

Célia Correia¹, Ana José² e Ricardo Braga³;

¹ Bolseira de Investigação em Marketing do Projeto PRODER 14296, C3i – Coordenação Interdisciplinar para a Investigação e Inovação do Instituto Politécnico de Portalegre

² Prof. Adjunta Escola Superior de Tecnologia e Gestão/Instituto Politécnico de Portalegre

³ Prof. Adjunto Escola Superior Agrária de Elvas/Instituto Politécnico de Portalegre

Abstract

Through the specific program called PRODER's - Thematic Networks and Information Disclosure; the Polytechnic Institute of Portalegre - by School of Technology and Management and the School of Agriculture -, along with the University of Évora and Natur-al-Carnes is a partner of the Association of Farmers Portalegre's District (AADP), the "Beef Cattle Nutrition" project, being the AADP the leader of it.

In this specific PRODER's sub-program, the ultimate goal is the dissemination of agricultural knowledge. The high importance of the beef cattle industry, with Regional evidence in the Northern Alentejo, helped define the main objective of this project: to create an information system for local producer based in the mission to spread the study of eating patterns and distribution of food. This study aims to know the producer of beef cattle in the Northern Alentejo, knowing the way of how he uses and gets information and from what type.

The study focuses on the pursuit of information about production of beef cattle in the Portalegre's district. There were collected 200 validated questionnaires, in the months of July and August 2011, through the calculation of a stratified random sample in the entire district of Portalegre, and made by mail, email, telephone and personal interview.

The results show that the majority of cases (72%) farmers are male, and the personal contact and telephone number are the preferred means of communication for contacting with animal health technicians, and other agricultural producers with the AADP. Most producers (69%) considered their mode of production as being traditional.

Noteworthy are two clusters of producers - differentiated by the use of the media -, related to the intensity and sophistication of use. The type of production is related to the demand for information from other producers and veterinarians and the AADP auctions are a collection point for information. As major information needed, producers pointed covered point to the creation of new distribution channels and beef prices on the market.

Palavras-chave: Segmentation, Beef Cattle, Communication, Portalegre.