

AGRIBUSINESS IN CEARÁ



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by **nupex**

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CÂMARA DE
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CEARÁ



Federação das Indústrias do Estado do Ceará
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EDITORIAL



PROF. DR. FÁBIO MARQUESAN

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Dear readers of Ceará Global,

It was with great pleasure that I accepted the invitation to write this editorial on **Agribusiness** and its prospects and I hope that my knowledge, as well as the practical experience I have accumulated in the area, can be useful to you. In global terms, the so-called superpowers (economic, cultural, etc.) only achieve such status to the extent that they manage to skillfully blend **"pop"** and **"vip"** development logics. By contemporary superpowers I mean basically two nations: USA and China. They are the only ones to bring together a primary (agriculture) and secondary (industry) base whose production is solid, abyssal, with a service sector that is at the forefront of the world, even if they don't limit themselves to this. And this stance guarantees indicators such as GDP figures that are, at the moment, unattainable for other players, as well as involving, but not limited to, an educational system that enables local society to integrate sovereignly into the global dynamic (but that's another story, although it's not unrelated to what I'm discussing here). In addition, the US and China have a territorial vastness that will never be enjoyed by countries like Japan, South Korea, the Netherlands or Switzerland, whose extensions are still limiting agricultural production.

As for the logic of my argument, by **pop** I mean that even though they are at a high level of **technological advancement and progress** (and could therefore, by hypothesis, save resources for agriculture), the US and China never neglect basic issues for the country's strategic sovereignty: I'm talking about food and nutritional security based on a thriving agriculture sector. In order to produce on a large scale, from the point of view of what I've called pop, you need vast tracts of land and here the dispute is limited to a few figures, namely: the USA and China, who are on another level, as well as India, Russia, Canada, Australia, Argentina and the country of the future, the giant in a splendid cradle, **Brazil!**



EDITORIAL

In other words, what I mean is that no matter how high a country's level of technological advancement, it is unacceptable to neglect agriculture, in other words, to outsource production. Agro is done at home and preferably in large volumes!

By **vip** I mean the proper management of an innovation system that, despite the volume produced, adds extraordinary value to what is sold, in a logic of imposing prices by offering something unique, scarce, rare, and therefore difficult to imitate (the exact opposite of a price-taking strategy). In this logic, **investments**, whether public or private, policies, everything, are directed towards niche strategies, aimed at favoring so-called premium or simply differentiated products, services, etc. But the scarce resource here is something else: knowledge! And this comes from a well-structured educational system that is geared towards fostering innovations that feed back into virtuous cycles of socio-economic, cultural, ethical, axiological and institutional prosperity, etc. Innovation in agriculture is also done at home and, preferably, at the highest technological level, by exploiting frontier knowledge!

Well, **this mix of the pop and the vip** was the keynote of international competition throughout the 20th and early 21st centuries, but now what guarantee is there that this will continue to be a recipe for success in the future? What about Brazil's outlook on the world stage? And what about Ceará's perspective in relation to the rest of Brazil and the international scene? **What do Brazil and Ceará have to do with this story?** These are the questions that guide the argument behind this Editorial, according to which it is still necessary to know how to mix pop and vip, both of which are important, of course, in the composition of a blend that doesn't allow for a ready-made cake recipe. Solutions must be experimented with for each particular context, involving local capacities and peculiarities to the taste of the customer. In other words, you have to be pop and vip; and beyond!

Finally, I believe that Ceará, due to its unique **soil and climate conditions**, would benefit from a policy that focuses more on vip rather than pop, prioritizing value-added over premium solutions, but without neglecting production on a large scale (which is, however, in the background). This would enable it to compete in more markets globally, beyond the fields it already dominates.



EDITORIAL

I justify this position on the basis of recognizing the existence of a qualified educational system, which is a leader in Brazil and which is the champion in the competition for places at institutions of international excellence, among other achievements.

Therefore, if the climate doesn't help, there is the guarantee that there is **human material with high potential to promote impactful innovations**, available to be worked on more or less to the extent that there are policies that awaken it. I would also like to praise the entrepreneurial capacity that is a strong trait in the people of Ceará and, if you don't mind my saying so, I would suggest that entrepreneurs/investors act with due audacity; that they seek their own, indigenous solutions, that distance themselves from cheap imitation (although they can be guided by benchmarking), that they aim for a truly new future and not simply reproduce the past.

In short, we need to do things differently, always, and more and more. I hope I've helped.



AGRIBUSINESS SCENARIO IN CEARÁ

The agribusiness landscape in the state of Ceará, Brazil, has evolved into a pivotal driver of economic growth, accounting for a significant portion of the region's Gross Domestic Product (GDP), according to data from the Center for Intelligence and Innovation in Agriculture of Ceará (Ciiagro), from the Agriculture and Livestock Federation of Ceará (Faec). Notably, the sector's contribution to the GDP stands at approximately 19%, underscoring its crucial role in shaping the economic fabric of the state.

This dynamic sector, encompassing agropeculture and agroindustrial activities, has established its significance through its substantial contribution to the state's economy. Ceará's agribusiness sector operates across a spectrum of activities, offering a range of opportunities that have contributed to its economic prowess. Fruit production, citrus products, vegetables, dairy, biomass, flowers, and aquaculture collectively form the mosaic of endeavors that shape the sector's foundation. This diversification capitalizes on the state's diverse natural resources and local expertise, not only fostering economic expansion but also fostering sustainable practices.

Strategic initiatives have been integral to harnessing the sector's potential. The Industrial Development Fund strategy aims to support strategic companies within the sector, factoring in employment generation, cost reduction, social responsibility, research and development. Fiscal Incentives of Ceará serves as a pivotal approach to attract investments and promote the sector's development.

Ceará's agribusiness sector is interwoven into the very fabric of the state's economy, evidencing its importance and economic vitality. The data shared herein, albeit based in some highlights, reveals the intricate nature of this sector, with its activities spanning the gamut of the agro-industrial spectrum. As Ceará embarks on a journey marked by **innovation, collaboration, and sustainable development**, the agribusiness sector is positioned not only to shape the economic trajectory of the region but also to define its enduring resilience and dynamism in the years to come. Initiatives such as the Sectorial Chambers of Ceará and the Ceará Milk Project underscore the state's commitment to fostering dialogue among productive sectors and promoting dairy production through innovative strategies, respectively.



AGRIBUSINESS EXPORTS SCENARIO IN CEARÁ

The economic landscape of the state of Ceará, Brazil, has been significantly shaped by its robust export sector and the integral role played by the agribusiness industry. As evidenced by the data provided up to July 2023, the agribusiness sector has emerged as a crucial pillar within Ceará's export portfolio.

The sum of all exports from Ceará, obtained on the ComexStat platform, provides a comprehensive view of the state's involvement in global trade. In 2022, Ceará's total exports amounted to R\$ 2.34 billion, demonstrating the state's participation in international trade.

Interestingly, the agribusiness sector has consistently asserted its significance in this export scenario. The data reveals that the agribusiness sector's contribution to Ceará's exports is both noteworthy and resilient. In 2022, this sector accounted for approximately 12.65% of the state's total exports, underscoring its substantial influence and although 2023 data for the agribusiness's percentage contribution is currently unavailable for the whole year, when looking for the available data (January to July), agribusiness even experienced a small growth in exports participation, as for this period represents 13,18% of the state's total.

Those economic results a testament to the agribusiness sector's prowess and adaptability in the global market. It showcases how Ceará's agricultural and agroindustrial endeavors have positioned themselves as key players in international trade, fostering economic growth and development.

The intricate relationship between Ceará's agribusiness sector and its export landscape underscores a multifaceted dynamic. It reflects the sector's resilience in navigating market fluctuations and its commitment to advancing economic prosperity. As Ceará continues its journey of economic diversification and innovation, the agribusiness sector's role as a pivotal contributor to the state's exports remains steadfast.



AGRIBUSINESS HIGHLIGHTS IN CEARÁ

The state of Ceará stands out when it comes to marketing certain agribusiness products. These include fruit in general, especially fresh melons and watermelons, carnauba wax, seafood (shrimp, canned fish, lobster, fish, ornamental fish, and other fish), and flowers. In this section, we will deal with these products, which are highlights of Ceará's agribusiness

CARNAUBA WAX

Carnauba wax is currently used in the chemical composition of some medicines, as well as in the manufacture of cosmetics, food packaging, plastic, and photographic films, as well as in polishing waxes for floors, furniture, leather, and cars. Paints, drawing products, and carbon paper also make use of Carnauba Wax, a product exclusive to the north-east of Brazil, which is also prominent in the state of Ceará.

The Ceará carnauba wax processing industry, "[Carnaúba do Brasil Ltda](#)", explains how the wax is created, highlighting that for carnauba wax to be ready, the green leaves of the carnauba trees must first be collected. Once collected, the leaves are left to dry in the sun, an irreplaceable stage for releasing the powder, which is made by another efficient age-old process, that of beating the leaves.

The powder is then boiled and strained in large wooden presses. This primitive process is often replaced by the use of solvent extractors. It is then cooled in shallow tanks, after which the product is broken down into greenish-yellow or dark-brown stones. This is raw wax, ready for processing. In the final processing, the wax is melted in pots or autoclaves. The process is completed by filtering, bleaching, and packaging, which guarantees the purity and quality of the varieties offered to the market.

In data collected up to April 2023 in Fiec's summary, the traditional "animal or vegetable fats and oils" sector, which includes "carnauba wax and vegetable waxes", had sales of US\$15.39 million, with carnauba wax standing out, exported mainly to China, Germany, and the United States. Not much different from 2022, when almost 50 million dollars worth of carnauba wax was sold (US\$49,440,328).



AGRIBUSINESS HIGHLIGHTS IN CEARÁ



Carnauba tree. Source: Google Images

SHRIMP

Another product that is highly marketed in the state of Ceará is shrimp, as the state is currently the national leader in shrimp farming, accounting for 47.17% of all shrimp produced in Brazil, which is more than double the production of the second-placed state. More than 55,000 tons are produced each year and almost 10,000 direct jobs are created. Production takes place in areas totaling more than 13,000 hectares, spread over 59 cities in Ceará.

In addition, data from the Census of Shrimp Farming made in 2022 by ABCC shows that the number of shrimp farms in Ceará has grown 155% in the last five years, from 700 to 1,786. The state of Ceará also has an important association for shrimp producers in the state, the APCC (Association of Shrimp Producers of Ceará).

The APCC works to promote the production of farmed shrimp in Ceará, seeking to develop the sector through public-private partnerships, articulating commercial agreements to acquire inputs and technologies to develop the chain, and seeking public policies that benefit the sector.

AGRIBUSINESS HIGHLIGHTS IN CEARÁ



Shrimp farming, Source: Google Images

FRUITS

The state of Ceará has strengthened nationally as a force in high-tech irrigated agriculture, in the production of fruits for the domestic market and export. They are the competitive differentials of the place, which has contributed in employment and income in the field and improved the performance of the trade balance.

To maintain a high production, Ceará relies on factors such as the natural climate and soil conditions conducive to its cultivation. For export, in addition to the natural conditions of production, the state's location in the southern hemisphere gives it the unique condition of international logistics, such as the shortest "transit time" to the northern hemisphere, as well as large investments in two international ports, Mucuripe in Fortaleza, and the Port of Pecém in São Gonçalo do Amarante.

AGRIBUSINESS HIGHLIGHTS IN CEARÁ

Analyzing the data collected about Ceará until April 2023 in Fiec's summary, it is possible to observe that the sector of "Fruits; citrus fruit and melon peels" grew 20.2% in March 2023, with sales of \$45.65 million. The main products exported were cashew nuts and fresh melons, with emphasis on exports to the Netherlands, the United Kingdom, and the United States.



Production line of Agrícola Famosa, a company from CE and RN.

Source: Ricardo Lopes/ TrendsCE

FLOWERS

The production of flowers began in Ceará in 1999 with the implementation of the first company producing roses in the region of Ibiapaba, in the west of the state, denoting the beginning of the so-called "agribusiness of flowers" in Ceará. The city of Guaramiranga and São Benedito, are also great references in this market in the state.

According to a survey conducted by the Institute of Research and Economic Strategy of Ceará (IPECE) in 2019, Ceará was once the second-largest exporter of flowers in Brazil. Currently, the state is the main producer of flowers and ornamental plants in the Northeast and has always occupied a prominent role in the national market, today among the five largest.

AGRIBUSINESS HIGHLIGHTS IN CEARÁ

The director of the largest flower shop in Ceará and one of the largest producers of roses in Brazil, Roberto Rejeiras, pointed out in an interview granted to "O Estado" that the flower market is currently quite favored and that, in particular, **the Ceará has a favorable climate for the branch during all days of the year**, which is an advantage over the southern region, since there is no period of frost and cold that can disrupt production. This only highlights the great prominence that the state of Ceará has more and more in the national and international commercial scenario.



Flowers production. Source:TrendsCE

AGRIBUSINESS OPPORTUNITIES IN CEARÁ

In the first half of 2023, the Ceará Federation of Agriculture and Livestock (FAEC) presented its proposals for the "**Ceará Agriculture and Livestock Development Plan**" to the state government's Secretary for Economic Development (SEDET). In this plan, they indicate that the Production Platform of Ceará must be based on three pillars: **productivity, competitiveness and sustainability**. And it warns that, in order to change this situation, it will be necessary to overcome the current social vulnerability, which is explicit in the problems faced by almost all rural producers in Ceará: low technological level; no access to markets; inefficiency of production factors; inadequate use of resources; low environmental regulation.

Amílcar Silveira, president of the FAEC, says that his organization is playing its part in contributing to the state government's efforts to improve the living and working conditions of Ceará's small rural producers.

The trend of government actions for Ceará's agribusiness, bringing new opportunities, is to promote efficient management of water resources, stimulate new technologies, encourage scientific development actions, support increasingly modern legislation and plan a satisfactory logistics infrastructure.



President of the Federation of Agriculture and Livestock of the State of Ceará (Faec), Amílcar Silveira, the Secretary for Economic Development of Ceará, Salmito Filho and the head of the Executive Secretariat for Agribusiness, Silvio Carlos. 2023. Source: FAEC.

AGRIBUSINESS OPPORTUNITIES IN CEARÁ

When it comes to exports, the **Brazilian Agribusiness Market Access Program (PAM-AGRO)** run by the Brazilian Export Promotion Agency (Apex-Brasil) is seeking to increase the number of producers eligible to export in Ceará.

The aim of the program is to improve the perception of strategic international markets in relation to local agribusiness, promoting data and information on sustainability, safety and the technology used, bringing about a repositioning of the image of Brazilian agribusiness.

With regard to tax incentives, according to the **Northeast Development Superintendence (Sudene)**, Ceará's agribusiness has only used R\$62 million of the R\$38 billion in tax incentives from 2013 to 2022. For this reason, the institution points out that, in order to fix these figures, dialogues will be opened with the sector, making Sudene available to this market.

The institution intends to reposition Ceará in terms of tax incentives, intensifying partnerships, especially with the Northeast Bank (Banco do Nordeste), an institution that already acts in the state and is a major partner in these policies. With this support and investment, new agribusiness opportunities will arise.



Apex-Brasil, MAPA, MRE and private sector organizations join forces to promote the image of Brazilian agribusiness abroad. Source: Apex-Brasil.

AGRIBUSINESS POSTS

During August we had as theme the Agribusiness in the state of Ceará, precisely because it is the annual period in which the topic tends to be more on the rise throughout our state.

Agribusiness refers to a set of economic activities derived from or connected to agricultural production, industrialization and its commercialization. This is a key segment for the Brazilian and Ceara's economy.

Check out the full versions on our [LinkedIn](#) page!



We also reported that ,During the week of July 10 to 14, the Executive Secretary of Agribusiness of the Secretariat of Economic Development (SDE), Silvio Carlos Ribeiro, was on a Technical Mission in Peru, at the invitation of the RIDE Fruit Route Program - DF, in addition to the mission included representatives of other institutions.

In this post we approach, how livestock or cattle breeding was responsible for the first changes in the landscape, in addition to the birth of several important cities in the countryside of the state and currently has great importance as an economic activity in the state, being highlighted in the GDP of Ceará.



AGRIBUSINESS POSTS

In this post, we will address the export of lemons to Canada, demonstrating that the quality of products from Ceará is gaining traction in foreign markets. Furthermore, the state is aiming to diversify its portfolio, seizing a unique opportunity.

Check out the full versions on our [LinkedIn page!](#)



We also reported a growth of 7.7% in 2022 after experiencing a 4.9% decline in 2021 showing that Ceará became an outlier in the country.

And not only that but, also how this recovery happened and a review of the main products related to the agriculture of Ceará!

This post explain how the marriage of technology and agriculture, often referred to as AgTech, is reshaping the landscape of farming practices worldwide and how Ceará is evolving in that important subject.



AGRIBUSINESS POSTS

This post is about Ceará's agribusiness, which comprises agriculture and livestock and agroindustry, corresponding to 19% of the Gross Domestic Product (GDP) of the state of Ceará, according to data from the Ceará Agricultural Intelligence and Innovation Center (Ciiagro), of the Agriculture and Livestock Federation of Ceará (Faec).

Check out the full versions on our [LinkedIn](#) page!



in this post we present, Geleilate Corretora that has launched the "G3 Direto" app, which will facilitate direct buying and selling of grains such as corn, soybeans, millet, and sorghum, basically we explain how the app works and the impacts of this specific app

in this post we discuss The decision of Ministry of Agriculture and Livestock (MAPA) that has launched the State Plan for Climate Change Adaptation and Low Carbon Emission in Agriculture, with a focus on Sustainable Development (2020-2030) for the Northeast region of Brazil - the ABC+Ceará Plan. The plan's governance follows a hybrid, decentralized, and participatory management model.



AGRIBUSINESS POSTS

In this post, we highlight the national prominence of Ceará in shrimp production, accounting for a total of 47.17% of all shrimp produced in Brazilian territory! This is more than double the production of the second-placed state. More than 55,000 tons are produced each year and almost 10,000 direct jobs are created. Data from the Carciniculture Census shows that the number of shrimp farms in Ceará has grown 155% in the last five years, from 700 to 1.786.

Check out the full versions on our [LinkedIn](#) page!



In this post, we address the daily challenges faced by producers from Ceará who venture into exporting within the agribusiness sector. We aim to understand the difficulties they encounter and how the state, based on these challenges, strives to innovate further in order to foster continuous growth in exports.

In this post, we talked about the Vale do Jaguaribe Rural Producers' Meeting, held on 26 of August in Morada Nova. The meeting brought together around 3,000 producers from the region, as well as mayors, deputies, state secretaries, Senator Eduardo Girão, industry representatives, union presidents, and other authorities. During the meeting, representatives from Senar Nacional were present to survey the challenges to the internationalization of Brazilian agribusiness.





RITA GRANGEIRO

Owner of Fazenda Grangeiro

For our interview in the agribusiness edition, We, from the Ceará Global team, set ourselves a challenge: Interview someone who represents our agribusiness, therefore someone strong, innovative, who believes in Ceará's potential and who thinks "big" like our Agro. The name that came up was Rita Grangeiro's. She's an example of innovation, humanity and entrepreneurship. Follow the sequence of our full interview . Enjoy it. Larissa Amaral, CG Team Coordinator.

1."Fazenda Grangeiro" is a force of agriculture in Ceará, was it born with this ambition? Can you tell us a bit about how it began?

We started in 1996 with a project to supply green coconuts only to the industry. Even though we started very small, I always dreamed of becoming a leader. It took a lot of effort and hard work to get to where we are now. Some projects gave way to others that were more profitable and a lot of study and support from various institutions that helped us and continue to be part of our every step to this day.

2.Does being in Ceará, especially in the city of Paracuru, contribute to your success in producing and developing products?

Yes, Paracuru is a coastal town with sunshine and ideal temperatures and soil conditions for growing coconut, which is our main product.

3.In a video promoting the company, we saw the following message: "Amateurism is no longer allowed these days, so you can't start any business without planning, knowledge, control and setting goals to achieve. You just need to like it, believe in it and work at it". What do you like most about your work at Fazenda Grangeiro? And what do you believe in most?

What I like and find most satisfying is the work. I don't believe in success without focusing on what you set out to do. It's because I've believed so strongly from the start that we've got to where we are. Far from where we want to be, but the focus is always on the goal.



4. How does it feel to represent the female force in Ceará's agribusiness as a representative of Women in Agriculture and a member of CNA BRAZIL?

26 years ago there were hardly any women in the agribusiness world. Today I feel immensely honored to know that I have inspired some to follow our path and that our presence, with care and love for what we do, creates a huge difference in Brazilian agribusiness. My wish is that I can continue to inspire and take my knowledge wherever I go.

5. Of the products we find at Fazenda Grangeiro: beans, coconut, watermelon, rearing cattle, have any of them already been internationalized? How did the idea of also being on the international market come about or? If it hasn't yet, is it a company plan? Can you tell us about the internationalization process?

Internationalization is totally within our plans today and is the "dream" of all the producers. I was immensely optimistic when I saw Dr. Monica Luz at an internationalization event we had the honour of attending. She was an immense force in inspiring us to go far in this process. In the beginning we produced coconut for the industry, now we produce coconut for the final consumer, internationalization could be our next step

6. In your view, what are the biggest differences between the Ceará market from when Fazenda Grangeiro was founded and nowadays? How has the company's management adapted to these changes in the market?

All the changes at Fazenda Grangeiro, as well as all the advances, were researched and directed towards where the market was going. We've tried to follow the trends, we've moved away from some activities that weren't so profitable and replaced them with others that were both more profitable and improved processes. And so we change on a daily basis.

7. What trends do you see for the agricultural sector? Especially for the state of Ceará, in the coming years? Are we prepared for these changes?

I believe we will be a major producer of grains, flowers, renewable energies and fruit (especially coconuts, which are growing 23% a year). From my point of view, most producers like us ended up adapting to the changes the market demanded and I'm sure we're fully prepared for these changes.



8.Today there is a lot of talk about environmental, social and governance practices, or "ESG". Is it necessary to adhere to these practices in agribusiness as well? How do you adapt to this market demand?

It needs to be a circular culture. Agriculture without sustainability is no longer conceivable today. Remembering that the social aspect must be linked to it. At Fazenda Grangeiro we seek sustainable solutions in all sectors, as well as raising awareness among our employees.

9.In your view, based on all your experience in the agribusiness sector, how can we make Ceará increasingly global?

We have the closest port to North America and Europe. We don't need anything else, except a lot of competence to produce and "win the world", as we deserve.

The CG Team from CG Magazine thanks for the interview with Ms. Rita Grangeiro and the attentive intermediation of Brenda Ramalho, from @softworksdigital.



Green bean. Source: Diário do Nordeste

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