Perception of producers, entrepreneurs and academics of the agricultural industry about the current situation of the Mexican countryside (Analysis of the Period 1982 - 2018)

Percepción de productores, empresarios y académicos del ramo agropecuario acerca de la situación actual del campo mexicano (Análisis del Periodo 1982 – 2018)

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Abstract

This study was conducted with the objective of determining the perception about the Mexican countryside, farmers, entrepreneurs and academics analyze the period 1982 to 2018. 30 producers, 20 businessmen and 10 academics, were selected in each region. Each of the groups were surveyed in their own workplaces, about their personal perception of the current situation of the Mexican countryside, 36 years after its implementation (1982). The collected data were analyzed by Chi-square test (x 2), 95% confidence, using descriptive statistics also by analysis group. The results show significant differences between the groups considered, according to its particular perception on the impact of globalization. Producers mostly considered that it did not serve and led to more poverty and problems in the field, while employers to a greater extent compared with this perception, since for them, globalization improved the productivity and the quality of life. Among academics there were discrepancies equal in terms of the positive or negative impact. It is no doubt that globalization is a complex phenomenon that had contrasting results, characterized by enormous economic inequality caused.

Current perception, Mexican countryside, period 1982 – 2018

Resumen

Con el objetivo de determinar la percepción que sobre el campo mexicano, tienen los productores agropecuarios, empresarios y académicos al analizar el periodo 1982 a 2018, se realizó este estudio. En éste se seleccionaron 30 productores, 20 empresarios y 10 académicos, en cada una de las Regiones Ciénega y Norte del Estado de Jalisco. Los tres grupos fueron encuestados en sus propios lugares de trabajo, acerca de su percepción personal sobre la situación actual del campo mexicano, transcurridos 36 años desde su implementación (1982). Los datos recopilados fueron analizados mediante pruebas Ji cuadrada (x²), 95% de confianza, utilizando además Estadística Descriptiva por grupo de análisis. Los resultados señalan diferencias significativas entre los grupos considerados, de acuerdo a su percepción sobre el impacto de la globalización. Los productores consideran mayoritariamente que ésta no sirvió y provocó más pobreza y problemas, en tanto que para los empresarios la globalización mejoró la productividad y la calidad de vida. Entre los académicos hubo discrepancias por igual en cuanto al impacto positivo y/o negativo. Es indudable que la Globalización es un fenómeno complejo que tuvo resultados contrastantes, caracterizada por la enorme desigualdad económica provocada.

Percepción actual, campo mexicano, periodo 1982-2018

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Introduction

There is a lot of discrepancy between producers, businessmen and academics of the agricultural industry about the perception of the presence or not of crisis in the Mexican countryside. Among the same producers there are obvious discrepancies, based basically on their productive strata (small, medium or large producers), noting an obvious relationship between the income, technology and infrastructure available on farms with being in favor of no crisis in this. There is also the perception among the big businessmen of the branch that there is no crisis, while the medium and small businessmen have struggled to find their place and have been displaced in one way or another by the large transnational organizations. For its part, among academics there is a perception of divisions regarding their opinions in favor or against the presence of problems in the field of our country.

For this reason, this study was developed with the main objective of establishing with certainty what is the real vision about the presence or not of crisis in the field of Mexico by the same producers, businessmen and academics linked to this agricultural sector so Transcendental for the advancement and economic growth of the country. This controversy has arisen as a result of the fact that at the beginning of the implementation of Globalization (GLO) in our country in 1982, under the administration of the then president Miguel de la Madrid Hurtado (MMH), it was argued that national growth rates were very poor and were well below the true economic growth potential of the country. In this way, the GLO was implemented in the year of 1982, creating enormous expectations about the economic growth of the nation, even pointing out that annual growth of up to two digits would occur without any problem, and that we would have to learn to manage abundance. that would come to us as a country.

Thus, our country went through 36 years (from 1982 to 2018), in the midst of neoliberal economic policies where the market was the axis of the economic transactions carried out, and which were characterized by the preponderance of a monetarized vision, leaving aside the human development.

However, in its beginnings and as it was affirming itself in people's daily lives, its economic impacts were not the ones desired for most of them, since only a small group of "privileged", openly benefited from its precepts.

The problem worsened over time, as economic inequality and poverty were affirmed among a large part of society, which he observed with obvious despair, which was proclaimed by the authorities of the country at the beginning of the GLO (1982), it was not manifested as it had been proclaimed and on the contrary, there were obvious social, cultural, political and environmental consequences. It was also evident that the visions and / or perceptions about the impact of the GLO and with it of the Commercial Opening (CA), caused diverse effects between and within the agricultural producers and entrepreneurs. Both presented different visions in general, although, within the same producers, those with higher incomes saw (to a greater extent) this GLO as something beneficial that had come to increase their productivity and quality of life, by having higher revenues based on the substantial increase in technology and availability of official support, and greater and better infrastructure.

However, phenomena were gradually observed such as: longer working hours, accompanied by lower wages, disappearance of national agricultural companies and to the detriment, increase of foreign companies that "monopolized" the agricultural market and are currently doing so. In addition to this, there was an obvious increase in the price of the various agricultural and counterpart inputs, lower payments for the crop raised, which gradually decreased the income and therefore the quality of life of a good part of producers (mostly of lower income and therefore, of low technology and business vision).

In this year 2019, with the change of administration in Mexico, and with it changes and / or adjustments in the economic policy of the country, there is a very special situation that will allow in the medium term to assess whether the economic conditions and with them the quality of the country's life improved substantially.

Problem Statement

Undoubtedly, the GLO is not only an economic phenomenon, but also social, political, cultural and environmental, a situation that dimensions its importance and / or transcendence, since along with its implementation and the power of the market, it was consolidated, and prioritizing the power of money to the detriment of human development. In this way, phenomena such as decapitalization in agricultural holdings, violence, insecurity, recurrent migration, etc., were becoming relevant in our society, which led primarily downward on the productivity and quality of life of farms. For all the above, there is the perception that the GLO caused mostly negative economic impacts characterized primarily by the increase in poverty and inequality.

Today more than ever, there are evident changes in the conformation and behavior of society, characterized by the growth of insecurity and violence, in addition to the increase in phenomena such as migration and decapitalization or abandonment of farms, in the search for better life conditions.

To this, we should add the notorious deterioration of natural resources (water and farmland basically), which have modified the productive and climatic conditions, complicating the traditional practices of agricultural producers that were based on storms with very few modifications. Thus, there is the perception among people directly linked to the agricultural sector, that it has been "kidnapped" by foreign companies, since they are owners of the market and market mostly foreign products and supplies, displacing national products and creating a perception that using the national product decreases productivity and therefore the economic income that directly affects people's quality of life.

Objective

Determine the perception that the Mexican field (through the analysis of the period 1982 - 2018), the agricultural producers and businessmen of the sector have in their various present strata (small, medium and large), in addition to the academics linked to the agricultural sector.

Hypothesis

Producers, businessmen and academics of the agricultural sector have different perceptions about the benefits of Globalization during the period 1982 - 2018.

Research questions

What is the true perception that agricultural producers and entrepreneurs (in their various strata) have, in addition to academics linked to the sector, on the impact of globalization and commercial openness during the period of time from 1982 to 2018?

Has globalization been beneficial for increasing the productivity and quality of life of the various types of agricultural producers and entrepreneurs?

Justification

It is traditional in Mexico, that every change of presidential administration, talk about support and / or benefits for agricultural producers with lower incomes and even allocate resources for this purpose; However, the reality at the end of the six-year term remains the same: abandonment of low-income producers, and support available out of time, when the conditions are already different and the input is not necessarily required. The perception that is maintained among the producers themselves, is that these supports are destined or granted to the producers of higher income and with greater economic strength.

Theoretical framework

The evolution of the Mexican countryside over the years has not been easy, finding serious difficulties along the way; in such a way that through the analysis of diverse variables the true behavior of the Mexican field can be established. One of the main variables reviewed is the wealth generated (known as Gross Domestic Product, "GDP"), in each presidential term. Thus, table 1 establishes the behavior of the Gross Domestic Product in the period 1934 to 1982 (pre-globalization) and from 1982 to 2018 (post-globalization), that is, before and after the implementation of Globalization in the country.

Start Year	Final Year	Name of the president	Growth percentage
1934	1940	Lázaro Cárdenas del Río	4.52 %
1940	1946	Manuel Avila Camacho	6.15 %
1946	1952	Miguel Alemán Valdés	5.78 %
1952	1958	Adolfo Ruíz Cortines	6.42 %
1958	1964	Adolfo López Mateos	6.73 %
1964	1970	Gustavo Díaz Ordaz	6.75 %
1970	1976	Luis Echeverría Álvarez	6.16 %
1976	1982	José López Portillo	6.51 %
1934	1982	AVERAGE PERIOD	6.13%
1982	1988	(48 years old) PRE-GLO	0.18%
1988	1994	Miguel de la Madrid Hurtado	3.91%
1994	2000	Carlos Salinas de Gortari	3.39%
1982	2000	Ernesto Zedillo Ponce de León	2.49%
2000	2006	AVERAGE PERIOD	2.32%
2006	2012	(18 years)	1.80%
2000	2012	Vicente Fox Quezada	2.06%
2012	2018	Felipe Calderón Hinojosa	2.50%
1982	2018	AVERAGE PERIOD	2.35%

Table 1 Pre and Post Globalization: percentage of the Annual Average Growth of the Gross Domestic Product (GDP) during the period 1934 – 2018
Source: personal data with data from INEGI (2018)

The analysis of this Table leads to the following reflections:

- Before 1982 (period identified as pre-globalizer), the average annual GDP growth (which in general terms would mean the wealth generated by a country), was 6.13%, against only 2.35% after this year and up to 2018 (post-globalization period). Based on these averages, it would imply that the pre-globalization period showed higher growth (61.66%) compared to the post-globalization period.

- The period from 1958 to 1970, which included the six-year periods of Adolfo López Mateos (6.73%) and Gustavo Díaz Ordaz (6.75%), represented the period of greatest growth in Mexico before 1982 (and the history of the country, since it was never has grown again in the same way); which represents the beginning of neoliberal practices in our country.
- In contrast, the period of least growth before the globalization practices of 1982, occurred in the period of Lázaro Cárdenas del Río (4.52%) that ruled the country in the years 1934 - 1940.
- After the implementation of Globalization (year of 1982), the period of Carlos Salinas de Gortari (3.91%), presented the highest annual growth rate, not reaching, however, the growth achieved before 1982.
- On the other hand, the periods of Miguel de la Madrid Hurtado (1982 - 1988) and Felipe Calderón Hinojosa (2000 - 2006), presented the lowest post-globalization GDP growth rates, reaching only 0.18% and 1.8% respectively.
- These numbers clearly indicate that if we rely exclusively on the wealth generated, the post-globalization period decreased by 61.66% of GDP compared to the pre-globalization period, indicating that better results were obtained before the implementation of globalization in our country, and therefore, the GLO and with it the Commercial Opening did not cause better economic results.

Another variable of interest to measure the progress of the Mexican field to a greater extent is the growth rates (see Table 2); This shows that the administration of the then president Carlos Salinas de Gortari (1988-1994), reported the highest growth (4.1%), against 0.3% of the administration of Miguel de la Madrid Hurtado (1982-1988), which reported the lowest growth rate.

Graphic 1 Economic Growth of Mexico by Sexenio
Source: INEGI, 2018

It is also observed that an estimated 2.3% growth is expected for the administration of AMLO (2018-2024). In addition to this, it is a reality, that for years there has been a perception among rural people, that most of the official support and / or subsidies are given mostly to producers with greater economic resources, which allows them to implement in their farms a better technology and greater infrastructure, which obviously will have to influence an increase in their productivity and quality of life.

SAGARPA (2016), established and certified this trend, since in its investigations it documented (see Table 3), that up to 60% of the supports and / or subsidies were delivered to the highest income producers during the period 2016-2012.

Type of Producer	Percentage of Official Support or Subsidies Received in the Period 2006 – 2012
Little ones	15%
Medium	25%
Big	60%

Table 2 Type of producer that received official support and / or subsidies in the period 2006-2012
Source: SAGARPA, 2016

The most serious (as noted above), is that six years after six years it was claimed that now yes, effective programs of economic support to family and / or lower income producers would be implemented, thereby seeking to reactivate their productivity, their economy and his quality of life. However, over and over again, exactly the same poor or nil results were achieved, despite the fact that in theory specific excessive amounts of economic resources were allocated to the programs and strategies of the sector for lower-income producers.

This panorama of “exploitation” is now greatly favored by the large number of Central American migrants who are entering our country on their way to the United States and who on that route, need financial resources to survive on this route.

With all this, Mexico ranks 3rd in agrifood production in Latin America (AL) and sells agrifood products to more than 150 countries in the world (FAO, 2014). However, despite this, producers rarely see these economic benefits reflected in their income and much less in their quality of life. The main problems referred by several authors (Núñez, et al, 2018ab) to the current problem of the Mexican field, refer to:

- Expensive inputs and low prices paid for the crop produced, which establishes very poor profit and / or profit margins for the producer, aggravating this situation for lower income producers.
- Important growth of businesses known regionally as "Grain Receipts", which are intended to finance producers with the delivery of inputs and economic resources for the preparation of the land and the planting of their crop, with the condition that their harvest be delivered to them and at that time, take over your payment and collect what is owed. The aggravating factor is that many of the times the producer signs the agreement, without knowing the price that will be paid for his cultivation, in addition to the fact that the cash advance will be paid with interests that are often too exaggerated or expensive.
- Employment of adults (over 60 years old), as well as children and young people who are “exploited”, in their labor rights, when working under working hours longer than legally allowed, with salaries well below the minimum allowed.
- Increasing presence of "hookers"; whose main job or function is to recruit workers to serve as “agricultural laborers”, with obvious conditions of labor exploitation (already indicated in terms of duration of the day and salary to be received).

- Working days without adequate or specialized equipment for the tasks to be performed, where they are generally exposed to the management of toxic substances (agrochemicals, fertilizers and herbicides), which entails enormous health risks, without appearing to matter much to employers.
- Abuse of low-income peasants, and sometimes indigenous people hired for agricultural work.

Methodology

The study was developed in the Ciénega and Norte de Jalisco Regions, Mexico. For the development of this, 30 producers, 20 entrepreneurs and 10 academics were selected in each of the two regions, making a total of 60 producers, 40 entrepreneurs and 20 total academics for both regions. Both producers, businessmen and academics were visited in their own workplaces to apply a survey about the vision of each group, about the impact of Globalization in the period cited (1982 to 2018). The information collected was analyzed using chi-square tests for equal proportions, through the use of contingency tables by analyzed group.

Descriptive Statistics (measures of central tendency and dispersion) were also used for the analyzed variables, with the purpose of clearly establishing their group vision. In the study, students from the Agribusiness, Administration and Marketing careers of both study centers participated in the surveys: University Center of Ciénega (CUCIÉNEGA) and Centro Universitario del Norte (CUNORTE), of the University of Guadalajara. The work was carried out from December 2016 to January 2019, in the 10 municipalities that make up the Northern Region and the 13 municipalities that make up the Ciénega Region in the State of Jalisco.

Results

The main aspects arising from the survey applied to the three different groups (producers, entrepreneurs and academics), were the following:

Producers

- The main problem pointed out by the producers in both regions was the lack of economic resources (cycle after cycle), which would be used for adequate land preparation and purchase in time and form of the various inputs used in the process of planting the crop (seed, fertilizers and herbicides, basically).
- Likewise, the insecurity in determining the price to be received for the product harvested, added to the low prices for the product or crop produced, draws a context where the profits for the producer decrease considerably. The aggravating factor is that this situation is repeated year after year, leaving the perception that we do not learn or do not want to learn from what happened.
- Another recurring problem expressed by the producers, referred to the insufficient support and / or official subsidies available, in addition to the existing ones not being available in a timely manner when they are really required; maintaining the perception that there really are privileges for large producers that are traditionally those that receive support to the detriment of small and medium producers.
- Absence of constant and effective permanent technical assistance programs according to the needs and / or conditions of each type of producer; the producers expressed that their ideal would be for them to have people prepared in the production and management of crops, and to accompany them throughout the production process, as well as in the commercialization of the latter.
- The absence of management and administrative practices in the farms, was another problem expressed by a good part of producers; mainly in those with lower resources (small and medium), which makes it difficult and / or seriously conditions the integral use of available resources, seriously limiting the productivity and commercialization of the product obtained.

Businessmen

- Absence of sufficient biotechnological programs that motivate and encourage the productivity of farms, thus paying food security.
- Improper use of fertilizers and / or agrochemicals, which has influenced to gradually lose the fertility conditions of farmland; In this area, 70% of the entrepreneurs surveyed expressed their concern about the irreversible damage to natural resources (water and farmland, basically), caused by the indiscriminate use of agrochemicals and the improper management of their waste.
- Lack of effective technical assistance programs, which should be implemented based on real and objective diagnoses to the farms, highlighting the fact of the continuity and / or accompaniment of the “advisors” towards the producers throughout the cycle of their product and above all, the marketing of this one.
- Insufficient linking programs between producers, industry and academia, which should be presented for the determination of strategies that allow to indicate with certainty, what type of food to produce, depending on the requirements of consumers. The main idea would be to establish the guidelines and productive plans to follow (business plan), through the effective help of universities towards producers, based on industry requirements.

Academics

- Establishment of two strategies of support or technical assistance to the producer: one, aimed exclusively at the technical or productive, and that would contemplate the support from the preparation of the land, through an adequate selection of inputs and permanent monitoring of the sowing process until the harvest. The second strategy would be directed towards the adequate commercialization of the product obtained based on its quality conditions and the market to which the product is destined.

- Effective linking between producers, industry and academia, which in theory, would allow greater productivity and better economic resources towards producers with lower resources and less technology, since as they benefit, the industries and the same will benefit consumers.

In general, Table 4 indicates the most repeated factors by the three groups consulted, about the main problems identified in the Mexican field.

Number	Aspect or Factor	Presence Percentage
1	Lack of use of adequate biotechnology in farms	80%
2	Excessive Use of Agrochemicals (Chemical Fertilizers)	75%
3	Weak National Agricultural Industry	95%
4	Little Promotion of Joint or Integrative Work between Producers, Industry and Universities (education sector)	60%
5	Absence of Diagnoses about the Real Needs to Grow and the Economic Impact Generated from the resources and deficiencies identified in localities, regions, municipalities and States	88%

Table 3 Main aspects identified by both producers, businessmen and academics about the problem identified in the Mexican countryside
Source: personal information collected in the study

Conclusions

- There is no real or real integration between producers, businessmen and academics, which allows for better conditions for increasing productivity and thereby obtaining greater resources and a better quality of life in both regions.
- The perception is left among the rural people, that the agricultural activity is “kidnapped” by foreign organizations and institutions and with it the national organizations or institutions are left out, which is causing the generated wealth to leave the country, the natural resources are dramatically shortened and jobs are increasingly sacrificed for the worker (longer daily hours and with less pay).

- It is necessary to put an end to the root, with the political speeches that extol the lies and hypocrisy, and think about support schemes and / or subsidies that truly reach the producers of lower resources, in addition to these supports must be delivered in a timely manner. , to cause the development and economic growth of these.
- Both producers, as entrepreneurs and academics, agreed that a greater link between producers, industry and academia is necessary, highlighting the fact that the guidelines and / or strategies for the design of programs or programs should come out of universities appropriate projects for each type of producer and company.
- The integration and involvement of professors and university students, would allow to detect problems and business opportunities that would foster the entrepreneurial vision of the producers and with it the knowledge and the opening of markets for their products.
- Mutual trust between the same producers, businessmen and scientists should be encouraged, so that coordinated work is carried out for the implementation and strengthening of small, medium and large farms.
- The fact that the Mexican countryside works in a disintegrated and individualized way, has caused the field to be defined as lagging, incompetent and unequal, which would imply that if we adjust the integration between the different links of the chain, we would also be creating conditions for the gradual transformation of the field in terms of its update, its competence and its equity.
- The implementation of practices and / or administrative and sustainable management should be a priority in agricultural holdings, as this will allow establishing the basis for a better use of resources, affecting greater productivity and conservation of available natural resources.
- It is also relevant to consider that there are many "fields" in the entire geography of the country, since each of the 32 states of the republic handle very specific problems that require the timely attention of their specialists, in addition to establishing clearly, that Within each state, region, municipality and locality, there are several types of producers that differ basically in the use or not of the technology and resources implemented, in addition to the quality of their inputs.
- It is a fact that Globalization has caused an enormously unequal and inequitable field, where the producers with higher incomes have benefited substantially, and in contrast, the producers with lower resources have stagnated and severely limited their economic conditions.
- The vision of sustainability in producers, businessmen and even academics must be promoted through municipal and state governments, in order to implement farms that aim to increase productivity, seeking a social benefit and, above all, the conservation of the environment and natural resources.

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