

## Culture precipitation data for the rural producer

Daiane Marcela Piccolo<sup>1</sup>; Elaine Parra Affonso<sup>2</sup>

**Abstract:** The process of modernization in agriculture seeks the productive efficiency and higher levels of profitability, which can be influenced by the correct choice of pricing of products that will be offered to the interested public. In this context, information and communication technologies have been gaining prominence, and it has been a facilitator to provide information and knowledge for this segment of society. Recognizing the importance of price data for the rural producer, this work aims to identify sites that provide sources of agricultural crop data, and to explain the information linked to these sources. The methodology of this work was based on exploratory research with a qualitative approach. A search was performed on the Google engine, by means of terms descriptors in the Portuguese language to identify sites that provide crop pricing. It was identified twenty-one sites with data from different cultures, presenting price data, region, and date of update. It is concluded that access to this data can contribute to the lack of information in this sector, providing better planning in the sales phase of products and increasing the bargaining power, also minimizing the informational asymmetry between small and large farms.

**Keywords:** Price; Information Technology; Rural producer; Data source

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<sup>1</sup> São Paulo State Technological College (FATEC). M.S. in Computer Science. [daiianepiccolo@gmail.com](mailto:daiianepiccolo@gmail.com)

<sup>2</sup> São Paulo State University (UNESP). Postgraduate Program in Information Science. M.S. in Computer Science. [elaineppff@gmail.com](mailto:elaineppff@gmail.com)