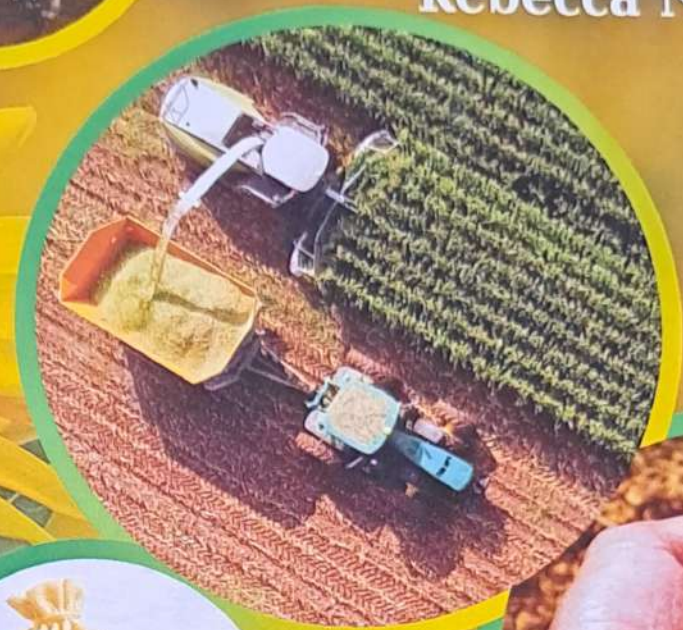


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Innovative Strategies in Agribusiness Management

Vol. 1

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Abstract

Agriculture has transformed into agri-business and grown into a big and intricate industry that now encompasses everyone involved in getting food and fibre to consumers. Agribusiness encompasses not just individuals who cultivate the land but also the people and businesses who supply the inputs, process the output, produce the food products, transport the food products, and sell the food products to customers.

Many consumers are shifting towards organic and locally sourced produce and meat, as well as sustainable agriculture practices. In response to these consumer trends, companies in the agribusiness industry are adapting their business models and production methods. At the same time, companies are also investing in transparency and traceability. Consumers want to know where their food comes from, how it was produced, and how it impacts the environment. As a result, many companies are now providing detailed information on their products, including the source of the ingredients and the production methods used.

Finally, there is increased competition in the agribusiness industry. With the rise of organic and locally sourced food, as well as sustainable agriculture practices, many small businesses and startups are entering the market. This competition is driving innovation and allowing consumers to have more choices in the products they buy. Companies are adapting their business models and production methods to meet