MATERIALITY MATRIX FOR LOGISTICS IN THE AÇAÍ PRODUCTION CHAIN IN TRADITIONAL COMMUNITIES IN THE BRAZILIAN AMAZON

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Palavras-chave: Logistics, production chain, açaí, Amazon, social impact.
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Purpose: Create a materiality matrix that illustrates how the logistics involved in açai production affects the social context of traditional communities in Pará and Amazonas states located in the Brazilian Amazon.

Research Approach: Our proposal consists of three adaptive cycles. The first cycle involves conducting a thorough systematic review of literature related to the subject. In the second cycle, we will create a materiality matrix based on existing studies, using the findings from the literature review. Finally, in the third cycle, a panel of logistics and sustainability experts researching in the Brazilian Amazon will validate the instrument. This will give the materiality matrix an academic utility and ensure it serves as a guideline for social equity.

Findings and Originality: The association of a materiality matrix with the logistical activities involved in the açai production chain within the traditional communities of Pará and Amazonas, renowned as the world’s leading açai producers, assumes a distinctive role by facilitating crucial analyses aimed at promoting social equity across all levels. This is useful to identify potential opportunities for integrating their products into the market, which would otherwise be hindered by the lack of conducive entry conditions.

Research Impact: This study aims to spark discussions about logistics in the açai production chain. It is hoped that these discussions will lead to solutions that promote social equity for all involved parties.

Practical Impact: We start from the assumption that the production of açai has perspectives of leveraging the socioeconomic development of the investigated communities since this fruit plays a fundamental role in the food security of this population and in this context demands different stages of the logistic activity. The açai seed, which corresponds to the endocarp and almond of the fruit, is an important by-product of the açai production chain, with emphasis on the energy reuse of waste, in the chain of reverse logistics. The goal of the materiality matrix is to determine how logistics affect the production capacity of açai in the states of Pará and Amazonas. Official data shows that Pará produces over 90% of the fruit, while Amazonas produces less. Additionally, the matrix aims to assess the social impact on the communities involved in açai production in the Brazilian Amazon.

Keywords: Logistics, production chain, açai, Amazon, social impact