***The social dimension of sustainability in viticulture: a case study of temporary workers in Serra do Sudeste/RS***

**Hernanda Tonini**

*Instituto Federal de Educação, Ciência e Tecnologia do Rio Grande do Sul – Bento Gonçalves – RS – Brazil*

*ORCID: https://orcid.org/0000-0002-2525-3325*

**Soeni Bellé**

*Instituto Federal de Educação, Ciência e Tecnologia do Rio Grande do Sul – Bento Gonçalves – RS – Brazil*

*ORCID: https://orcid.org/0000-0002-0704-7712*

**Shana Sabbado Flores**

*Instituto Federal de Educação, Ciência e Tecnologia do Rio Grande do Sul – Bento Gonçalves – RS – Brazil*

*ORCID: https://orcid.org/0000-0003-0414-6878*

**Abstract**

Sustainability in viticulture is a topic that emerges and has been strengthening in Brazil in a context in which the sector expands to new producing regions. One of the growing regions is the Serra do Sudeste, in Rio Grande do Sul, especially in Encruzilhada do Sul, where Vinícola Chandon started the implementation of Vitis vinifera vineyards in 2000. The paper aims to analyze the socioeconomic profile of temporary workers from the company's vineyards in Encruzilhada do Sul, in terms of their perceptions about work/company. The study has exploratory and descriptive nature, as part of a broader study based on the Baccus sustainability assessment framework, which covers five dimensions: environmental, social, political-institutional, economic and territorial. Focusing on the social framework dimension, a questionnaire was applied to 155 temporary workers hired for the 2023 harvest period. Among the results, the predominance of women, workers with low education and heads of families, with average monthly income of up to a minimum wage. The majority of workers live in the municipality and report the lack of formal job opportunities in the region, considering that only 7.8% participants carry out other formal contract activities throughout the year. In most participants' perception, work in the harvest through direct formal hiring generates an opportunity for income and experience, and the implementation of the vineyard by the company is viewed positively for the development of the region.

**Keywords**: Work. Rural development. Viticulture. Wine.

**A dimensão social da sustentabilidade na vitivinicultura: estudo de caso dos trabalhadores temporários na Serra do Sudeste/RS**

**Resumo**

A temática da sustentabilidade na vitivinicultura emerge e vem se fortalecendo no Brasil em um contexto em que o setor se expande para novas regiões produtoras. Uma das regiões em crescimento é a Serra do Sudeste, no Rio Grande do Sul, em especial no município de Encruzilhada do Sul, onde a Vinícola Chandon iniciou a implantação de vinhedos *Vitis vinifera* no ano de 2000. O artigo tem como objetivo analisar o perfil socioeconômico dos trabalhadores temporários que atuam nos vinhedos da empresa em Encruzilhada do Sul, e suas percepções acerca do trabalho/empresa. O estudo é de caráter exploratório descritivo, como parte de estudo mais amplo baseado no protocolo de sustentabilidade Baccus, que abrange cinco dimensões: ambiental, social, político-institucional, econômica e territorial. Com foco na dimensão social, foi aplicado um questionário a 155 trabalhadores temporários contratados para o período da safra 2023. Entre os resultados, destaca-se a predominância de mulheres, de trabalhadores com baixa escolaridade e chefes de família, com renda média mensal de até um salário mínimo. A maioria dos trabalhadores residem no próprio município e relatam a falta de oportunidades de trabalho formal na região, visto que apenas 7,8% dos respondentes exercem outras atividades com carteira assinada ao longo do ano. Na percepção da maioria dos participantes, o trabalho na safra por meio de contratação formal direta gera uma oportunidade de renda e experiência, sendo que a implantação do vinhedo pela empresa é vista de forma positiva para o desenvolvimento da região.

**Palavras–chave**: Trabalho. Desenvolvimento rural. Viticultura. Vinho.

**Social dimension of sustainability in viticulture: a case study of temporary workers in the Serra do Sudeste/RS**

**Resumen**

Sustainability in viticulture is a topic that emerges and has been strengthening in Brazil in a context in which the sector expands to new producing regions. One of the growing regions is the Serra do Sudeste, in Rio Grande do Sul, especially in Encruzilhada do Sul, where Vinícola Chandon started the implementation of Vitis vinifera vineyards in 2000. The paper aims to analyze the socioeconomic profile of temporary workers from the company's vineyards in Encruzilhada do Sul, in terms of their perceptions about work/company. The study has exploratory and descriptive nature, as part of a broader study based on the Baccus sustainability assessment framework, which covers five dimensions: environmental, social, political-institutional, economic and territorial. Focusing on the social framework dimension, a questionnaire was applied to 155 temporary workers hired for the 2023 harvest period. Among the results, the predominance of women, workers with low education and heads of families, with average monthly income of up to a minimum wage. The majority of workers live in the municipality and report the lack of formal job opportunities in the region, considering that only 7.8% participants carry out other formal contract activities throughout the year. In most participants' perception, work in the harvest through direct formal hiring generates an opportunity for income and experience, and the implementation of the vineyard by the company is viewed positively for the development of the region.

**Keywords**: Work. Rural development. Viticulture. Wine.

**1 Introduction**

Sustainability is a multidimensional theme that refers to several sectors and society as a whole. In a broader approach, sustainability is seen beyond the environmental dimension, including social, political-institutional, cultural and territorial aspects (Flores, 2018). This perspective was already present in the concept of eco-development proposed by Ignacy Sachs (1974) and was formalized in the three pillars of sustainable development in the concept proposed in the Report "Our Common Future" (Brundtland, 1987). Thus, evaluations and proposals involving sustainability cannot dispense the observation of the territory, especially when considering the rural as a unit of analysis.

As well as the complex delimitation of the topic, evaluate the sustainability becomes a challenge because, in many cases, it is about convert a subjective concept into objective terms, including metrics, parameters and criteria. In this work, the assessment of sustainability is treated from the perspective of the territory, evaluating the perception of seasonal workers or temporary workers. The exploratory study is part of a broader project, in partnership with Chandon Winery, to assess sustainability management. The project evaluates the company's activities using the BaccuS framework (Flores, 2018), which considers five dimensions of sustainability - environmental, social, economic, political-institutional and territorial - and about 100 indicators, using international references as a parameter to assess the current state and propose initiatives. The protocol proposes a diagnosis and allows priorities to be selected. In this process, one of the priorities selected by the winery was go deeper in the information about temporary workers, with the aim of knowing the profile, satisfaction and also the potential impact of the company's activities.

Chandon Winery started its activities in Brazil in 1973. The cultivation of grapes by the company, in the municipality of Encruzilhada do Sul, began in 2000, and the first harvest occurred in 2003. The municipality is one of the largest in Rio Grande do Sul in terms of extension, presenting great challenges in relation to low productive dynamism and human development. According to the Brazilian Institute of Geography and Statistics (IBGE, 2023), in 2020, the Gross Domestic Product (GDP) per capita was R$22,895.91, occupying the 425th position in the state, and the Municipal Human Development Index (HDI) was 0.657 in 2010. In 2020, the proportion of employed persons in relation to the total population was 15.1%, which placed the municipality in 336th place among the 497 municipalities in the state. The reduced indices of GDP, HDI and employed population reflect the social inequality of the municipality: 37.1% of the population has a monthly income of up to half a minimum wage per person and 36.3% does not have adequate sewerage system (IBGE, 2023).

The general objective of this article is to analyze the socioeconomic profile and perceptions of temporary workers who work in the vineyards of Chandon Winery, in Encruzilhada do Sul. The specific objectives are: a) to identify the demographic and socioeconomic characteristics of temporary workers; b) analyze the perception of workers in relation to the activities developed and the opportunities generated; c) to analyze the role of Chandon Winery for the development of the municipality. The study is exploratory and descriptive, using a questionnaire applied to 155 workers hired for the 2023 harvest, in addition to a semi-structured interview conducted with the vineyard manager. In addition to this introduction, the article is composed of a theoretical framework involving sustainability and development, methodology, results/discussion and final considerations.

**2 Development and sustainability in viticulture in the context of territory and workers**

The discussion involving the theme of development advances according to the transformations of society and perceptions about the needs of individuals through the use of existing resources. If, decades ago, the way of analyzing the reality of a people or region was linked to the idea of progress, especially based on economic criteria, in recent years this analysis has become in a broader and more systemic scope. This is because elements involving the quality of life of human beings and the relationship with natural resources become part of the approach about development.

In this sense, in addition to economic criteria, represented by the values of the Gross Domestic Product (GDP), for example, variables such as health and education are also currently used to identify the degree of development of a region. This is the case of the Human Development Index (HDI), created in the 1990s, and others approaches that do not leave aside the economic bias, understanding its relevance to the quality of life of individuals, but realizing the need to incorporate other parameters to analyze the development of a region.

From this perspective, the Indian Amartya Sen - one of the developers of the HDI - proposes the Capability Approach, indicating that human freedoms are a way to promote development, and it is essential that the individual has access to income, social provisions and civil rights (Sen, 2010). In the author's view, freedom refers to the way in which different rights, opportunities and resources contribute to expanding human freedom in general, resulting the development of regions.

For Sen (2010), development is a joint process for the expansion of substantive freedoms that are interconnected, so that poverty - the deprivation of economic freedom - can cause the deprivation of social freedom. The relationship between low income and low ability varies between families and individuals, being affected by the person's age, sexual and social roles, location, among other aspects uncontrollable by the individual. Thus, the development of a region starts to be analyzed from the point of view of the agent: the individual and his choices. According to Sen (2010), it is freedom that improves the potential of individuals to take care of themselves and positively influence the world.

Another theory related to development focusing on the individual refers to Livelihoods, from Chambersand Conway (1992)*,* which explains human survival strategies based on elements such as food, income and resources. The authors associate development with the idea of a "sustainable" life from a socio-environmental perspective, so that the tools to achieve it are characterized by the set of capacities, assets (stocks, resources, rights and access) and actions necessary to mobilize them.

Following Chambers and Conway's proposal, Ellis (1998) adds that the means of subsistence are organized in a form of interpretation regarding the alternatives of make a living, which includes tangible and intangible assets, represented by claims and access mediated by institutions and social relations. For the author, assets are subdivided into: natural capital (land, water, trees, etc.), financial capital (income, credit, inventory, etc.), physical capital (machinery, equipment, etc.), human capital (schooling, health, etc.) and social capital (unions, associations, networks, etc.). The sum of this set results in the gain of life not only of individuals or family units, but also of a locality.

Based on the theory of development as freedom proposed by Sen (2010), the person has the ability to make his or her choices through access to the five types of freedom: a) political freedoms (opportunities for people to determine who should govern and on what principles); b) economic facilities (opportunities that individuals have to use economic resources for purposes of consumption, production or exchange); c) social opportunities (provisions that society establishes in the areas of education, health, housing, etc., which promote effective participation in economic and political activities, generating links between them); d) guarantees of transparency (the need for sincerity among people, having the freedom to deal with each other under guarantees of truth and clarity); e) protective security (providing a social safety net, preventing the population disadvantaged from services from being reduced to abject misery and, in some cases, even hunger and death). Based on the understanding that each person or family has different goods and forms of access, the confront strategies and adaptation to situations, even if similar, will be diverse (Chambers, 2006) and, over time, a region will achieve advances in economic and social terms based on this.

The different economic sectors and production chains are not only responsible for the generation of jobs, but mainly for the ability to promote and facilitate access to confront strategies for individuals in a certain location. However, they must be involved in the systemic view of development.

Based on the discussion on sustainability in viticulture, the topic has been discussed at a local and international level, in the most diverse chains that make up the sector, going beyond wine, also contemplating table grapes, grape juice and raisins. The discussion here focuses primarily on wines, as they are the main chain of the article. The International Organization of Vine and Wine (OIV) has been discussing the topic and has formalized the concept of "sustainable viticulture" as being:

[...] a global strategy on the scale of grape production and processing systems, incorporating at the same time the economic sustainability of structures and territories, producing quality products, considering requirements of precision in sustainable viticulture, risks to the environment, products safety and consumer health and valuing of heritage, historical, cultural, ecological and landscape aspects. (OIV, 2008, p.1)

For Merli, Preziosi and Acampora (2018), the OIV's definition of sustainability in the wine sector goes beyond the production system (organic, biodynamic or integrated), as it incorporates aspects of culture, landscape, history and all the intangible elements that characterize wine as a product of excellence. The topic remains on the agenda at the OIV, including discussions ranging from specific topics - focused on the management of the vineyard - to broader issues. In the specific themes, Resolutions 655/2021 on microbiotic biodiversity in vineyards (OIV, 2021) and 705/2022, which brings alternative recommendations for the use of herbicides (OIV, 2022). More broadly, Resolution 518/2016 start from the concept of sustainable viticulture and lists principles for the programs, already suggesting areas and indicators for evaluation (OIV, 2016). In 2020, Resolution 641 provides a guide for the implementation of sustainability principles in viticulture, suggesting tools and highlighting the sector's challenges for the implementation of the defined sustainability principles (OIV, 2020).

Parallel to this, producing countries and regions have been developing their own protocols for the application of sustainable viticulture principles, which can be in the form of guides, footprints, self-assessment, recommendations, protocols or seals (Flores, 2018). Programs can be certified or not. Among the initiatives, the "integrity and sustainability" seal in South Africa and the California Sustainable Winegrowing Alliance (CSWA) in California (United States) can be highlighted. Other countries are also working on the issue, such as New Zealand, Australia, Italy, Chile and, more recently, Uruguay. In Brazil, up to the presente moment, the certifications linked to the theme are related to good practice, such as the Safe Food Program (PAS) and the Integrated Production of Grapes for Processing (PIUP) program. The specific technical standards for PIUP were established by the Ministry of Agriculture and Cattle (MAPA) by Normative Instruction No. 42, of 11/09/2016 (MAPA, 2016) and updated by Normative Instruction No. 21, of 06/02/2022 (MAPA, 2022).

PIUP aims to promote sustainable production, allowing the monitoring of processes and ensuring the supply of a safe product to the consumer. The standards are divided into 13 topics, including the traceability system, auditing and labor. The certification goes through the National Institute of Metrology, Standardization and Industrial Quality (Inmetro) (MAPA, 2022).

Quality of life at work has been integrated as a principle of sustainable viticulture at the conceptual and operational levels. When defining the concept of sustainable viticulture, the OIV listed the main aspects, including human resources management (OIV, 2008). Along these lines, in the definition of the principles for sustainable viticulture, among the five defined, the third deals with social and cultural aspects and lists as main areas: working conditions, integration with the local socioeconomic and cultural environment, and consumer health and safety (OIV, 2016).

Regarding sustainability programs, a survey that investigated eight protocols in six countries identified that six of them had specific guidelines and indicators related to workers (Flores, 2018). Among the areas considered are health, safety and quality of life at work, bringing up issues such as the use of individual protective equipment (IPE), for example. Allied to this, there are also issues related to recruitment and selection, especially related to the importance of ensuring diversity and non-exclusive criteria. Another important point is training and actions related to education, especially environmental education.

All these aspects related to people are aligned with a perspective of sustainability in the territorial approach, which emphasizes the local, the environmental dynamics, and the capacity of the actors to participate (Flores; Medeiros, 2018). If the territory is seen as an active subject in the promotion of its development, authors such as Magnaghi (2005) also place the actors in a central position, taking up issues such as quality of life and capacity to participate in decisions involving the territory and the use of these resources. This characteristic occurs in social sustainability, which dialogues with the definitions of Sen (2010) and deals with the capacity of the actors in terms of space, but also of living conditions and education.

Social sustainability is the basis for political sustainability, which will emphasize the conditions of a given territory to carry out its self-management and make its decisions vis-à-vis other territories. Both are complemented by environmental and economic sustainability, in order to promote territorial sustainability, which is directly linked to the territory's production and reproduction capacity, seeking resilience and balance. Thus, working on sustainability from a territorial perspective implies observing local actors and their dynamics, including labor relations and how they impact the life of local actors and, consequently, the region.

**3 Methodology**

The present study is exploratory and descriptive, since it seeks to identify information on a given topic in order to later explain the results and discuss them with the existing literature. It is qualitative in nature and quantitative due to the techniques represented by frequencies and percentages, while at the same time making use of methodologies focused on content analysis to open-ended questions and interviews.

The company was chosen because of a broader research Project carried out in the vineyards, which aimed to carry out a sustainability diagnosis, based on the BaccuS framework (Flores, 2005). In the framework, sustainability is assessed with a broad scope, including the environmental, economic, social, political, institutional and territorial dimensions, as shown in figure 1. This article focuses on the social dimension, with emphasis on the internal public, i.e., the workers.

Figure 1: Sustainability dimensions and themes in the BaccuS framework

**Environmental**

Water

Air

Effluents

Waste

Energy

Biodiversity

Agricultural practices

**Economical**

Production & Operations

Management Systems

Diversification

**Social**

Internal audience

Community

Territory

**Institutional**

Territorial articulation

Governance

**Territorial**

Knowledge (teaching and research)

Cooperation actors

Appreciation of heritage, landscape and culture

Source: Flores, 2005.

Each dimension has topics of work, which are divided into indicators. In the social dimension, the three topic address different scales, starting with the internal public, moving on to the community and territory as a whole. In BaccuS, each dimension is worked on in four guidelines: (1) management, addresses the company's internal processes; (2) articulation and cooperation, encompassing the relationship with other actors or institutions; (3) innovation, which deals with changes and improvement; and, finally, (4) learning and sustainability, for long-term initiatives aimed at sustainability in a broadly way.

The BaccuS lists factors that should be considered in the evaluation of each indicator. A closed formula is not proposed, which provides flexibility in the development of research instruments. For the present study, data collection was carried out by means of a questionnaire developed based on the factors listed in the framework for the social dimension (Chart 1).

Chart 1: Factors considered in the construction of the research instrument, based on the recommendations of the BaccuS framework.

|  |  |
| --- | --- |
| Indicator | Factors considered in the survey |
| Health, safety and working conditions | •Good working conditions and environment  •Provision of Individual Protective Equipment (IPE)  • Encouraging the use of IPE  •Initiatives for ergonomics and occupational health  • Initiatives for quality of life at work  •Health, safety and working conditions initiatives for temporary Workers |
| Compensation and benefits | • Remuneration appropriate to the activities carried out  •Equal pay between genders  •Legal and complementary benefits |
| Promotion of diversity | • Promotion of diversity (mainly, gender and race) |
| Training & Qualification | • Promotion of training activities internally |
| Impact and relationship with surroundings | • Valuing professionals in the area |

Source: Prepared by the authors based on Flores (2005).

Based on the population of temporary workers who worked in the company's vineyards in Encruzilhada do Sul, equivalent to 166 (N) people, the sample corresponds to 155 (n) workers who answered the questionnaire. The survey contained 39 questions, divided as follows: 15 questions on sociodemographic data, 6 questions related to economic data, and 18 questions involving perceptions about working at Chandon. The questionnaire was preceded by a presentation of the research and a term of acceptance, in which the worker expressed his acceptance or not to participate in the research.

The data collection was carried out during the 2023 harvest period, more precisely in the month of February. The questionnaire was administered during the lunch break in the employees' cafeteria. This choice was made for convenience and to enable greater participation in the research, taking advantage of a period in which the harversters were gathered. It should be noted that this procedure has the disadvantage of the fact that it can generate embarrassment or even participation under coercion by the company (Maia, 2020), which was not identified at the time of collection since it is not compulsory to answer the questionnaire.

To complement the information, a semi-structured interview was conducted with the manager of the Encruzilhada do Sul vineyard. The data collected through questionnaire and interview were analyzed with descriptive statistics, using Excel software, and content analysis, following the procedures recommended by Bardin (2011). The discussion took into account triangulation across multiple data sources for validation and to ensure greater reliability in the analysis. For content analysis, the free application Wordclouds.com for the elaboration of a word map was also used.

**4 Results and discussion**

**4.1 Socioeconomic profile**

Based on the responses of the 155 participants of the study, it was possible to identify sociodemographic aspects that allow the recognition of some characteristics of temporary workers, as well as the proximity of the results to other studies. The information is presented in Table 2 and detailed below.

Table 2: Socio-demographic aspects of temporary workers

|  |  |  |
| --- | --- | --- |
| **Variable** | **Frequency (%)** | |
| Sex | Male  Female | 41,9  58,1 |
| Age group | 18-20 years  21-30 years old  31-40 years old  41-50 years old  51-60 years old  61-70 years old | 5,2  31,2  30,2  18,5  12,3  2,6 |
| Marital status | Single  Married  Stable union  Widower  Divorced  They did not respond | 56,5  22,7  14,3  2,6  2,6  1,3 |
| Schooling | Incomplete fundamental  Complete Fundamental  Incomplete high school  Complete High School  Incomplete Superior  Complete Superior  Illiterate | 48,8  13,6  9,1  21,4  3,9  1,3  1,9 |
| Monthly income range | Up to 1 MW  From 1 to 2 MW  FROM 3 TO 4 MW | 87,4  10,6  2 |

Source: prepared by the authors (2023).

Among the 155 participants in the study, the presence of women in the grape harvest represents 58% of the workers, which demonstrates the importance - or need - of the insertion of women in the labor market and diversification of family strategies, while emphasizing the changes related to the role of women in society. In a study carried out in the cultivation of grapes in the São Francisco Valley, Moura and Paiva (2019) identified the greater participation of men with formal jobs linked to grape cultivation compared to women. However, between 2005 and 2015, female participation in this area varied by almost 100%, while male participation grew by around 31% (Moura; Paiva, 2019). The increase in female labor in agriculture is also verified in a study by Valdés Subercaseaux, in Latin America (2015).

The age group of the workers corresponds to younger people, with 36.4% between 18 and 30 years old and 30.5% between 31 and 40 years old, which was observed in the studies by Moura and Paiva (2019) and Espindola and Gennari (2020). In addition, 18.2% are between 41 and 50 years old and 12.3% are between 51 and 60 years old. It is possible to identify the participation of seasonal workers over 60 years of age (2.6%), demonstrating the need to seek alternatives to increase income. One person did not answer the question.

Regarding marital status, most respondents are single (56.5%) and 37% are married or in a stable union. In addition, 2.6% of the workers are widowed and 2.6% are divorced. When asked if they are heads of household, 64.1% answered yes, which shows that, due to the number of women who work in the Chandon harvest, part of them are responsible for supporting the family, an aspect also present in the study by Radovic-Fanta (2019), in Chile.

The results indicate the low level of education among the seasonal workers, since the majority (48.8%) have incomplete elementary education and 13.6% have completed elementary school. So that one of the participants said that "sometimes it is difficult to find a job if you do not have an education", perceiving temporary hiring in the vineyard as an opportunity, while referring to the difficulties of getting paid work due to a low level of education. Of the respondents, 9.1% did not complete high school and 21.4% had completed high school. Only 2 people (1.3%) have completed higher education and 3.9% have incomplete higher education. Three workers (1.9%) are illiterate. This reality is even more complex in the northeast region of the country, since Moura and Paiva (2019) where day found that 58.6% of formal workers in the grape sector in 2015 had no schooling or had incomplete primary education.

The majority of seasonal workers (74%) have their own homes, and 91% live in Encruzilhada do Sul, highlighting the importance of the winery in generating job opportunities for the local population. This aspect reduces labour migration, which is associated with high levels of poverty in Latin American countries (Valdés Subercaseaux, 2015). According to the International Labor Organization (ILO Brasília, 2023), the displacement of workers during harvest periods can make them more vulnerable to forms of exploitation and discrimination (ILO Brasília, 2023), as happened in Serra Gaúcha, in 2023, which led to the signing of the Pact for the Eradication of Labor Analogous to Slavery in Viticulture in Rio Grande do Sul.

Just over half (51.6%) live in rural areas, including in settlements located in the region. With regard to basic infrastructure, draw attention that 38.1% of the workers reported that they do not have treated water in their homes and 42.6% indicated that there is no sewage system. Only one person answered that he had no electricity. Regarding water, it should be noted that in many rural regions of the country there is no piped water supply from public or private companies, and the same occurs with sewage treatment. In this way, residents resort to the use of artesian wells that serve rural communities.

The families of the workers in the study are not numerous, and most of them live with two (23.9%), three (29%) and four (25.2%) people. Among other factors, this aspect is related to the number of children that the harvesters have (72.7% reported having children), since most (32.4%) have only one child, two (34.2%) or three (13.2%). Among the families with the largest number of members, 7.1% live with six or more people in the household, with 10.5% having four children, 7.9% having five children, and 1.8% having six children.

Regarding the economic reality of the seasonal workers, only 7.8% have another remunerated activity with a formal contract during the year. The majority (58.4%) work in other paid jobs, but informally, i.e., without a formal contract. Among those who answered that they work during the year, 52.4% indicated that they work in the agricultural area, from harvesting various crops (grapes in another vineyard, blackberry, watermelon, olive, peach, rice), extractivism, livestock and soybean farming.

In the case of women, in addition to agricultural activities, it is common to perform domestic work, as a cleaner per day to have another income option throughout the year. This aspect is identified in the National Household Sample Survey - PNAD (IBGE, 2015), since a day laborer is the third main economic activity of women. In addition, the vast majority of day laborers do not have a formal employment contract (IBGE, 2015).

According to a report by Oxfam Brazil (2019), the grape sector generated 43,507 jobs in 2017. However, almost 50% of the workers are laid off during the year, due to the characteristics of the activity, making it difficult to guarantee the livelihood of the families of the people who work per harvest. Such aspects were also evidenced in the study by Balsadi (2021). Still, considering the lack of professional opportunities in the Encruzilhada do Sul region, working in the harvest is seen as a chance to improve income, especially due to the constancy in hiring, even if annual. IBGE data on work and income in the municipality demonstrate this situation: in 2020, the proportion of employed persons in relation to the total population was only 15.1% (IBGE, 2023).

Due to the low incidence of remunerated activities throughout the year, the vast majority of workers (87.4%) indicated that the monthly income range is up to one minimum wage. Only 12.6% of the participants reported that they earn more than one minimum wage per month, between two (10.6%), three (1.3%) and four (0.7%) minimum wages. In a study by Moura and Paiva (2019), the income range of formal grape workers in the São Francisco Valley has reduced over the years, since in 2005 4.14% received up to one minimum wage, which increased to 8.36% in 2015.

According to estimates by the International Labor Organization (ILO, 2023), in Brazil there were 2.1 million workers considered extremely poor in 2022, that is, with an income of less than US$ 1.90 per day. Regarding poverty, Kühn and Waquil (2015) point out that, in addition to economic possibilities, it is associated with the lack of municipal social infrastructure, wich is incapable of generating better conditions of choice for its residents.

Still with regard to the economic issue, it should be noted that, although the Oxfam Brazil report (2019) indicates inequalities in relation to the remuneration of men and women in rural work, according to the vineyard manager, Chandon's harvesters, regardless of gender, receive the same remuneration. In addition, there is a higher number of women hired for the harvest in the vineyard in Encruzilhada do Sul.

Access to mobile phone is a reality for almost all seasonal workers, as 96.7% have a cell phone. Regarding internet access, 87% answered positively. Regarding their own vehicle, 59.5% reported that they do not have one.

The results involving the workers' perception of the company are presented below.

**4.2 About temporary work in the vineyard in Encruzilhada do Sul**

Satisfaction with the work performed can be demonstrated by the fact that 92.8% of the respondents stated that they would recommend the work in the company to someone they know and this seems to be reflected in the fact that 64.7% have family members working in the vineyard. Grouping the reasons cited by the harvesters (figure 2), which would lead them to recommend other people to work in the harvest, can be achieved at four categories: aspects related to the company (good, serious, organized, etc.), income (salary, quick gain, extra income), work (opportunity, good, experience) and to help someone in need.

Figure 2: Why would you recommend working at Chandon?

Texto

Descrição gerada automaticamente

Source: prepared by the authors (2023).

In general, the reasons cited by the respondents suggest that the company offers good working conditions. According to the OIV (2016), sustainability in viticulture must be sensitive to social and cultural aspects, and among the elements that highlight working conditions are respect and fair treatment of workers, as well as the continuity of the workforce. In addition, the organization and seriousness of the company, cited by several respondents, are part of the fourth principle of the OIV (2016), which deals with sustainability from the point of view of economic viability of the company. The analysis indicated that the organization refers to the presence of standardized processes and management system, which contributes to the efficiency of the processes and also ends up having repercussions on the reduction of environmental impacts and protection of social aspects.

The continuity in the work of harvesting grapes at Chandon is a constant, since 24.5% of the respondents have been working in the harvest for five years or more. For 38 people (24.5%) this was the second harvest in the company, 16.1% are three years old and 12.2% are in their fourth year. Only 22.6% of respondents are doing the activity for the first time. The results obtained are comparable to what was identified by Espindola and Gennari (2020) in San Juan, Argentina, in which the average experience of workers is 5.17 years.

To move to the property, 89.6% use the transportation provided by the company and the others are divided between public transportation, their own or a ride. When asked about the benefits that the company provides, 77.1% indicated transportation and 60% food assistance. Others still pointed daycare assistance, health assistance and their own salary. According to the company, the harvesters receive as benefits the transportation chartered by the company and the snack during the break. The fact that the vast majority live in the same city facilitates the dynamics and organization of both (the company and the Workers), without the need for labor migration.

Regarding the form of receipt, 83.1% reported that the payment was made monthly and 76% commented the adittional value payed by production. According to the company, each harvester receives a fixed amount (referring to 30 days), a bonus for attendance and a bonus for productivity, calculated based on the quantity and quality of the grapes harvested by each pair of workers.

As part of the winery's strategies in relation to hiring procedures, 147 people (94.8%) answered that they were hired as temporary workers/seasonal workers with a formal contract. Some indicated outsourcing, day laborer or individual micro-entrepreneur. In addition to the job opportunities to temporary workers, some are hired for a period longer than the harvest, representing 14.2% of the respondents. The respect to labor legislation, in addition to being a company practice, is part of the PIUP certification standards, being verified through internal and external audits, through a certifying company and inspectors from the Ministry of Labor. Through the interview with the vineyard manager, it was informed that all workers are hired with a formal contract, which prevents the existence of informal work in the company, which according to Valdés Subercaseaux (2015), increases poverty. Still, the short hiring period generates instability in the lives of workers (Radovic-Fanta, 2021).

The reasons that lead the workers to work as harvesters in the harvest of grapes at Chandon are diverse, as shown in figure 3. However, what appears most frequently, in a question in which it was possible to mark more than one option, concerns to the economic benefits, since 56.5% affirm that they seek work to supplement the family's income or even as the possibility of having their own money (28.6%). They also do this work due to the lack of professional opportunities in the region (15.6%) or because the satisfactory working conditions (14.3%). Such reasons may be responsible for the interest in working in the following harvest, as 93.9% intend to work for the company again.

Figure 3: What factors lead you to work on the grape harvest at Chandon?

Source: prepared by the authors (2023).

Economic needs are the main factors that lead individuals to seek temporary jobs in the grape harvest (Radovic-Fanta, 2021; Moura; Paiva, 2019). Based on the Capability Approach (Sen, 2010), it should be noted that, due to the local characteristics of Encruzilhada do Sul and the lack of jobs, temporary work at Chandon reveals itself as an opportunity for residents, something that contributes to the improvement of quality of life. However, it is also conditioned by the lack of choices, that is, the limitation of options (Kühn; Waquil, 2015) related to income generation. Also, considering the reduced job vacancies in the municipality, as previously discussed, Valdés Subercaseaux (2015) assert that it is a State responsability to pay for the lack of income throughout the year, through the transfer of food and economic resources to provide the survival.

According to the economic results already presented, 87.4% of the respondents reported that they receive up to one minimum monthly wage and, perhaps because of this reality, temporary work in the company is considered, in the view of the seasonal workers, as something that contributes to the quality of life. Despite the lack of conceptual consensus (Pereira; Teixeira; Santos, 2012), quality of life refers to people's perception of how much they satisfy their needs, taking into account their physical health status and socioeconomic conditions (WHO, 1998). Thus, intends to associate the economic approach with the psychological and physical scope. Considering the proposal of this article, it was not possible to measure the level of satisfaction of the needs of the study participants, confirming the improvement in quality of life or not.

To carry out the work, 86.2% reported that they had received some type of training. In the aspects related to work safety, all the workers answered that the company provides safety to carry out the activities, and 96.1% of the workers indicated that they received individual protective equipment (IPE), such as hats, boots, sunscreen, termos bottle. Items such as a T-shirt and pruning shears were also listed. Of the respondents, 95.9% reported that they use IPE. The health and safety of workers are aspects considered by the OIV (2016) for sustainability in viticulture. Likewise, Normative Instruction No. 21 of the Ministry of Agriculture and Cattle (MAPA, 2022) establishes which IPE must be made available to workers, which is verified by the audit of the certifying company accredited by MAPA.

According to information provided during the interview with the vineyard manager, the harvesters receive the following IPE: safety boots (leather), cap, hat with neck protector, sunscreen (factor 30), raincoat (in case of rain). In addition, a uniform containing a cotton T-shirt, a five-liter thermal bottle for every two people and a stainless steel mug (the bottle and mug are collected at the end of the harvest) are delivered. Regarding the use of IPE, on the first day of work they are delivered to the workers during a collective meeting, where is made an explanation of use. The inspection and monitoring of use is carried out by the harvest monitors and supervisors of the vineyard, who are directly in contact with the workers.

When asked about the importance of their work, all workers answered that they consider it important, mainly involving reasons related to contribution to the company and personal aspects. In this sense, justifications such as "helping the company", "this is how the company grows", "the company needs", "without us there would be no harvest", among others, are frequent. On the personal side, emphasis on dedication, commitment, seriousness, productivity and quality of the work done. On a smaller scale, the fact that workers need the income, as a job opportunity, or because they like the job.

Regarding the meaning of work in the vineyard, most of the interviewees related that the activity represents a financial aid, being an income supplement/extra that contributes to the family's expenses. One of the participants reported:

For me, it's the best time of the year, because it's an opportunity to earn an income by working with dignity, because the schedules and organization of the company provide us is something that other companies in the city don't do.

The taste for work and the fact that it is a job/work opportunity were also frequently indicated. Such aspects are evidenced in comments such as "I can buy something for my house", "I am happy to work, it is a dignified service", "it represents na work opportunity for women".

For 92.3%, the activity in the vineyard generates other job opportunities, and some even indicated the possibility of being hired in the company itself. Experience and learning/knowledge were also mentioned repeatedly in this question. They also indicated that working in the company promote personal aspects (personal learning, enjoy the work, meeting other people, etc.), the qualification of the company, due to the lack of employment in the region, financial possibilities, the harvest period. The results are shown in Figure 4:

Figure 4: What opportunities does this work generate?

Source: prepared by the authors (2023).

Regarding the importance of Chandon's arrival for the development of viticulture in the region, 99.3% of the workers indicated that it is important, and only one answered "I don't know". Among the justifications, the most frequent responses, presented in figure 5, reinforced the generation of jobs, the creation of opportunities, the development of the municipality/region and, to a lesser extent, the generation of income. Some comments show that "I believe that only by having Jobs, people could have a more dignified life", "it generates employment, you don't have to leave the region to work", "very important for mothers who do not have studies to give the best to their children", "in addition to generating income for many families we make many friends and learn a lot about the harvest".

Figure 5: Why is important the arrive of companies as Chandon winery?

Source: prepared by the authors (2023).

Based on the results, the benefits that the company provides to the region are visible, especially by offering job opportunities and income generation, contributing to a more dignified life for the local community, especially due to the contexto of the region. By analyzing the individual's developmental perspectives (Ellis, 1998; Sen, 2010), it is possible to verify the role of the company as a facilitator in obtaining resources to improve the quality of life of individuals in Encruzilhada do Sul and region, but limited to the fact that such job opportunities are temporary, in a place where the options of choices are limited.

**5 Conclusions**

From the study performed, it was possible to identify the sociodemographic profile of the workers hired for the 2023 grape harvest at the Chandon winery, in Encruzilhada do Sul. Low schooling, lack of job opportunities and low average annual earnings are some of the elements that characterize the group participant.

Among the positive aspects, the predominance of women stands out, most of whom are household, thus contributing to the support of their dependents. It is necessary to note that these are temporary jobs with a minimum wage and do not necessarily imply a perennial improvement or equality of working conditions compared to men. Such issues are complex and transcend the limits of the company's operations, and should be part of a broader public policy or strategy with multiple actors.

It is also important to highlight the fact that the company offers income-generating opportunities for residents of the municipality and its surroundings, without long transfer, as well as the need for accommodation. The results also showed that most workers live in their own homes, mainly in rural areas. By employing local workers, in a direct way, an objective contribution is made to the valorization of the territory, whether from the point of view of distribution and appropriation of resources or also of social development, as can be observed. Allied to this, direct contract is an alternative to problems involving precarious working conditions, such as the fact that occurred in Serra Gaúcha in 2023, involving wineries that hired the services of an outsourced company and workers from other states, who were subjected to degrading conditions. This fact generated a Conduct Adjustment Term signed between the companies and the Labor Public Prosecutor's Office (TRT4, 2023) and a Pact for the Adoption of Good Labor Practices in Viticulture in the state, signed by the Ministry of Labor and Employment, Federation of Wine Cooperatives of Rio Grande do Sul, Federation of Salaried Workers and Rural Salaried Workers of Rio Grande do Sul, International Labor Organization and Labor Public Prosecutor's Office (ILO Brasilia, 2023). It should be noted that the monitoring carried out by the team of researchers with Chandon Winery began in the 2022 harvest, that is, before the facts occurred.

The present study presents an excerpt that involves specific historical, social and economic aspects. Even so, it shows the relevance of temporary work in the grape harvest as an income opportunity and, consequently, as an alternative to promote individual freedoms, despite the limited choices that exist in the region. Most of the workers showed that they were aware of the importance of their work for the company, whether it was to maintain the quality of the grapes for winemaking through manual harvesting, or to the need to harvest the entire production in a short period of time.

Among the contributions of the study, we highlight in particular the identification of the profile of temporary workers in the grape harvest in a vineyard in Encruzilhada do Sul, in addition to their perception of the contracting company, expanding the discussion on development and sustainability in viticulture. The work reinforces the requirement to broaden the debate on temporary work, in order to improve working conditions in viticulture in Rio Grande do Sul.

From another perspective, the article draws attention to the social aspect present in the sustainability paradigm, which is rarely evidenced, making it difficult to discuss the results. The sustainability concepts of the International Organization of Vine and Wine (OIV) and the Food and Agriculture Organization of the United Nations (FAO) connect social, territorial and quality of life aspects. Even so, there is a gap in studies in this area, which is reflected in the reduced number of publications on the subject, especially with regard to the world of wine. The BaccuS framework supports the analysis by assessing sustainability in a broad scope, considering the environmental, social, economic, political-institutional and territorial dimensions. It doesn’t means the neglecting the environmental issue, but to include another perspective of analysis, from the point of view of the territory and the relations between people and institutions. In this way, sustainability is considered as a construction in many hands and perspectives, which must necessarily include relations with the territory.

A limitation of the study is the fact that the questionnaire was administered in the workplace of the participants, due the psychological risk related to possible embarrassment or fear, which may affect the veracity of the answers. However, it should be noted that the participation in the study was voluntary and no complications were identified during the process.

For future studies, it is suggested to broaden the scope of the research in order to characterize the profile of workers in the grape production sector in Rio Grande do Sul, taking into account the regional contexts. From this, it will be possible to carry out combined and comparative analyses, against the backdrop of the sustainable development of viticulture in the state.

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