

les dossiers d'**AGROPOLIS** INTERNATIONAL

Expertise of the scientific community



Societies and sustainable development

Contribution of the social sciences

Number 7

Market observatory for fruit and vegetables



Market in Brazil

This market observatory is a decision support tool. It is operated by CIRAD and provides support for programming development-oriented research initiatives. It is at the service of public authorities, international institutions and commercial operators in developing and developed countries.

The analyses are based on an information watch—data organized in an efficient information system—and on permanent coordination of a network of professional and institutional contacts in developed and developing countries.

This economic intelligence unit disseminates information and studies through many specialized media tailored to different audiences: monthly journals or newsletters (*FruiTrop*, *Info Banane*, *BanaNews*, etc.), five weekly market updates (banana, orange, small citrus fruits, pomelos, avocados) and a statistical yearbook. Part of its activity is devoted to advising companies and public authorities on policy making.

Contact: Denis Loeillet, denis.loeillet@cirad.fr

Other teams focused on this topic

UMR INNOVATION

Innovation and Development in the Agriculture and the Agrifoods Sector

(Montpellier SupAgro, INRA, CIRAD)

46 scientists, 15 PhD candidates

Director: Hubert Devautour,
hubert.devautour@cirad.fr

www.montpellier.inra.fr/umr-innovation

UPR 36

Forest Resources and Public Policies
(CIRAD)

23 scientists, 13 PhD candidates

Director: Alain Billand,
alain.billand@cirad.fr

www.cirad.fr/ur/ressources_forestieres

UPR 22 AGIRS

Animal and Integrated Risk Management
(CIRAD)

27 scientists, 8 PhD candidates

Director: François Monicat,
francois.monicat@cirad.fr

www.cirad.fr/ur/faune_sauvage

UPR ARENA

Collective Action, Policies and Markets
(CIRAD)

21 scientists, 6 PhD candidates

Director: Denis Pesche,
denis.pesche@cirad.fr

www.cirad.fr/ur/politiques_et_marches

CERTAP Centre d'étude et de recherche sur les transformations de l'action publique
(UPVD)

22 scientists, 46 PhD candidates

Director: François Feral,
feral@univ-perp.fr

<http://certap.univ-perp.fr>

Study of the interface between organizations and markets

The *Centre de Recherche sur le Management et les Marchés* (CR2M, EA 4189, UM2/UM1) is specialised in market management in the marketing and finance fields. Markets are the key focus, as illustrated by the different research topics being investigated, such as:

- tapping the full potential of goods, services and enterprises
- assessing the impact of information transfers and the communications role
- developing new technologies and innovation processes
- analysing interactions between market operators
- comparing aggregate data with individual decisions.

CR2M annually organizes thematic days on topics such as 'Agrifood marketing' and 'Sales force management'. It has also signed over 10 agreements with regional and national partners (axis 4 of the Q@LI-MEDiterrannée pole, National food and human nutrition programme, etc.).

CR2M is involved in MONTPELLIER MANAGEMENT E.R. (training and

research), which is a cooperation structure that was founded to showcase—in Europe and worldwide—management science research and training activities at the Montpellier site (France), in collaboration with three partners: UM1 (*Institut des Sciences de l'Entreprise et du Management, Équipe de Recherche sur la Firme et l'Industrie*), UM2 (*Institut d'Administration des Entreprises*, laboratories CREGOR and CR2M) the *Groupe SupDeCo Montpellier (École Supérieure de Commerce, Centre d'Études et de Recherche sur les Organisations et le Management)*.

Three topics are mainly covered within the scope of MONTPELLIER MANAGEMENT E.R. for all the associated laboratories:

- technology management and organization dynamics (information, communication, employment, auditing, etc.)
 - management in the agrifood sector (competition, strategies, traceability, etc.)
 - entrepreneurship and market dynamics (decision making, start-ups, marketing, finance, etc.).
- CR2M is also focusing on another unique line of research concerning stakeholder information and behaviour.