

RESUMEN

La siembra directa, surge como respuesta al problema del deterioro de los suelos. Desarrollada simultáneamente en Estados Unidos y Europa (década de 1940), se basa en la nula remoción del suelo y alto uso de agroquímicos. Las instituciones privadas y públicas de Argentina la difundieron ampliamente. Fue adoptada masivamente por productores agropecuarios, desplazando a tecnologías convencionales y avanzando hacia áreas no aptas para la agricultura. La sustentabilidad agropecuaria (marco donde surge la siembra directa), aparece en el centro de una compleja convergencia de intereses sociales, ecológicos, tecnológicos y económicos. Considerando al cambio tecnológico un fenómeno multidimensional y complejo, que hace un “recorte de la realidad” para su estudio; se trabajó en la construcción de un mapa de actores sociales relacionados a la siembra directa, en la zona centro del país, área de influencia de la Facultad de Ciencias Agrarias de la Universidad Nacional del Litoral. El producto final es un estudio explicativo de sus interrelaciones, con la finalidad de suministrar fundamentos teóricos para el diseño de estrategias o proyectos de desarrollo rural.

Palabras claves: innovación tecnológica, siembra directa, actores sociales.

SUMMARY

Direct sowing technological innovation social actors and their relationships. The case of the development area Faculty of Agrarian Sciences, Esperanza, Santa Fe, Argentina.

Direct sowing, conceptualized inside the sustainable technologies, arises as answer to the floors deterioration problem. It was developed simultaneously in United States and Europe (the 40 decade). Based on the null removal of the floor, with a high fertilizers, insecticides and herbicides use.

It has been broadly diffused by private and public institutions in Argentina. It was massively

adopted by agricultural farmers; and today also for cattlemen, displacing this way the conventional technologies and advancing toward areas not previously capable for agriculture. The agricultural sustainability (where direct sowing arises), appears in the center of a convergence complex of social, ecological technological and economics interests. Keeping in mind that technological change is a complex and multidimensional phenomenon, that takes to make a “clips of the reality” to be able to study it, have been worked in the construction of a social actors map, related with direct sowing, in the development area Faculty of Agrarian Sciences, Esperanza. The actors were identified and characterized their interrelations. The final product is an explicative and detailed study in the social aspect, about this technological innovation, with the purpose of giving theoretical foundations for strategies or rural development projects design .

Key words: technological innovation, direct sowing, social actors.