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RECENT TRANSFORMATIONS IN THE LABOR MARKET IN BRAZILIAN AGRICULTURE VALUE CHAINS

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Based on data from the Continuous National Household Sample Survey (Continuous PNAD) and interviews with representatives of production chains, the objective is to present some of the main recent transformations in the Brazilian agricultural labor market, highlighting the processes of automation, digitalization and the participation of Generation Z in agricultural work. In recent decades, changes in the composition of agricultural production in the states and regions, along with profound transformations in production structures, and relevant demographic changes, have determined the significant reduction in the number of people employed in Brazilian agriculture as the most visible feature in the labor market. Looking for the future, greater attention needs to be paid to

some trends, such as: new demands and new employee profiles in the agriculture value chains, especially with the increase in digitalization; growing increase in the average level of education of the agricultural economically active population, especially people with completed higher education; growing importance of agricultural services (outsourcing); increase in wage-earning relationships and the expansion of commodities, with greater importance of permanent employees versus temporary ones; importance of non-agricultural rural activities; and, especially, the participation of Generation Z, their expectations and connectivity with virtual worlds, that has resulted in increased informality, turnover and, in many regions, a lack of skilled labor for an increasingly digital agriculture with integrated and complex production processes. In this sense, the future of work in agriculture value chains will involve a two-pronged approach: the increasing incorporation of technologies aimed at cost reduction, competitiveness and sustainability; and due attention to the values and expectations of younger generations of workers entering in the labor market. Without this, regions and production chains may suffer the impacts of a lack of skilled labor and the capacity to meet the new challenges of socio-productive and digital inclusion.

Palavras-chave: rural youth; rural work; connectivity; digital agriculture; non-agricultural activities.