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**WHO IS DRIVING DIGITALIZATION IN URUGUAYAN AGRICULTURE? AN
ANALYSIS OF THE ACTORS IN THE PUBLIC SPHERE**

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The agricultural sector is currently undergoing profound socio-productive transformations, driven by global food policies that have boosted the use of information and communication technologies (ICTs) in agri-food chains. These policies have largely emerged as a response to food insecurity and the demand for efficient and sustainable food production.

New technologies have been driven by various actors, both public and private, who contribute to shaping the political agenda and advancing the digitalization of the agricultural sector. In this context, new actors are emerging in the agri-food system with distinct interests and expertise. In some cases, these actors meet on common goals, while other actors are in constant tension.

The goal of this study is identifying and analyzing the actors appearing in the public sphere regarding the use of digital technologies in Uruguay's agricultural sector, what their roles have been, and whether or not any actors have been sidelined in the process. The research was conducted using a combination of various research techniques, including press reviews and actor mapping.

The results reveal a network of national and international actors operating at different territorial scales and driving policies in the sector. At the same time, there are voices made invisible in public opinion, mostly consisting of social actors such as family farmers. Conversely, those who publicly position themselves in relation to digitalization processes are mostly actors who enable favorable institutional frameworks, and others who act as funders. We can conclude that in the narratives analyzed, some discourses and positions stand out as more relevant, but at the same time, there are marked absences.

Palavras-chave: digitalization in agriculture; social actors public policies; digital technologies; family farming.