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INNOVATION AND AUTONOMY FOR A NEW AGENDA

**SOYBEANS AND “GREEN” ENERGY? CONTEMPORARY PRESSURES ON
LIVESTOCK FAMILY IN THE PAMPAS AND ANDALUSIA**

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The transformation of the rural world is a global reality, affecting even the most remote locations through old and new capitalist dynamics and strategies for appropriating natural resources. This study investigates this issue by immersing itself in two distinct contexts: municipalities in the Campanha Gaúcha region, at the heart of the Pampa Biome (Brazil), and rural areas in Andalusia (Spain). Although distant and endowed with socio-environmental singularities, these territories share a crucial element: a set of challenges and uncertainties that fall on livestock family, whose survival is intrinsically linked to natural resources and agroecological principles, albeit instinctively, based on their way of life. In

Andalusia, families face speculative pressure from the expansion of photovoltaic and wind energy parks. This process has a disruptive effect by artificially inflating land prices, revealing how the call for sustainability can conceal perverse effects on vulnerable populations, biodiversity, and natural environments. In the Campanha Gaúca, pressure is manifested by the expansion of soybeans over the Pampa. In addition to land speculation, this advance is marked by the indiscriminate use of pesticides, destruction of native species, contamination of aquifers, and soil erosion, i.e., elements that directly harm the agroecological aspects of the territory. Demographically, the changes are equally worrying, with emphasis on the aging and masculinization of the rural population. Socioculturally, the traditional inhabitants of these territories are at risk: the gaucho (Pampa) and the shepherd (Andalusia), as well as their ways of life. The crisis of family succession, detected in both contexts, emerges as one of the main findings of the research. By focusing on the daily reality, needs, and dilemmas of these families, the study starts from the premise that this type of approach is crucial for designing public policies and actions capable of at least mitigating the negative impacts of the processes underway.

Palavras-chave: threats to agroecology; transformations; territories; gauchos and shepherds; way of life.