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| Nota di contenuto | Intro -- Preface -- Contents -- About the Author -- Acronyms -- Notes -- 1 Introduction -- 1 Optimism in FFV Export -- 2 Studies on the FFV Export Industry -- 3 Analytical Frameworks -- 3.1 Contracts and Integration in Agriculture -- 3.2 Upgrading in Value Chains -- 3.3 Resource Management for Agriculture -- 3.4 Industrial Clusters -- 4 Organization of This Book -- References -- 2 Expansion of FFV Exports -- 1 Introduction -- 2 FFV Export from Latin America and Peru -- 3 Contribution to the National Economy -- 4 Economic Reforms -- 4.1 Land Market Reform -- 4.2 Agriculture Promotion Policy -- 4.3 Trade Liberalization -- 5 Conclusion -- References -- 3 From Preserved to Fresh Export -- 1 Introduction -- 2 Rise and Stagnation of Preserved Export -- 2.1 Factors for Growth -- 2.2 Competition with China -- 3 Start of Fresh Export -- 3.1 Niche Market -- 3.2 New Production Regions -- 4 Growth of Fresh Export -- 4.1 Entry of Agribusiness in Production -- 4.2 Introduction of New Technologies -- 4.3 Integration in the Value Chain -- 5 Conclusion -- References -- 4 Diversification of Export Crops -- 1 Introduction -- 2 Overcoming Seasonality and Uncertainty -- 2.1 Cases of Crops Diversification -- 2.2 Strategy for Crop Diversification -- 3 Seeking Gaps in Niche Markets -- |

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