

## **Agro-Business Strategies and Objectives to Develop Sustainability**

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### **Abstract**

Trends, controversies, philosophies, activities, and pending demands are explored in relation to the viability and opportunities of contemporary agribusiness. In the agribusiness market, the concept of sustainable management has recently gained traction which is primarily because of extensive dissatisfaction with the industrializing of agriculture productions and crop preparing, as well as increasing publicly pressuring over agro business companies for adopting environmentally friendly supervision practices. The lack of a coherent strategic structure for defining the most important enabling laws, services, and legislation has hampered efforts to include agribusiness in the creation of sustainable agricultural systems. This paper suggests a productivity replacement to advanced modernization system to identify sustainable techniques for improving agribusiness activities in this article. The critical value of export-led agribusiness for every nation offers a paradigmatic opportunity to explore the roots and regional specificities of neoliberalism in agriculture. This paper also examines the domain of sustainability from an agribusiness standpoint, defining thresholds or phases of sustainability in terms of viewpoints, actions, and performance indicators, and the aspects affecting a company's sustainability strategies, such as firm characteristics.

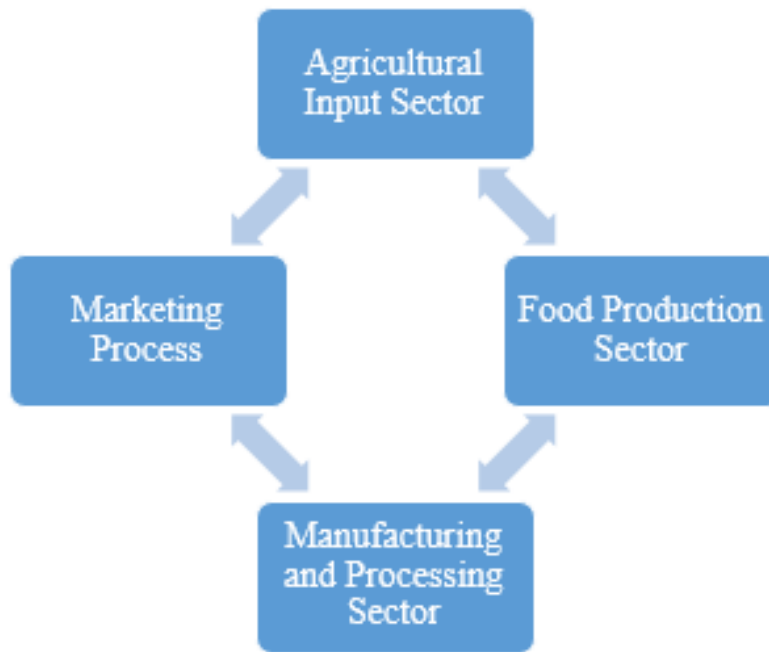
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### **Introduction**

Agriculture being the most descriptive word used in describing the various means by that crops plants and animals (domestic) provide food and other goods to the world's human population. Cultivation, horticultures, arboricultures, and vegecultures, as well as mixed crop-livestocking, pastoraling, and transhumancing, are all examples of practices that are important to agriculture and have their own expressive words. Words like incipient, proto, shifting, extensive, and intensive are commonly used to describe agriculture, but their exact definition is not always clear.

Sustainable agriculture is an ideology as well as an agricultural method. It is based on a collection of principles that represent an understanding of either social and ecological realities, as well as commitments for responding adequately for their understanding. this focuses on architecture and management procedure which interact with naturally achieved procedures to preserve all materials, reduce pollution, and protect the ecosystem while preserving or enhancing farm profitability. This is done by considering water and food cycle, energies transfers, plants beneficial to the soil, natural pest management, and animal health[1].

Food and agriculture industry are undergoing a transformation to greater environmentally friendly approaching food producing, manufacturing, as well as delivery (Figure 1). The growing majority of the farmers investigating different technologies or conversion of farms, the increasing availability on the market of self-sustaining approach products (especially organic foodstuffs), as well as a higher raising acceptance and corporate sensitivity to pollution and climate change linked to the current model are all signs of a transition. The operations of the large agri-businesses were a major obstacle to a stable transition to sustainable farming.



**Figure 1: Different Sectors of the Business for the Consumers.**

*1. Sustainable Agribusiness Objectives Includes:*

- Development of agribusiness entrepreneurship by using local human and real estate capital.
- Growing environmental consciousness and fostering long-term agricultural production.
- Skilled workers training in the field of agribusiness. Promotion of agricultural practices to reduce unemployment.
- Developing agricultural small and medium-sized businesses that can operate effectively in Nigeria and adhere to applicable consumer protection regulations.

A more generally improved to food production, processing and marketing has been taken over with the food and agriculture scheme. The transition has already taken place, including the growing number of farmers experimenting with or transforming their farms, the increased economic availability of sustainable method products (predominantly organically prepared food), and an increasing public awareness to the environmental and social issues associated with the current food and farming system. The activities of significant manufacturing companies (trader, farm input companies, retailer and wholesalers and food distributors) are really a significant obstacle to a successful context of sustainable agriculture.

A concept like this is discussed here, and it's use The response is not trivial, but requires critical and creative thinking and a move away from simplistic solutions and narrow strategies. The problem is largely political in nature, since it necessitates resource, infrastructure, and incentive decisions. The agro-business debate is important not only because of the bitter disagreements about land ownership, resource usage, and commodity chains, but also because it tells a lot about broader socioeconomic patterns and socioecological security. By way of previously noted, increased food production and commercialization is related to poor food safety, environmental degradation, and food insecurities utilized suggests combinations to main shorts, mediums, and long-terms strategies for changing agro-business practices into favor to the food and agriculture system's transformation. Government, industry, and community organizations may take such actions on their own (both proactively and reactively) or in collaboration. The term agribusiness conjures up images of intensive, globalized, and profit-making agriculture.

Although there are no strict or agreed-upon concepts for agribusiness, it is closely linked to hyper modern farming with its integration in to crossed scales features of neoliberal farming. Since then, agribusiness has been synonymous with a vast agro-industrial complex governed by centralized corporate control and management. Agribusiness includes large- and small-scale industrial agro productions, and agriculture industries along with related facilities, in certain countries, such as Brazil.

From a vital standpoint, agribusiness tend to have additional merely an industrial agriculture regimes conducted in highly technical plantations, but other than that distinct method for agricultural land managements, capital development, and development finance and commercialization. The vague concept of agribusiness, which includes a wide variety of practices direct-indirect linked to agro business, leads to the impression, the area is becoming progressively relevant in most national economies and foreign trade flows.

Other strongly debated terms that encapsulate a continuum of views, desires, and perspectives, such as biodiversity and economic growth, are related to the difficulties of correctly defining agribusiness. The contentious essence of sustainable growth and the acceptability of sustainability notions have a strong effect on progress toward higher standards of agricultural sustainability and improved environmental governance[2]. The ambiguous connotation of agribusiness in this sense is not by chance, but the sector's squishy borders make it easy for politicians and economic groups to explain a specific course of action.

Like, dominant agricultural food industry in US appears as engaging with the sustainability movement, at least rhetorically, but in reality, this pledge is merely cosmetic and targeted at "greening" their existing market strategies [3]. The agribusiness industry is typically synonymous with capital-intensive farming and widespread agricultural processing and food chain integration. Large-scale development, expanded logistic networks, and foreign trade transactions are commonly represented as direct evidence of technical performance, economic growth, and customer profit.

Many who dominate the symbolic and material aspects of agribusiness, on the other hand, are actively downplaying the destructive ecological effects and rising social political pressures resulting throughout its globalization to several new corners of the globe. This includes conventional food disruption, the use of man-made deforestation, and the rapid deliberation of landowning goods. As a result, a growing need of inter-punitive dangerous studies capable of explaining the sector's false statements, as well as a persistent mystification of agro-contribution businesses to local, global, and foreign economies.

Furthermore, the divisive facets of agro-business are critical in recognizing the difficult risks and obligations that agriculture faces in today's increasingly urbanized environment. Sustain abilities were invitations for scholars and practitioner for coming together and have a serious conversation about the current state of agriculture and its efficient transition into agro-business. The papers address the density of existing agro-business and the inconsistencies which preclude to advanced degrees of sustainability and impartiality in various forms and according to particular approaches. Constructing a maintainable food systems is definitely a multifaceted procedure which can inevitably include variety of performers through differing charms [4].

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Concentrated agro-food processing also being linked to high rates of malnutrition as well as obesity, though the assembly isn't straightforward because other interactive causes, behaviors, advertising, and customer selections too play a role [5]. The majority of government interventions seem to replicate a competitiveness mindset when it comes to production, social demands, and environmental concerns. Corporations, retailers, and hedge firms have a major impact on public policy (involving, for instance, in land grabbing operations). Recent years have seen the emergence of conflict zones. Meat consumption and, as a result, animal production is seen as

significant contributors to global climate change. Furthermore, activists see the widespread use of soy beans for livestock production in developed countries as immoral and a link to virtual land grabbing in the face of widespread starvation in developing countries [6].

In the agribusiness market, social tensions not simply impact only the agriculture sectors, nonetheless similarly the up downstream manufacturing. Biotechnology initiatives, for example, have been criticized for leading to the pro liberations of Genetically Modified Organisms (GMOs) contentious activities such as cloning. Plants health and fertilizers' companies have been accused of contaminating the environment on a large scale[7].

Unfair trade carry out in developed countries that hurt small-scale farmers have sparked public outrage[8]. Even in developed countries like Germany, working conditions in labor-intensive industries like the meat industry are often weak, and numerous meat scandals have led to a negative picture of the industry and a lack of consumer confidence in food quality and safety. The general public's view is becoming increasingly critical and risk-averse; stakeholders' leverage ability is steadily rising; and demonstrations, such as those in contradiction of newer investment in cattle productions or else bio energy plants, which have to be evolved towards professionally high levelled.

Non-Governmental Organizations (NGOs) like Green peace along with World Wildlife Fund have built up a lot of social capital and, as a result, are trusted by most customers far more than industry representatives or scientists. They often use their strong media ties to promote their proposals and organize demonstrations against industry action. It can be summarized that widespread frustration with agricultural industrialization and food delivery systems has driven agro business and the industries providing food to forefront of society wise discussions which have placed pressures on the agro business sectors as a whole, as well as individual businesses, to avoid divisive management practices and enhance product sustainability.

In this context, it has been argued repeatedly that agribusiness companies must change the way they do business in order to keep their "license to operate" and "license to sell" to the ever-demanding markets in post-modern societies of developed countries. Only a small amount of research has been done on how agribusiness companies view external pressures for more sustainability and how they react to external stakeholders' demands for more sustainable management practices (consumers, clients, nongovernmental organizations, etc.). Furthermore, the paper sheds some light on the success and performance effects of sustainability management.

## **1. LITERATURE REVIEW**

There is an increasing internationally made literatures on neo-liberalism and neo-liberalization, that must be linked to specific historical and regional perspectives of nations, locations, and production units. In its most fundamental form, neoliberalism is a multifaceted, geographically irregular, and path-oriented phenomenon that reflects a "for history unique, disproportionately formed, hybrids, patterned tendency of marketplace disciplinarians' regulating reform" [2]. Furthermore, it is simply the product of government decisions, policies, and acts, and can't be defined in the form of any independent performer with self-directed objectives.

Neoliberal economics wasn't just a social and economic phenomenon; it is a daring growth strategy which is constructed to displace some of the pre-seventies dominants of political and economic. The question is a modern global rationality, wherein the things eventually personality, which is based not just because of governance but on new events of personal and social discipline.

Farmers' perspectives on sustainable agricultural practices, consumer perceptions of the food market, drivers of sustainability strategies in food companies, and the necessary components of a sustainable supply chain have all been investigated in studies on agricultural system sustainability [9]–[11]. However, no surveys have explicitly classified agro-business firms' sustainability schemes according to their degrees or phases of sustainability efforts. This study aims to close this void, allowing the agro-business sector to monitor its progress toward sustainability. Over the last three decades, an aggressive marketplace strategies have been here as some key roles in Thailand's globalized marketplace competitiveness along with supremacy in the industry of cassava.

The Nigerian demand of cassava production in the form of industries' raw material, on the other hand, has largely remained untapped.

The governments' efforts have been focused on maintaining and improving the quality of cassava-based goods, such as high ethanol yields and root starch contents, in order to meet high standards and consumer demands. The success story behind Thailand's cassava market dominance is the consistent performance of market organization, which is crucial to global competitiveness. Government policies to stay competitive in the global market continue to include market-driven innovation. The opening of new shipping routes, for example, is important for promoting and improving agribusiness in Thailand's cassava trade[12].

There is an increasing belief that the economic concepts that underpin commercial enterprise are incapable of truly appreciating the importance of both sustainable agriculture and rural communities. A variety of thorough criticisms of the new economic structure have illustrated this view [13]. As part of an appetite for reduced prices, private companies externalize much prices of ecofriendly contamination and non-renewable source use. Internalizing these costs, according to conventional wisdom, puts a company at a strategic disadvantage in a competitive market unless everybody does so. However, organically done farming is an instance of procedure that's been followed that doesn't have to be in those circumstance. Any of these costs are internalized by prosperous organic farmers, and they can be profitable [14]. Organic produce's higher prices replicate prices of assuming such harmful consequences, as well as market awareness that organically generated goods are lesser probable for being polluted as well as extra probable to be generated in an environmentally sustainable manner.

Soy bean production also contributes significantly to the spread of genetically modified organisms (GMO) in agriculture around the world. This development receives increasing ethical condemnation as a result of wide ranging opposition to GMOs, particularly in Continental Europe. Given the fact that biomass energy is a relatively new, it so far has lost nearly all of its sustainable and environmentally friendly image. Because impacts on the environment including deforestation, palm oil agriculture in Malaysia and sugarcane cultivation in South America, for example, are criticized as being environmentally unfriendly[15]. Moreover, the food or fuel debate is now being driven by food currency movements on extremely dangerous agricultural products, which have been believed to have been the response to increased biomass resources in industrial countries[16].

Because of the supposed lack of economies of scale, traditional economic theory continues to favor organized manufacturing and delivery processes. The argument for scale efficiency is debatable among neoclassical economists, and even less so for those who use an ecological analysis[17]. Since environmental and social costs are overlooked, the narrow term used in the study of scale productivity is insufficient. The new strategy, which begins with the idea that bureaucratic processes are inefficient, seeks to devolve output as well as publicizing arrangements via promoting stronger relations amongst manufacturers in addition to customers.

## **2. DISCUSSION**

A political ecology of agro-food, based on this conceptualization, has a lots of insights to add to crucial agricultural food inquiry. It's an established area of multi-disciplinary study dealing with power and politics in socio-environmental matters, ownership as well as to get access to wealth besides territory, issues of sovereignty also impartiality, and accretion by property enclosed with people's deficiency. The majority of research of the field is concentrated on land snatching and reserve entree so far, product circulation conflicts, environmental destruction, transnational agro-food politics, and the spectrum of replies along with comprehensive Connections.

As a result, a heavy focus mostly on comparative politics of agricultural food arrangements will aid research into another human implication of its natural environment nexus, specifically the uneven representation of losers and winners, and the methods by what inadequate right of entry towards the resources being organized and assigned in property societies, by major policies and institutions, and by social relationships and circumstances. This is an exciting and developing field of study that can and should be energized by various critical thinking traditions, especially the deployment of radical ecosystem notions functional to agro-food. Examining topics like changes in technology, ecosystem degradation, and persistent malnutrition will directly benefit the debate

by highlighting power structures like race and gender that result in unequal access to resources and shows an increase agricultural practices.

A dedication to a political as well as ecological viewpoint, that could be summarized as tracks down to these points, can encourage the understanding of agro-food issues as some of the most important and contentious issues in contemporary globalized society:

- Agro - business systems that are based on social and economic foundational principles, class power struggles, and the economic and political interests including its socioeconomic strata represented.
- The creation of artificial boundaries and cleavages between human society and the rest of nature, as reflected in the encroachment on commons, lands, and community members for the purposes of circulation and private technological progress, is applicable to contemporary, imperialism agricultural production.
- Modern agriculture's economic and technical success is dependent on the careful manipulation of its ecological foundation as well as the perpetuation of pro political descriptions.
- Agriculture becomes abstract as well as alienated as it revolutionizes, globalize, and develops massively commodified in response to the imperatives about agribusiness
- These disagreements are encompassed, tried to negotiate, and (probably largely) modified to suit in the state institutions, which is an economic and cultural animal riven with environmental and natural tensions and responsive to power pressures.
- Modern economic approaches reject the belief that price is an acceptable indicator of worth and that consumer behavior is solely motivated by limited self-interest. Organic farming purchasing, for obvious reasons, might well be motivated by concerns about fitness, the environment, and the quality of life for future age bracket.
- Behavioral finance assumes that as the relative quantity demanded rises, firms will substitute resources for labor before their relative internal costs just balance their relative marginal productivities. However, this is done without respect for the community's external underemployment costs.
- The current strategy is to aggressively encourage job opportunities while still preserving wealth. By evading social cost of trying to cut down on labor it makes a big difference in between material inputs and human.
- Furthermore, organic farmers have a "public good" by extending the profits of their agricultural activities beyond the farm to the general public. These incentives are barely recognized by government programs and regulations, agribusiness companies, and other economic organizations.
- This failed business indicates the need for such a new strategy, in which all development and manufacturing procedures are planned to promote internalization of those kind of costs while still demonstrating the significant public benefits of organic farming.
- The rest of the social and cultural is prepared to communicate diligently to degradation and then use. The reaction to economic and cultural tensions and the spread of agriculture production, skewed program is to identify relies on socio-natural mobilization and the overcoming of alienation; political-ecological agencies are a matter of human rights as well as the rest of social and cultural shares with people are capable of contributing enthusiastically to deterioration and trafficking
- Agro-Neoliberalism has been continuing to grow and its global dictatorial impact has sustained, strengthened and increased, since before the 1980s, the discrepancies and shortcomings of agricultural

production (not the other way around, with scientific advancements being undisputed gains as a result of modernity).

- At agro-neoliberals' borders, due to various shortcomings of the state bureaucracy, the facility wherein requirements can be compromised and disorganized fundamentally antithetical lives, the contradictions and discrepancies are more evident at agro-neoliberal.

These 8 points guide space subtle analysis of socio structures and socially economy trends through diverse balances, which can help us grasp the complexity of new, neo-liberalized agribusiness.

### **3. CONCLUSION**

The aim of this review was to decide how agribusiness would take gradual, evolutionary steps toward sustainability while retaining a long-term, broad growth perspective. Much as diversification on the farm is needed for survival, so is a variety of strategies required inside and from institutions.

Sustainable practices on agricultural systems focus about the need for more technologies and procedures which do not damage environmental products and services, are open and efficient for farmers and improve food productivity. New methods need to be incorporated into industrial agriculture by ecological and biological processes, the utilization of non-renewable inputs that harm the environment or the health of farmers and consumers needs to be cut down, agriculture expertise and skills used constructively, human resources supplemented by expensive signal amplification, and the collaborative capacity of individuals should always be used efficiently and effectively. Such frameworks support the construction of essential value of agricultural production such as natural, social, human, physical, and financial capital.

The primary objective is to enhance environmental capital. Dividend payments can be earned through all of the best utilization agricultural and livestock genotype and also environmental factors under which they are cultivated or expanded. The focus on genotype changes must always be given to agricultural production environmental sustainability through a multitude of distinct biological approaches, as well as a deeper understanding of the importance of ecology and agriculture regulation, manipulating and renovation. Ecological management of the agricultural ecosystem, taking into consideration flow of energy, nutrient cycles, inhabitants mechanisms and system resistance, might help reinvent agricultural production at the expense of care.

In order to acquire information sources required for producing food . grocery services, vertically and horizontally interpersonal relationships are necessary in agri-business enterprises. Food products or services are usually produced as a consequence of many novelties that do not belong to a single corporation. This implies that monitoring the implementation over period of sustainability principles administration in the agro - based sector might just be essential to understand how and where a system or component emerges. It aims to investigate further the contingency factors that impact the nature and efficiency of the environmental sustainability strategy of the company.

The empirical findings indicate that agriculture businesses already have commenced implementing environmental sustainability practices in response to the widespread discussions on the sustainable development of their supply chain and production procedures. Throughout the majority of the institutions polled, environmental sustainability seems to be at adolescence. Unsupported assertion documentation from interviews with firms in various sub-sectors of agro-based businesses indicates that some still make their way back around environmental sustainability in the trial and error method. This study therefore argues that the management of agri-businesses is largely multidisciplinary because with the fact that it works on several stages of the research process.

This suggests that tracking the applications over time, the fundamentals of sustainable development in the agrochemical sector can indeed be advantageous whenever determining where and whether the industry dominates. More detailed investigation of the performance management factors that influence the architectural design of a corporation would also have been helpful. The effectiveness and productivity of the sustainability management strategy. Finally, a thorough analysis is given. An examination of the communication techniques

used by agribusiness companies could be instructive. The conversation between administration, anthropology and economic, as well as some other related fields, reinforces the mathematical techniques used throughout crop protection management research to investigate different types of approaches, and furthermore encourages the secular democratic nature including its fields. As a consequence, it helps to differentiate agribusiness management as a distinct sector.

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