FRUIT COMPANY*. Through the Colombian public force

That after a strike generated by the workers on December 6th, In 1928, the company and the state were so annoyed that they decided to use the

public force (soldiers) to carry out an order for mass shooting in that district. More than 3,000 lives were claimed.

The idea is to present the approach to the problem from the resources that the history for us to present the information in a simpler way, it is that is, we must be inclusive in information.

It is a way to include everyone in different ways.

"The proletariat is nothing without the revolution, and without the revolution there is no freedom"

INITIAL INVESTMENT MADE BY THE FARMERS

We will start to analyze from the producer's point of view, since there are many factors that influence the production of these products, such factors include the Initial investment, such as the property or area where production will take place, fertilizers and irrigation systems, it is also important to emphasize that to produce the products agricultural it is necessary to have a base for products such as potatoes, and others tubers

In addition to the time spent planting the products, we must analyze that to be large harvests it is necessary to have more than one person to help plant, the irrigation systems, in which there is also water expenditure, speaking of factors such as production of products that require animals, such as dairy products

This is an important factor since the cost of maintaining livestock is very high, including veterinary costs, food such as the lots needed to dispose of pasture for livestock; although it seems that this is a simple topic many times It is not because due to climate changes that affect the grass, producers

They have no choice but to buy other more expensive foods in order to be able to maintain livestock, the same happens with the production of eggs, meat or any other other product of animal origin.

Climatic factors for production

As previously mentioned, climatic factors greatly affect the production of these products, so much so that many times the production of these products depend on this factor; today there are sophisticated systems in which products are protected in such a way that the weather does not affect them as much, without However, in low-income producers this does not happen, reaching extremes In which the entire crop is lost due to the weather, this is something that is not taken very seriously. into account and in that case the producer loses all his initial investment.

In times of drought some producers need to implement a system of irrigation which, in this case, would also increase the cost, on the other hand the factors climatic factors not only affect production but also the farmers themselves and their health, since in case of having cattle they have to check them every day without import the weather.

TRANSPORTATION COSTS

Toll and fuel prices

To analyze this problem we have to observe the indices of the fuels for the proper transportation of agricultural production. This situation is may worsen and reduce transport production due to two factors: recession economic or inflation that makes a gallon of gasoline, diesel or ASPM, cost more and more every day. Inflation can be seen in the cost of gasoline, which has varied from \$8,850 in 2017 to \$15,164 Colombian pesos per gallon today.

This problem has been a great difficulty for the agricultural community. (peasants) in Colombian history itself. This problem also has to do with with the corrupt traditional political system, which is allied with large agricultural companies and cattle ranchers of the oligarchy, and make the peasant community more and more violated. As in their rights and in their economy. Gasoline is a factor important for this production to be generated in a more efficient way and it is the duty of We protect the rights of peasants when the systems of production are more profitable and benefits, farmers are not exploited, systematically violated and abused.

PROBLEM SEEN FROM THE CONSUMER'S VIEW

We will also analyze the problem from this point of view, as As consumers, we can say that the price of a product of agricultural origin such as Milk is extremely expensive in the city, as a liter of milk of a brand recognized costs approximately 7000 cop, not only this, but speaking In a health context it is well known that milk is a food that is very delicate for transport and conversation is modified so that it lasts longer without expire.

Products such as blueberries which are very typical of this region of Sotaquira-Boyacá are resold at more than double the price they are sold in the region in which they are produced, in towns like Sotaquira blueberries are considered a basic and low-cost product, however, in a city like Bogotá a fruit As blueberries are considered a high-cost fruit and not very accessible to some people

Quality, health and health prejudices

As we mentioned before, these products are mostly delicate.
for transport and conservation, due to this the producers or transporters
They decide to modify food with chemicals to preserve it for longer.

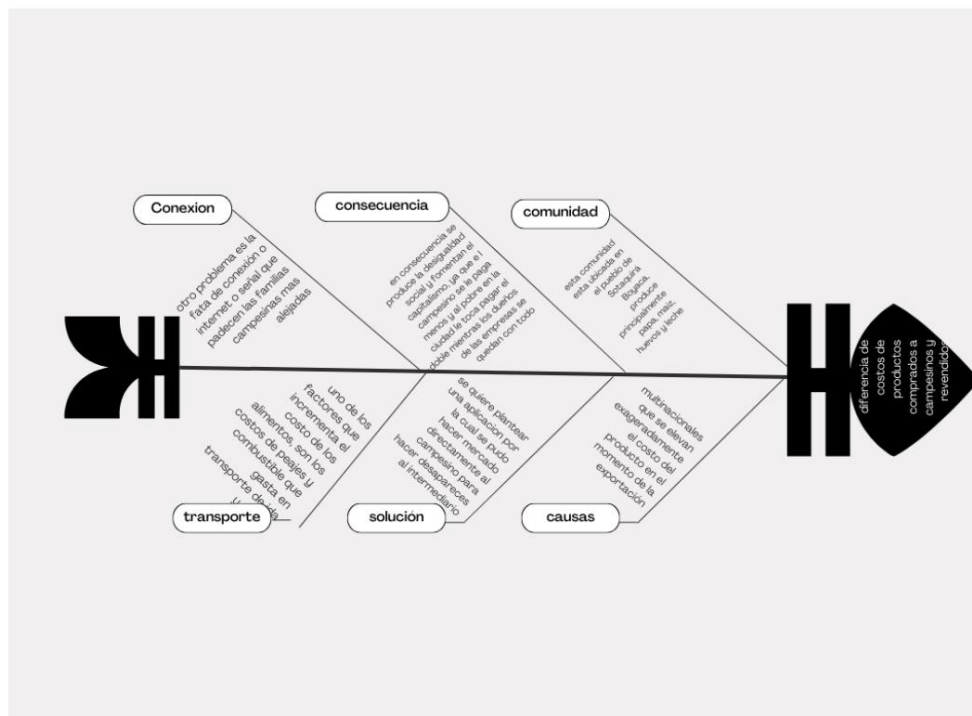
Therefore, it causes damage to health, and the consumer ends up paying.
but for a product that is not 100% what it promises to be, such as milk, which
modified so that it does not expire.

SOLUTION

Our idea at Agromarket is to provide a technological solution to this problem.
that can benefit all those involved in the problem; through a
application in which producers will be able to sell their products directly to the
consumer without the need for intermediaries.

This way the consumer will be sure of the origin of his product, and the main producer
You will be paid fairly for your production and dedication. In this way we will contribute to finishing a
little with the inequality seen in the country, the Colombian peasant will be well
rewarded for their work and the consumer will pay a fair price for the product they
will consume

Table 1



STATE OF THE ART

National projects:

In the search for projects as an example for the formulation of this document, We found a project for the Implementation of strategies in the supply chain handling and distribution of agricultural products to reduce the impact generated by the COVID 19 pandemic, the project was carried out through strategies for post-harvest product handling and the development of a technological platform that improves supply and demand conditions. Also We found the Business Plan project, technological implementation in sales agricultural, which proposes a digital alternative to communicate the producer with the consumer

International projects

As for related international projects, we find a project entitled Production chain in the peasant economy in Ecuador, the project argues that although farmers have been the main producers of food, are being displaced by commercial agriculture, so that this does not happen, it is necessary to implement strategies to promote the improvement of technology in This field

PROJECT RELATED LAWS

Law 2046 of 2020

This law consists of establishing conditions for purchasing markets public food companies promote the participation of small producers whose productive systems belong to the **ACFC (peasant, family and community)**; this law is enforced based on definitions such as short circuits marketing, which are based on the trade of buying or selling fresh food with a minimum of intermediaries, and fair trade, which favors the relationship between the consumer and the producer in addition to valuing work and the environment environment

Article 65 of the Colombian Political Constitution

This article stipulates that the production of breaths will have special protection of the state, priority will be given to the comprehensive development of agricultural activities, as well as infrastructure works, in addition to promoting research and use of the technology for the purpose of increasing productivity

Law 1876 of 2017

Through which it is intended to create the National Innovation System Agricultural (SNIA), this law aims to create new functions for the organizations that compose it and create the public agricultural extension service, all This is in order to promote research, technological development, and training. for the optimal development of the Colombian agricultural sector

SCHEDULE OF PROPOSED ACTIVITIES

Table 2

activity	January	February	March	April	May	June	July	August	September	October
Examine documents allusive to the problematic										
Investigate laws related with the project										
Design the image corporate										
Investigate state of the until										
Define objectives to comply for get a result satisfying										
Review information on										

[illegible]



GENERAL OBJECTIVE

Designing a technological alternative for the marketing of agricultural products that benefits the community of the Carreño area in Sotaquirá-Boyaca.

Specific objectives:

- Diagnose the marketing of products in the affected area
- Analyze the data obtained to be able to provide a solution to the problem
- Propose a technological solution for the marketing of products

NAME	Browse doc
DESCRIPTION	Research projects related to ours on the web
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME 3 hours	
RESOURCES	internet,
INDICATOR	Have an idea of how to write our document

NAME	Goals
DESCRIPTION	Setting our goals in the project
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME 3 hours	
RESOURCES	Internet, paper, pencil
INDICATOR	Have long and short term goals

NAME	State of the art
DESCRIPTION	Investigate national and international projects related to
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME 2 days	
RESOURCES	Internet, computer, google scholar
INDICATOR	Have references for the document

NAME	Trade zone
DESCRIPTION Diagnose	trade in the area
RESPONSIBLE Sara Galindo	Laura Monroy
TIME EXECUTION	2 days
RESOURCES Google Scholar, books,	
INDICATOR	Gain in-depth knowledge of the trade in the products observed

NAME	Transport costs
DESCRIPTION	Analyze transportation costs
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME 1 day	
RESOURCES	
INDICATOR	

NAME	Theoretical framework
DESCRIPTION	Define the project keywords
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME 2 days	
RESOURCES	Internet, Google Scholar, dictionaries.
INDICATOR	Know the important terms of the project

NAME	Laws
DESCRIPTION	Consult laws that benefit or are detrimental to the project
RESPONSIBLE	Sara Galindo Laura Monroy
TIME EXECUTION	3 hours
RESOURCES	Internet, computer, references
INDICATOR	Knowing which laws benefit the project

NAME	Application
DESCRIPTION	Create a technological solution
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME	2 months
RESOURCES	Internet, computer, programming
INDICATOR	Have an application related to the project

NAME	Climatic factors
DESCRIPTION	Analyze climatic factors for production
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME	1 day
RESOURCES	Internet, google scholar
INDICATOR	Knowing what factors affect the products

NAME	Survey analysis
DESCRIPTION	Observe the data obtained
RESPONSIBLE Sara Galindo	Laura Monroy
EXECUTION TIME 1 day	
RESOURCES	Survey results, statistics
INDICATOR	Statistically know the results

NAME	Social networks
DESCRIPTION	Promote through networks
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME 2 days	
RESOURCES	Internet, electronic devices
INDICATOR	Media

NAME	Corporate image
DESCRIPTION	Create a design that represents us.
RESPONSIBLE Sara Galindo	Laura Monroy
TIME EXECUTION	3 hours
RESOURCES	Internet, computer, AD illustrator
INDICATOR	Have a corporate image in line with the project

NAME	Conduct surveys
DESCRIPTION	Design surveys to obtain related data
RESPONSIBLE PARTIES	Sara Galindo Laura Monroy
EXECUTION TIME	2 months
RESOURCES	Internet, electronic devices
INDICATOR	Knowing the problems in order to reach the solution

QUESTION PROBLEM

How can we contribute to improving the quality of life in the area?
Carreño de Sotaquira-Boyaca through technological solutions that facilitate the marketing of agricultural products?

THEORETICAL FRAMEWORK

Agricultural development: Development is understood as a process by which something goes through an evolution or progresses, it is also necessary to analyze since the word has diverse uses and covers very broad topics

This is a reformulation of the processes used in the agricultural sector, a evolution to the structure and the system that allows it to adapt to new needs that are presented to the human being in the face of his constant evolution, what is sought is the constant improvement of the agricultural sector through technological resources of those available

Producer: A producer is someone who is responsible for producing goods and services. made available to the customer; a producer can come from anywhere, in

economy is used for that person who provides the community with the goods that be requested at the time and at the lowest possible price

In addition, the producer will also look after his products and guarantee the consumer a good experience when purchasing their product

Demand: In whatever context it is used, a demand is a request, in Economy refers to the number of people who are requesting a service as well There are many factors that influence economic demand, for example, how its price or the number of goods available.

Supply: Economically speaking, it refers to the quantity of a product or service that a merchant is willing to offer in order to satisfy the needs of the customer, again this changes depending on factors such as price, which varies like the point anterior.

Competitive market: A competitive market is one that has many buyers and sellers in the market, what a company would look for in this context is to maximize income in the shortest possible time and spending the least amount of resources, in this way these companies would have a great impact on the economy, as they fight among themselves to offer similar goods or services

and

Monopoly: A monopoly is considered to be the act of possessing all the wealth of a place, for example, example, having total control of a single good in the market; this occurs when there is too much supply to a single producer, forcing the customer to accept all terms and conditions that are demanded of him.

LEGAL FRAMEWORK

Law 2046 of 2020

The aim of our project is to help small local producers to market their products, this law allows inclusive trade with these small producers; through this law it is also possible to achieve a healthy coexistence between producers and consumers, promoting inclusion between them and achieving a best system for the community.

Article 65 of the Colombian Political Constitution

It can be seen that article 65 of the Colombian political constitution tells us of the implementation of technology in the agricultural sector and that all processes that help improve this area have priority.

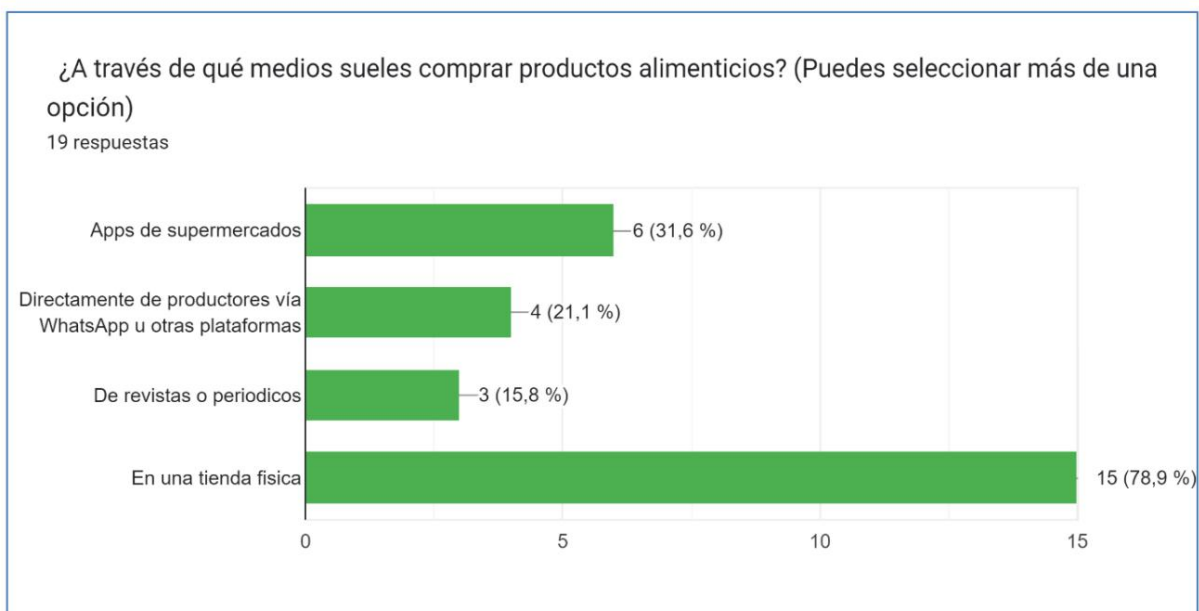
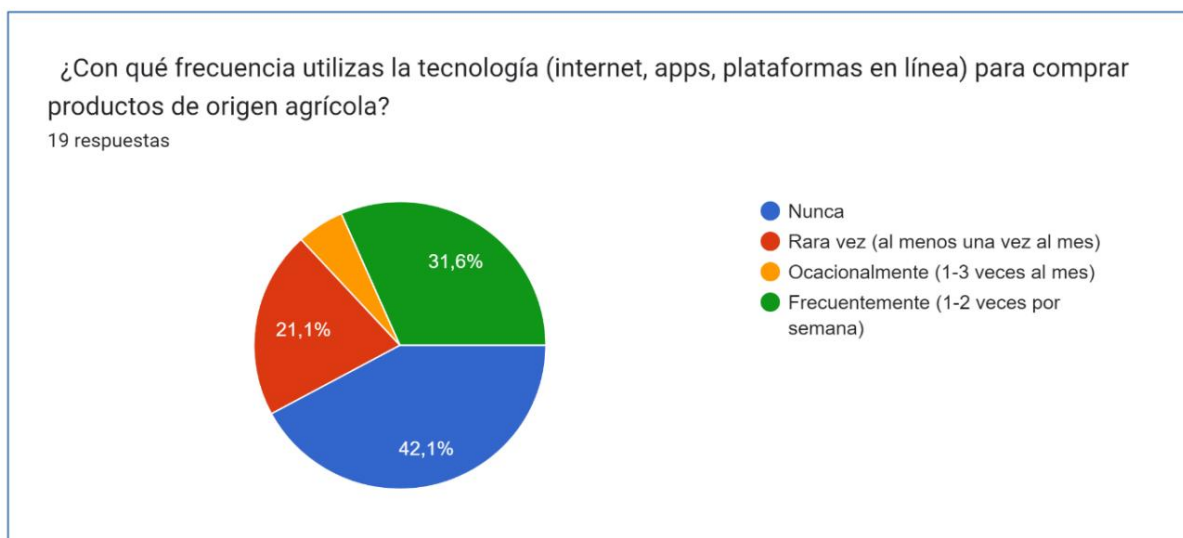
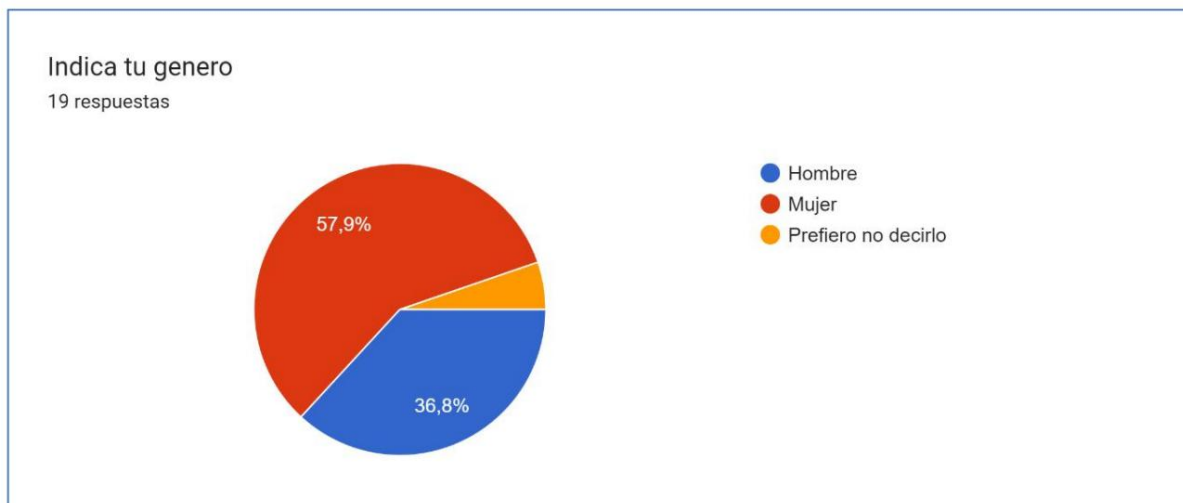
This article is closely linked to our project, since this law tries to implement standards and promote technological development, in the same way the state is committed to promote research for the use of technology in the production process of food; in order to increase productivity, the state will prioritize the development of all agricultural and agro-industrial activities.

Law 1876 of 2017

The objective of this law is the creation of a National Innovation System Agriculture through which the creation and implementation of plans is intended strategic for the optimal development of tools for implementation technological, which will help the productivity and sustainability of the agricultural sector Colombian

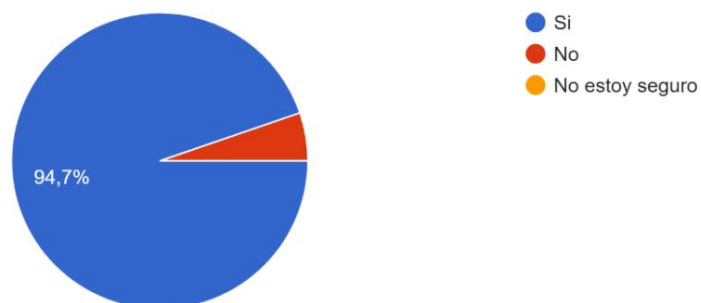
EVIDENCE RESULTS

Virtual survey results



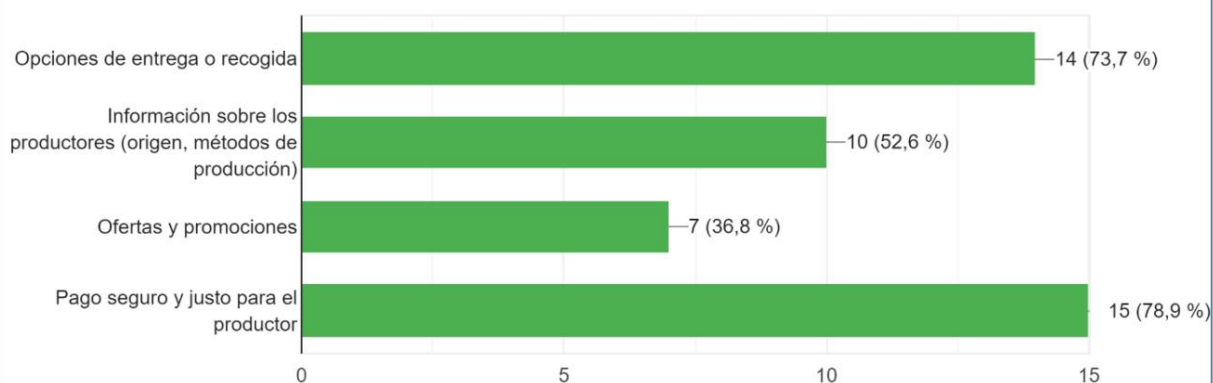
¿Crees que una app específica para comprar productos de un mercado campesino sería útil?

19 respuestas



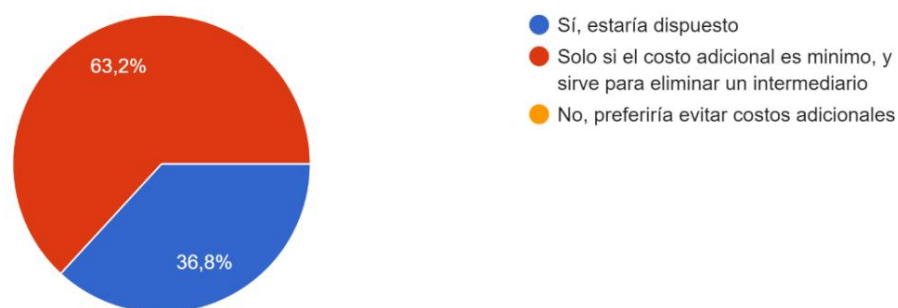
¿Qué funcionalidades te gustaría que tuviera una app para un mercado campesino? (Selecciona hasta 3 opciones)

19 respuestas



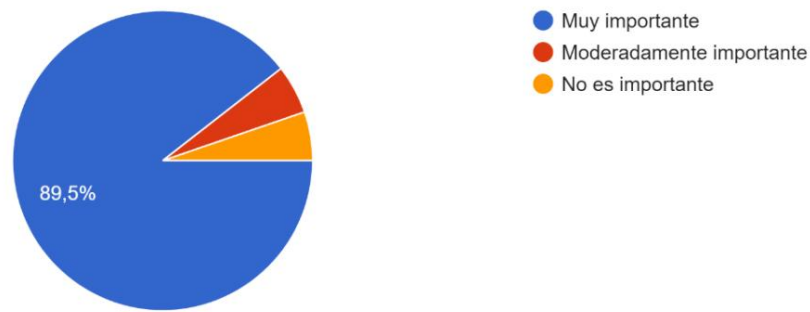
¿Estarías dispuesto a pagar un costo adicional (por ejemplo, en envíos o comisiones) para comprar productos a través de una app de mercado campesino?

19 respuestas



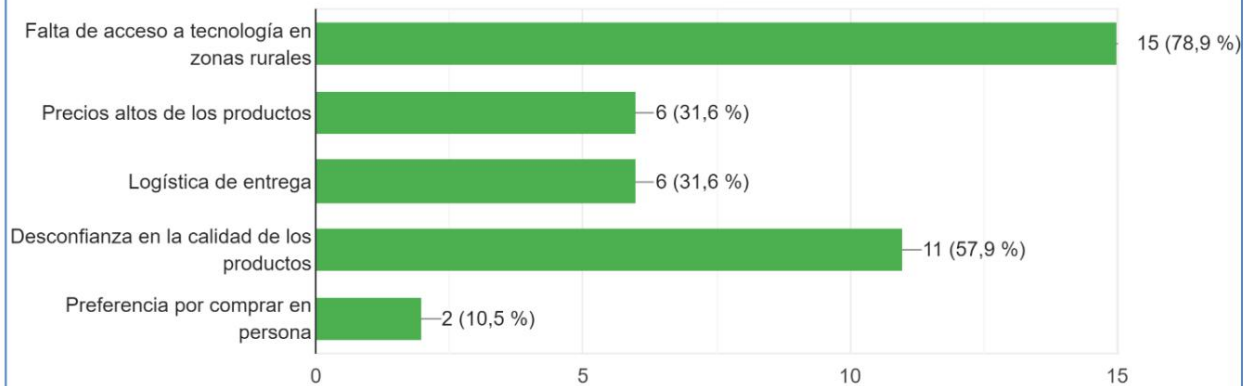
¿Qué tan importante es para ti el apoyo a pequeños productores agrícolas a través de una plataforma tecnológica?

19 respuestas



¿Qué barreras crees que existen para el éxito de una app de mercado campesino? (Selecciona hasta 3 opciones)

19 respuestas



After these multiple choice questions we leave one for comments open to the public

- That it is a free and accessible application
- Detailed descriptions about the product and the seller, to buy safely
- Typical recipes with the products you buy, classified by region
- Excellent initiative, •

Being an application for peasant products I need a verification of health in product information before purchasing

- Mixing fruits and vegetables, even nuts at the same market price would be an excellent option for buyers (a little of each product)
- They do not work because none of the pages or applications that promote direct trade to the farmer or producer do so when the volume of Sales and requests exceed the supply of origin
- Excellent initiative and support for the farmers' market
- I would like to see this app implemented, since for many peasant producers it would be an important gateway to the evolution of their crops.

Telephone interview results

In order to carry out this interview it was necessary to do it by telephone, since the area It is far away, and interference can also be heard due to the signal quality in the area.

https://drive.google.com/drive/folders/1322kWUllxT2wT13s1YK_A8-meeUZV3iN?usp=sharing

Photo evidence of the area and crops



ANALYSIS OF RESULTS

Regarding the results we obtained from the virtual survey, we can see that we had a large participation of people outside the institution, we surveyed people of different ages and genders. One thing in common with most of them is that they agreed with our initiative, we received positive comments about our project. Additionally, we received a comment mentioning that this type of project in relation to agricultural products is not sustainable since you could not meet the demand due to lack of supply and we would abandon the initiative.

To this we can answer that most applications of this type work under supply and demand, delivering in a single day to all buyers who have placed their order during the week.

Speaking about the virtual interview, we were able to see that the biggest problem for a small producer is the middleman, and this middleman is the one we try to eliminate with our project. We were able to realize that the payment they receive for their products is not adequate due to the time spent and the risk they run with their crops due to climate change, contamination and pests. He also mentions the flaws in the agricultural products trading system, among which are factors such as the little support given to Colombian farmers compared to other countries. He adds that one of the improvements that could be implemented in the trading system for these products is the automation processes and implementation of technology in the agricultural sector. This supports our initiative to use a technological solution to address this problem.

Regarding the photos and videos taken, evidence was made of a potato crop that was being carried out in the area. In this session we witnessed the process of growing a product such as potatoes. First, the potato seed to be used is selected, furrows are made in the soil, the potato is planted about 40 cm apart from each other, then it is fertilized and covered with soil. After approximately 80 to 100 days the potato will be ready to harvest, in the middle of this harvesting process, maintenance is also done on the crop. Such as hilling (putting loose soil on the plant), fumigation (to control pests)

CONCLUSIONS

In accordance with the objectives set out above, we can conclude the following:

- Diagnose the marketing of products in the affected area: This objective
It was partially fulfilled since thanks to the interview we were able to see what it was like actually the trade of agricultural products in the area
- Analyze the data obtained to be able to provide a solution to the problem:
According to the information we collected from the form we conclude that a
Well developed, easy to handle application is a great option, and can be the
beginning of the implementation of technology in field processes, not
only in the processes of trading their products
- Propose a technological solution for the marketing of products:
As previously stated, our idea is to support the community and be able to provide it
an alternative to the problem initially raised, we hope that with
This initiative can give more visibility to the work of the Colombian peasant
and also that they have more opportunities in the future and are implemented more
Technological and industrial changes that help their work without affecting the environment
natural.

LITERATURE

- <https://www.significados.com/desarrollo/>
- https://books.google.es/books?hl=es&lr=&id=Lq1DccGS-zsC&oi=fnd&pg=PR9&dq=inflation+of+peasant+products+&ots=Tor1Dp_p_pF&sig=0xX58lXoeT0VbzR22p3bnk9Z1dw#v=onepage&q=inflacion%20de%20productos%20campesinos&f=false
- <https://revistas.elpoli.edu.co/index.php/pol/article/view/2155>
- Business plan in agricultural sales.pdf
- <https://www.rankia.com/diccionario/economia/productor>
- <https://concepto.de/demanda/>
- https://www.uv.es/~ssaz/Tema_5_CC_Ambientales.pdf
- <https://concepto.de/monopolio/>
- <https://www.suin-juriscol.gov.co/legislacion/agricultura.html>
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