

CONSTRUINDO SABERES, FORMANDO PESSOAS E TRANSFORMANDO A PRODUÇÃO ANIMAL

THE CHALLENGES OF RELATIONSHIPS IN AGRICULTURAL COOPERATIVISM IN SANTA CATARINA: THE CASE OF AURORA COOPERATIVE

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The general objective of this research is to analyze the challenges of relationships in the agricultural cooperative of *Santa Catarina*. The theoretical and methodological framework of socio-spatial formation was adopted. Socio-spatial formation helps us to understand political, administrative or geographical territory. In a temporal perspective, we have the dialectical interaction of space undergoing metamorphosis in time. In this process there are elements such as cooperatives, with an essential function of producing goods, services and ideas, ordering the ecological environment, forming the territories, serving as a physical base for the work of man. In this method, space will assign relative value to these elements, which has in the analysis of space formation the perspective of totality, structured by social construction. In the first stage the exploratory character was adopted, oriented by bibliographical revision and systematization of the results of researches carried out on the agricultural cooperative of *Santa Catarina*. In the second stage, a descriptive and explanatory research was carried out, with a qualitative approach, through a semistructured interview analysis with the technical manager of the *Aurora* Cooperative. The relationship of agricultural cooperatives with society occurs in different instances, with special emphasis on relationships with members through the provision of services, relationships with the local community through community participation and job creation, and relationships with consumers by offering products that meet requirements of the markets. To occupy spaces and fulfill their dual purpose as an economic enterprise and society of people, governed by cooperative principles, is a great challenge. On one side are those associated with their specificities, inserted in a community irrigated with expectations regarding the cooperative's performance. On the other hand, there is society in general, expressed in large part by consumers from cooperatives and numerous competing companies, creating a space of intense competition for prices, deadlines, quality, marketing, service and many other requirements of modern markets. Aiming to overcome these challenges, productive investments in research and development, and the search for innovative products were the competitive strategies adopted by *Aurora* Cooperative, which consists of 13 affiliated cooperatives, 72 thousand associated families and 26 thousand employees. The *Aurora* Cooperative is the 6th largest in the State of *Santa Catarina*.

Keywords: agricultural cooperativism, competitive strategies, research and development, technologic innovation.

Promoção e Realização:

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